

Media Contacts: Rachel Fuller 0407 949 039 Debbie Yates 0419 778 148



National Breastfeeding Helpline Receives 500,000th Call

Popular service provides around-the-clock breastfeeding support

November, 17th, 2014- The Australian Breastfeeding Association (ABA) announces the National Breastfeeding Helpline has received its 500,000th call. The National Breastfeeding Helpline is a free, 24 hour, 7 day a week service staffed by trained ABA volunteer breastfeeding counsellors.

**Australian
Breastfeeding
Association**

ABN: 64 005 081 523
RTO: 21659

“ABA is incredibly proud that the Breastfeeding Helpline has achieved this remarkable milestone. Our volunteer counsellors have helped thousands upon thousands of families across the country reach their breastfeeding goals” says Australian Breastfeeding Association President, Rachel Fuller.

Breastfeeding is a learned skill requiring many mothers to seek out knowledge, support and reassurance. The free service provided through the Breastfeeding Helpline can support mothers experiencing difficulty and offer information and suggestions so mothers can make informed choices. Common call topics include: nipple pain, milk supply, milk storage and weaning.

National Breastfeeding Helpline Manager, Debbie Yates explains, “Although natural, breastfeeding needs to be learned and this requires education, practice and support. Support is often the make or break factor for a successful breastfeeding relationship. The Breastfeeding Helpline allows us to provide 24 hour-a-day help to anyone who needs it, anytime they need it.”

The National Breastfeeding Helpline began in New South Wales on October 16, 2008 and gradually expanded across the country with national coverage by January 2009. The service currently receives more than 85,000 calls annually. The Breastfeeding Helpline utilises a peer-to-peer model with counsellors having breastfed at least one baby for at least 6 months and holding a Certificate IV in Breastfeeding Education or equivalent. The service utilizes an innovative format with calls being diverted to volunteers fielding calls from their homes on a roster schedule.

89% of callers surveyed strongly agreed or agreed that they would call the National Breastfeeding Helpline again if needed. 90.3% said they would recommend the service to a friend or relative and 88% said the volunteer breastfeeding counsellor was professional and approachable.

As we celebrate the 500,000th call, ABA would like to thank the amazing volunteer contribution which is equivalent to just over \$1,000,000 annually. The National Breastfeeding Helpline is primarily supported by funding from the Australian Government via a grant from the Department of Health.

For more information about the National Breastfeeding Helpline or the Australian Breastfeeding Association visit www.breastfeeding.asn.au or contact Rachel Fuller 04079494039 or Debbie Yates 0419 778 148.

Breastfeeding Helpline 1800 mum 2 mum (1800 686 268)

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