



WORLD BREASTFEEDING WEEK 2013



Breastfeeding in public a right not a privilege

THE Australian Breastfeeding Association (ABA) asks for full support for all mothers feeding their baby in public.

"Seeing mothers breastfeed their babies is an important step to breastfeeding success," ABA's spokeswoman Jessica Leonard said.

"Breastfeeding mothers should feed their babies however they feel comfortable and not feel any pressure to meet other people's expectations of discretion.

"For some mums this may mean breastfeeding in public in full view, for others it might mean covering up and some might prefer to breastfeed privately.

"All mothers should be supported to breastfeed their babies. We know that seeing

breastfeeding from early on in life is an important first step to breastfeeding success.

"In Australian federal law breastfeeding is a right, not a privilege.

"Under the federal Sex Discrimination Act 1984 it is illegal in Australia to discriminate against a person either directly or indirectly on the grounds of breastfeeding.

"Mothers breastfeeding in public are helping the next generation of Australians to learn that breastfeeding is normal.

"Breastfeeding is a learned skill and we all need help along the way. We encourage pregnant and new mothers to join the Australian Breastfeeding Association and receive the support and information they need to reach their breastfeeding goals."



Breastmilk meets all a baby's nutritional requirements from birth to around six months.

Benefits for mums and bubs

BREASTFEEDING can be a special time for both mother and baby and has health benefits for both as well.

Benefits for babies

- It is safe and easily digested.
- It contains all the food and drink a baby needs for the first six months of life.
- Together with other foods, it is very good for the next six months and into the second year.

Benefits for mothers

- It does not cost anything and does not take time to prepare.
- It helps mothers and their baby feel close to each other. Having skin-to-skin contact is helpful for both breastfeeding and developing

Breastmilk meets all a baby's nutritional requirements from birth to around six months.

- It is always ready when needed.
- Babies who drink breast milk are less likely to get infections, allergies and many other diseases.
- Babies who drink breast milk may grow and develop better.

- a bond.
- It helps a mother's body return to normal more quickly after the birth.
- It may give protection against some diseases (such as cancer of the breast or ovaries, and osteoporosis).

Social media helps mothers connect

BECOMING a parent can be an isolating experience but it doesn't have to be that way, especially in the digital age.

"The Australian Breastfeeding Association offers mothers a wide range of access points for support, whether it's email counselling, telephone, internet counselling as well as face-to-face support", Australian Breastfeeding Association national president Rachel Fuller said.

"This year we are connecting with mothers across many social media platforms, including Facebook, Twitter and Instagram, to celebrate the diversity of parenting.

"Through social media, our trained volunteers offer support to suit the ever-changing needs of today's parents.

"While our services are available in many digital formats, our face-to-face

support networks which have been so valuable to many mothers for the last almost 50 years, still operate through an amazing network of 250 local breastfeeding support groups across the country.

"The Australian Breastfeeding Association is an organisation run by mothers, who are dedicated to supporting other mothers. We welcome and offer support to all mothers, whether it be online or in person.

"We in the Australian Breastfeeding Association acknowledge that everyone's experience is valuable and valid. While we spend a lot of time at our support groups talking about breastfeeding issues, we are also mums helping other mums with all aspects of parenting.

"Our groups are a wonderful way to meet new people, share experiences and to learn from each other."

Movie event for families

THE Child and Family Health Nurse Service, which supports the health and wellbeing of families with children from birth to five years, along with the Roxy Cinema is supporting World Breastfeeding Week 2013.

A special movie event for mums, bubs and dads too, will be held on Tuesday, August 6 at

10.20am at Roxy Cinema on Berry Street, Nowra.

The film Before Midnight will be screened, followed by a sausage sizzle (\$1 donation), tea and coffee at The Shoalhaven Family Care Centre, 66 Berry Street, Nowra.

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