



australian
breastfeeding
association



Dads

- It's about You too...



Dads really matter. Research shows that mums are 10 TIMES more likely to breastfeed if their partner supports their baby feeding this way. Dads need up-to-date information and to be well-educated and supported in their new role.

ABA is launching its new 'Dads – It's about You too' campaign to celebrate the coming together of families for the festive season.

All money raised from this Appeal will go towards our 'Dads – It's about You too' campaign. We would like your support to produce the following:

- ♥ A new ABA Booklet aimed at fathers
- ♥ A DVD aimed at fathers that can be used by health professionals or ABA groups to inform more fathers about their role with their breastfeeding partner
- ♥ On line materials aimed at fathers
- ♥ An advertising campaign encouraging the wider community of fathers to support breastfeeding

We need just \$40,000 to make our campaign happen. With your help, we can reach dads with the right information and support they need.



Name _____

Address _____

Suburb _____ State _____ Postcode _____

Yes, I would like to make a donation to the
'Dads – It's about You too' Campaign.

I would like to make a gift of:

(All gifts over \$2 are tax deductible)

\$20 \$35 \$55 or My Choice \$ _____

I would like to make my donation:

Monthly Quarterly Once only

Cheque/Money Order Payable to ABA is enclosed

Please debit my Mastercard Visa Amex Diners

Card No

Expiry Date / Signature _____

Card holders Name _____

Thank you for your generosity.

Please send to: **'Dads – It's about You too'** Campaign

Australian Breastfeeding Association

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www.breastfeeding.asn.au



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