



WELCOME TO THE BENALLA HEALTH BREASTFEEDING SMS PROGRAM

You will receive between two and four text messages on your phone each week until your child is eight weeks old. You will receive these messages from "Internode".

These messages aim to support you on your breastfeeding journey. The messages will have information about health services to help you breastfeed.

You can opt out at any time. To cancel the texts please phone Benalla Ray Sweeney Community Health Centre on (03) 57614500

At the end of the program you may receive a phone call to find out about your experience and whether the information was useful. You will also be sent a link to an online survey.



This what other Benalla mums have said about the program:

- "They came through at the right time. It was fantastic. One of the best things we have ever done. There were motivating, good to know that I was not alone."
- "Really good service, great to keep motivated during the tough part of breastfeeding. Perfect timing from texts even as a second time mum."
- "They were a lovely pick me up and helped reassure me that all my baby feeding patterns, my feelings of tiredness were all normal and ok."
- "Felt like someone was looking in my window! Expressing concerns to my partner and get a text explaining that very thing we were talking about!"

Mum2Mum



mum2mum
Brought to you by the Australian Breastfeeding Association

Introducing ABA's brand new app Mum2Mum!

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Breastfeeding Gateway



Download the App

COMMUNITIES latching on to Breastfeeding

Search for **Breastfeeding Gateway** in the App store or Google Play for Android

WHAT MUMS CAN DO
Get the facts on breastfeeding. Make sure you get plenty of healthy food, water and rest.

WHAT PARTNERS CAN DO
Care for the baby in other ways (baths, nappy changes, walks).

WHAT FAMILY & FRIENDS CAN DO
Provide emotional support and practical help (deliver groceries, cook meals, clean the house).

WHAT CAN BE DONE IN THE WORKPLACE
Give enough maternity leave for mums to get breastfeeding established.

WHAT COMMUNITY CAN DO
Businesses can apply for Breastfeeding Welcome Here status.

This content has been adapted from the World Health Organization Breastfeeding Support resources, 2013

gotowo/health