



## **1800 mum 2 mum Breastfeeding Helpline**

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### **Brief biography**

Barbara Glare BA Dip Ed IBCLC is a Director of the Australian Breastfeeding Association (ABA) and was Project Manager for the implementation of the Breastfeeding Helpline. She works as a Lactation Consultant in a hospital lactation clinic in rural Victoria, Australia.

### **Abstract**

The Breastfeeding Helpline has been one of the Australian Breastfeeding Association's core services for more than 30 years. It is staffed 24 hours per day by trained, volunteer breastfeeding counsellors who are at home with their families. In October 2008, after lobbying the Australian Government, the Breastfeeding Helpline was upgraded to the new **1800 mum 2 mum** number when the Federal Government adopted a recommendation from the Parliamentary Inquiry into breastfeeding to fund the Breastfeeding Helpline. The Breastfeeding Helpline is a completely free service to the Australian Community and is funded for a 5-year period.

The Breastfeeding Helpline takes around 78,000 calls annually and the number of calls continues to increase. All breastfeeding counsellors hold a Certificate IV in Breastfeeding Education (Counselling) or equivalent.

This presentation will also look at the major reasons that mothers ring the Breastfeeding Helpline. Through surveys of mothers who call the service, the Australian Breastfeeding Association continually receives feedback on the satisfaction levels and demographics of the clientele of the Breastfeeding Helpline.

At the end of this session, participants will:

1. Understand the operation of the ABA **1800 mum 2 mum** Breastfeeding Helpline
2. Gain a knowledge of the training and experience of ABA counsellors
3. Gain an insight into the challenges facing the Breastfeeding Helpline
4. Be able to identify the major reasons that mothers call the Breastfeeding Helpline
5. Understand the Australian Breastfeeding Association's scope of practice and procedure for working with other health professionals.