



Melbourne

AUGUST
2-4 2007



australian
breastfeeding
association

MEDIA RELEASE
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THE RIGHT FIT – BREASTFEEDING, MOTHERS & WORK

To address modern barriers to successful breastfeeding and present the latest research and clinical practice, the Australian Breastfeeding Association (ABA) presents a range of “hot” topics at the national conference, Hot Milk, from 2-4 August 2007 at the Melbourne Convention Centre.

Meeting the issues concerning working women and employers everywhere, the topic “Breastfeeding as the right of the working woman” will be presented by Ted Greiner PhD from the United States. Dr Greiner has a background in nutrition and with global perspective and sees breastfeeding as a worldwide health issue. Having written articles covering the areas of employment and breastfeeding Dr Greiner encourages breastfeeding advocates to “make the world a place where breastfeeding works better for mothers and babies”. Hot Milk, Friday August 3 at 5.00 pm

An ABA initiative that provides a practical Australian context to Dr Greiner’s presentation is the Breastfeeding Friendly Workplace Accreditation (BFWA). Five years after its inception, the BFWA program has recently been reviewed resulting in a new logo and other tools for employers to use in creating their breastfeeding policy, all to be launched at Hot Milk.

Designed to facilitate smooth transitions for employers and employees when breastfeeding women return to work, BFWA addresses head on the decline of breastfeeding rates in Australia for babies under six months of age.

According to the Pregnancy & Employment Transition Survey (ABS - Nov 2005), 75,000 women return to work with babies 3 months old or under and an additional 43,000 women return to work with babies aged 4-6 months. Studies from the United Kingdom reveal that women who know they are going back to work soon after the birth of their baby are less likely to initiate breastfeeding.

Information on Breastfeeding Friendly Workplace Accreditation, including the consultancy service to employers, will be available at Hot Milk’s BFWA stand. BFWA Project Officer, Nicole Maruff states, “It’s a big incentive for any forward-thinking employer wishing to provide a truly family friendly workplace to have Breastfeeding Friendly Workplace Accreditation. By utilising the tools and support provided in the BFWA program, employers will reap the rewards in sustainable recruitment and retainment objectives.

** Dr Ted Greiner is also presenting the topics, “Promoting breastfeeding as an experience” and “Increasing the father’s role in infant feeding” at the Hot Milk Conference. Saturday August 4 at 1.45 pm

Hot Milk will empower parents, health professionals and members of the community to prevent and overcome challenges associated with breastfeeding. For more details about Hot Milk and to view the complete program, see www.lrc.asn.au/hotmilk

Media Enquiries: Karen Ingram, Public Relations Officer, Australian Breastfeeding Association, Victorian Branch T: 03 9314 9882 M: 0414 865 018 E: ojoy@optusnet.com.au. Journalists: Register your attendance at the above mentioned sessions by contacting Yvette on 0417 531 853