



MEDIA RELEASE - for immediate release 4th March 2020

AMBA launches annual Multiple Birth Awareness Week as a national Australian campaign to raise awareness around, and draw attention to, the unique realities for multiple birth families and how active advocacy, positive education and engaged communities can contribute to enabling positive health outcomes for our families.

The Australian Multiple Birth Association (AMBA) today announced the theme for this year's Multiple Birth Awareness Week (MBAW), running from 15th to 22nd March 2020. The annual week-long event centres around running community events and an online social media campaign to raise awareness of the advocacy work done by AMBA nationally and the grassroots programs provided by local clubs to multiple birth families around Australia.

The theme for Multiple Birth Awareness Week (MBAW) 2020 is 'Better Together'.

MBAW 2020 'Better Together' is about the strength of connection, both for families and for the Australian Multiple Birth Association in how it uses networks and engages the community to serve families. AMBA is the only national charity in Australia focused on improving the lives of twins, triplets or more and their families, and strong relationships with their club network and trusted partners are key to delivering their mission to enable positive health outcomes, awareness and equality for multiple birth families through advocacy, education and community. Strong partnerships will see a better understanding of the unique needs of multiples, leading to improved equality for families of twins, triplets or more.

Ashlee Tenberge, AMBA Chairperson said "In drawing attention to the unique realities for multiple birth families, it's important that we consider the holistic community in which we live. While there is plenty of joy in raising twins, triplets or more and observing the special bonds and fun times, multiple birth families can face particular challenges that require unique solutions and varying interventions."

She also remarked, "For a family with multiples, managing tougher times means arming yourself with resources and knowledge, enabling you to not only cope better as the family unit, but to engage in the best way possible with those around you who share your journey in various ways; e.g. health professionals, education providers, family members."

The goal for MBAW 2020 is to drive connection between multiple birth families and within the AMBA community, while fostering a stronger collaborative multidisciplinary approach with allied organisations.

Ashlee Tenberge, AMBA Chairperson commented “AMBA prides itself on a strong peer support model, but our role as an organisation is also to foster relationships with professionals who will interact with and have a significant impact on our families; e.g healthcare professionals. We all have a unique role to play in working better together to ensure positive health outcomes for multiple birth families.”

We encourage families, schools, health professionals and support organisations to discover more by visiting www.amba.org.au and www.facebook.com/AustralianMultipleBirthAssociation .

Contact us to organise a photo of a local family with twins, triplets or more or go to www.amba.org.au/clubfinder to find your local AMBA member-club.

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For more information, contact:
Ashlee Tenberge, Chairperson
ashlee@amba.org.au
Mobile: 0438 679 773
www.amba.org.au

ABOUT OUR ORGANISATION

The Australian Multiple Birth Association (AMBA) is a not-for-profit organisation comprising of multiple birth families. The Australian Multiple Birth Association is the only Australian national support organisation for families with twins, triplets or more. Their mission is to enable positive health outcomes, awareness and equality for multiple birth families through advocacy, education and community.