



Media Release – 1 August 2019

For immediate release

World Breastfeeding Week 2019 – “Empower Parents, Enable Breastfeeding”

Each year from 1 August to 7 August is ‘World Breastfeeding Week’ - a week where breastfeeding is recognised and celebrated around the world.

This year, the theme for World Breastfeeding Week (WBW) is about ‘empowering parents to enable breastfeeding’ and during WBW the Australian Breastfeeding Association (ABA) will be celebrating all the ways we bring this to life every day.

“We’re proud to celebrate World Breastfeeding Week every year and this year’s theme is particularly relevant for the work that the ABA does every single day of the year, said Alison Boughey, ABA’s Chief Executive Officer.

“The Australian Breastfeeding Association has a number of programs that empower Australian parents every day to continue to breastfeed by providing support and encouragement

“The ABA’s National Breastfeeding Helpline and online LiveChat service are staffed by dedicated volunteers who aim to empower parents everyday by providing evidence-based support to every parent who contacts these services for help.

“The National Breastfeeding Helpline is provided with funding from the Federal Government and is a resource that Australian parents can access 24 hours a day, seven days a week if they need breastfeeding support or have a question.

“Staffed by highly-trained ABA volunteers (who are mothers themselves) every caller to the Helpline can count on high-quality peer support from someone who is empathetic and understands the challenges that can come with breastfeeding,” said Alison.

“ABA’s online LiveChat service is another convenient way that parents can receive answers to the breastfeeding questions they have.”

“Many mothers return to the paid workforce during the time when health authorities recommend babies are still breastfed, and the ABA’s Breastfeeding Friendly Workplace accreditation program is a way that the ABA helps Australian employers to support their breastfeeding employees by providing a breastfeeding-friendly working environment.

“The services and programs the ABA provides for all Australian parents are aimed at empowering parents and we do this day in day out. World Breastfeeding Week this year is an opportunity to celebrate all we do with the help of our dedicated volunteers who give up their valuable time to empower and support other Australian parents.

“This World Breastfeeding Week, I encourage all Australian parents to take advantage of all of the many ways that the ABA can support them in continuing to breastfeed.”

ENDS

Spokesperson

To arrange an interview with an Australian Breastfeeding Association spokesperson please contact Kathleen Mather, Victorian Branch President at vicbp@breastfeeding.asn.au and 0413 808 763.

Photo Opportunity

We have a wide range of mums, babies, toddlers, families and breastfeeding advocates who would love to pose for a photo to accompany your story. To line up a photo opportunity please call the media contact outlined above.

Resources

We also have an extensive image and footage library. To access these resources please contact Tessa Gillespie, Marketing & Communications Manager at tessa.gillespie@breastfeeding.asn.au or by phone at ABA National Office 03 9690 4620.

Local Group Activities

Local ABA groups will host events throughout World Breastfeeding Week, focusing on the importance of mother-to-mother support and ways mothers in our communities, both online and offline, can empower each other. All mothers are encouraged to attend a meeting during World Breastfeeding Week and details about ABA's local support groups can be found at: <https://www.breastfeeding.asn.au/world-breastfeeding-week-events>. Both ABA members as well as parents who are not ABA members are invited to come along and share in a positive, welcoming community.

Breastfeeding Friendly Workplace Program

- www.breastfeeding.asn.au/workplace

More information

To learn more about World Breastfeeding Week, including ways you can be involved, visit:

- <https://www.breastfeeding.asn.au/world-breastfeeding-week>
- www.facebook.com/ozbreastfeeding
- www.instagram.com/ozbreastfeeding
- www.twitter.com/ozbreastfeeding

Hashtags

- #WBW2019
- #BFW

References

- <https://www1.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-brfeed-index.htm>
- <https://worldbreastfeedingweek.org>