

# What is the National Breastfeeding Helpline?

The National Breastfeeding Helpline (NBH) provides free evidence-based non-judgemental, friendly breastfeeding support for all. The NBH is run as a partnership between The Breastfeeding Network (BfN) and the Association of Breastfeeding Mothers (ABM). As well as calls to the Helpline phone number, support is also available via webchat and Facebook & Instagram messenger. Support is available in Welsh, Polish, Bengali & Sylheti and for people who have hearing or speech impairments.



## Who is the Helpline for?

The National Breastfeeding Helpline is available any time day or night, for anyone who wants breastfeeding support.

## Who works on the Helpline?

All calls are answered by volunteers or members of staff who have breastfed their own children, have completed comprehensive accredited training and undertake ongoing training and supervision.

## What's new?

The BfN & ABM have offered helpline services for many years but the NBH in its current form was established in 2008. The National Breastfeeding Helpline is funded by Public Health England via Serco, and the Scottish Government.

In 2024 we received funding from the Office of Health Improvement and Disparities (OHID) for an NBH@night pilot project which successfully launched on 29th March 2024, extending the Helpline to 24 hours a day.

The National Breastfeeding Helpline already supports thousands of families every year and is now able to be there for even more mums, parents and families any time, day or night.

**99% of callers report that they found it "extremely helpful" to be able to call the National Breastfeeding Helpline at night.**

**99% of callers say that they are extremely satisfied (87%) or satisfied (12%) with the support they received from the National Breastfeeding Helpline.**

Source: NBH Service Evaluation

24/7

"You've given me lots to consider. You didn't dictate but gave me options....invaluable service"

"I phoned you at midnight, I needed someone to talk to"  
"Absolutely brilliant that you're there in the night for new parents"



**We're here to support mums and families on every step of their breastfeeding journey whether their baby is one day, one week, one month, one year old or more.**



For more information visit our website:  
[www.nationalbreastfeedinghelpline.org.uk](http://www.nationalbreastfeedinghelpline.org.uk)  
or email [NBHservices@breastfeedingnetwork.org.uk](mailto:NBHservices@breastfeedingnetwork.org.uk)

**0300 100 0212**