

Annual Report 2025

"Let's Breastfeed"

Lisbon, 11 January 2025



Directed by Margarida Telhado

Annual Report

The report is an instrument that evaluates the achievement of the objectives and activities of Ajuda de Mãe's Let's Breastfeed during the calendar year 2025 (from January to December 2025).



"LET'S BREASTFEED" PROJECT



In order for breastfeeding, so good for the baby, to be a unique and rewarding experience for the mother, the Let's give breastfeeding project was born from the need to respond to the various requests for face-to-face support for breastfeeding, coming from the telephone service of the SOS breastfeeding line, from our partner landline, (attended by the technicians, volunteer nurses with training in breastfeeding from the Ajuda de Mãe Association) and clients accompanied by the institution, as well as other requests from health units.

It was then a project created in 2010 by the Ajuda de Mãe Association in partnership with the SOS breastfeeding Association and with the support of the DGS with a duration of 4 years. But we have maintained this support and support over the years with existing resources, after the end of this funding.

Objectives:

1. that breastfeeding is a reality assumed by all, promoting, protecting and supporting its practice among families and the professionals who intervene with them;
2. increase the number of women who breastfeed during the first month of life, with a view to its exclusivity until 6 months and maintenance until at least 2 years;
3. support a greater number of health professionals with the adoption of good practices regarding breastfeeding, through the training of more professionals with training in advanced breastfeeding counseling and creating other spaces in the community.

What we do then:**Breastfeeding support spaces**

In the different offices of Ajuda de Mãe, namely in Lisbon, Apelação, Amadora, Odivelas, Queluz, Paço d' Arcos, Corroios and Santarém. This space is intended for parents or future parents who want to acquire new practices that favor breastfeeding, clarifying issues that may sometimes arise during breastfeeding.

Let's breastfeed at home

Support for mothers/fathers and newborns with difficulties in latching on to the breast, positioning, breast engorgement, manual pumping to relieve breast tension, the baby's hunger signals, reporting, collecting and expressing milk and solving and screening for some breast problems that cannot be solved through the fixed or mobile telephone line and simultaneously, due to the impossibility of the mother and baby to go to a breastfeeding corner in some family health units or hospitals.

This support is provided at home, throughout the District of Lisbon and Tagus Valley, free of charge, namely to all mothers who are welcomed in the Ajuda de Mãe residences and with accompaniment on their return to school, training and employment.

Having all the appropriate material for each situation that we can provide.

If necessary, they are also referred to their health professional, their unit or hospital for reassessment of the situation and medical prescription if necessary.



Education

We carry out training to acquire new knowledge and practical strategies that aim to promote breastfeeding in families, we participate and collaborate in the courses of our partners HFF and SOS breastfeeding with a view to training more health professionals, among others.

In our clients' internal training, we promote breastfeeding and the extraction and conservation of milk for external travel, internships and return to work, providing information and all the necessary material

Telephone Answering

We are professionals trained in breastfeeding counseling (WHO/UNICEF), available to:

1. Listen to and give updated and validated information
2. Support and Refer
3. Promote the self-confidence of the mother and family
4. Help resolve issues that arise during breastfeeding

Media

We have a computer program and a database designed by the team, relating to all calls received by the line and referrals made.

Support material such as manual and electric pumps for milk extraction with a view to maintaining breastfeeding with the return to work, thus increasing the number of women who practice breastfeeding exclusively.

A car for home visits

Service mobile phone - 961488816

Breastfeeding Support Groups (Amadora and Sintra Commission together on Breastfeeding)

In 2016 this committee was created that annually celebrates family day and holds an annual meeting at the HFF. Until 2020 every Friday at the Fernando da Fonseca Hospital, in the ACES of Sintra and Amadora, within the scope of the inter-institutional partnership between them and Ajuda de Mãe with Vamos dar de mamar, we gave support and support, together with the health professionals of these units, to all the families who come to us in these spaces created for this purpose every 6th of each month.

At the moment, the groups only work on the 3rd 6th of each month at the Damaia Health Center, this is partly due to the pandemic and the recent role of the 3 institutions in ULSASSI (Local Health Unit Amadora and Sintra).

Workshops

Individual or group training space for parents or future parents, either in the various Mother's Help Offices, or in other places of social or private partners.

Here families will acquire information, techniques and practices that favor breastfeeding. A moment of great sharing of experiences, clarification of myths and doubts and resolution of some difficulties that arise during your breastfeeding journey. (now online)

In this pandemic context, we maintain all our support and face-to-face support, via telephone, video call or online.

The data speak for themselves, from the effective beginning of the project in May 2011 to the end of 2025, it was possible to provide 6963 home supports, more than 30,000 calls were answered with all the necessary support to solve each situation, more than 5500 families were welcomed in an individual or group training space and we trained more than 2500 professionals with the adoption of good health practices in the area of breastfeeding maternal.

SO...



Motherhood is an unknown stage, full of myths and fears for first-time and subsequent mothers. If you want to breastfeed your baby, it is important to know that he is designed, as a mammal, to breastfeed as well as mothers to breastfeed. Having information and support is vital to be able to decide on each aspect and stage of breastfeeding. Seek this follow-up since pregnancy so that breastfeeding is a pleasurable act for both.

We are always with open arms, to give all this support and affection that this journey requires.

The coordinator of Vamos dar de Mamar

Margarida Telhado

NOTA:

Atualmente temos, na residência das adolescentes:

1 bebe a LM exclusivo,

2 bebes a LM +AC,

1 bebe a LM+LA

1 bebe só com AC

Na residência das adultas temos:

2 bebe a LM exclusivo

2 bebes a LM+LA

3 bebes a LM +LA+AC

1 bebe a LA+AC

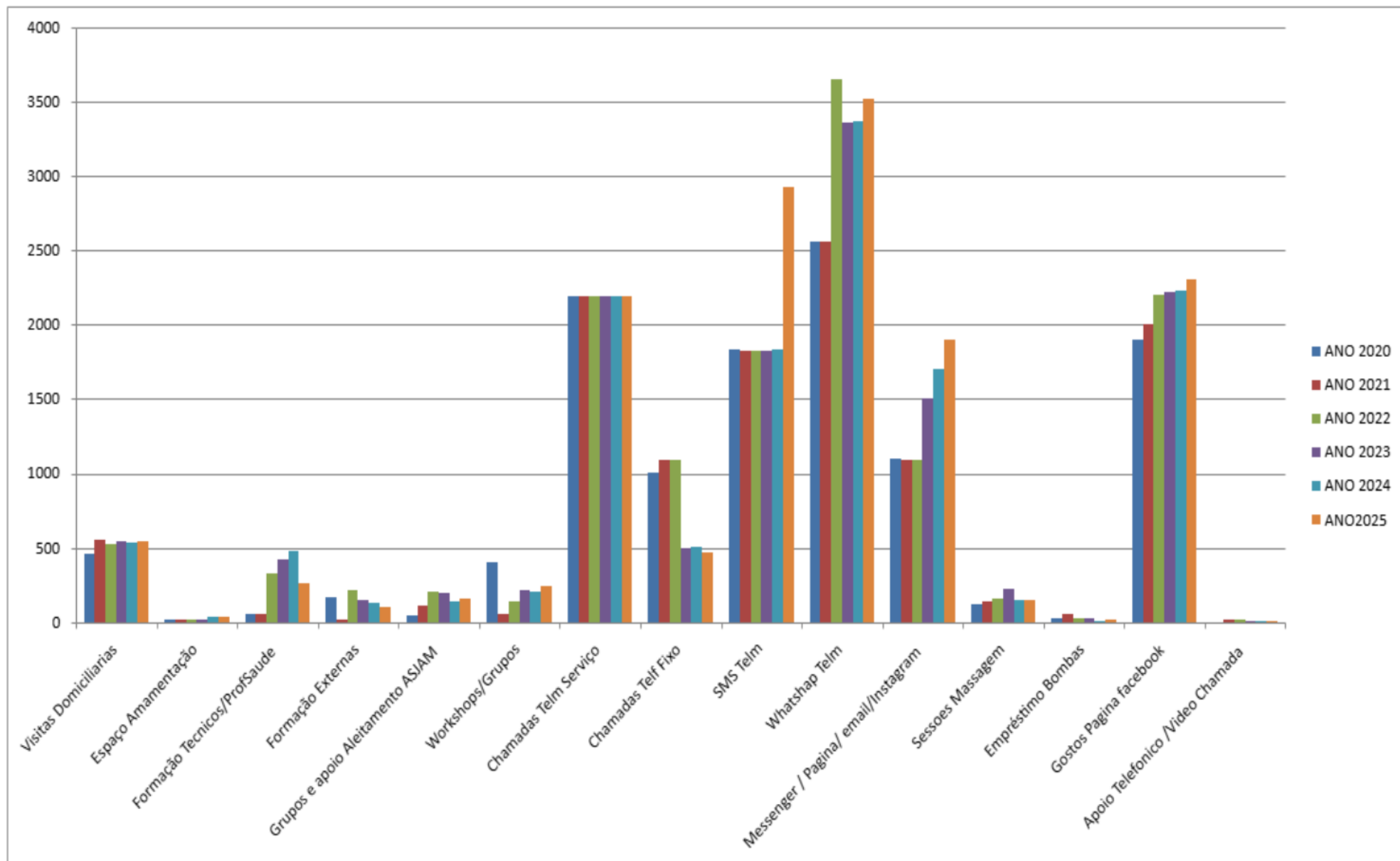
	ANO 2017	ANO 2018	ANO 2019	ANO 2020	ANO 2021	ANO 2022	ANO 2023	ANO 2024	ANO 2025
Home Visits	323	392	461	460	554	528	544	533	548
Breastfeeding Space	66	78	42	17	16	15	16	32	38
Technicians/Prof Health Training	199	467	454	51	53	329	423	479	259
External Training	388	213	394	172	15	218	148	134	101
Groups and support Breastfeeding ASJAM		328	202	49	116	205	193	143	163
Workshops/Groups	254	145	261	407	52	137	220	202	242
Telm Calls Service	1095	1825	2190	2196	2190	2190	2190	2196	2190
Fixed Telf Calls	1500	2500	1275	1008	1095	1095	500	506	468
SMS Telm	1945	1460	1825	1830	1825	1825	1825	1830	2930
WhatsApp Telm	730	1460	2190	2562	2555	3650	3360	3372	3516
Messenger / Page / email / Instagram	1095	1095	1095	1098	1095	1095	1500	1700	1900



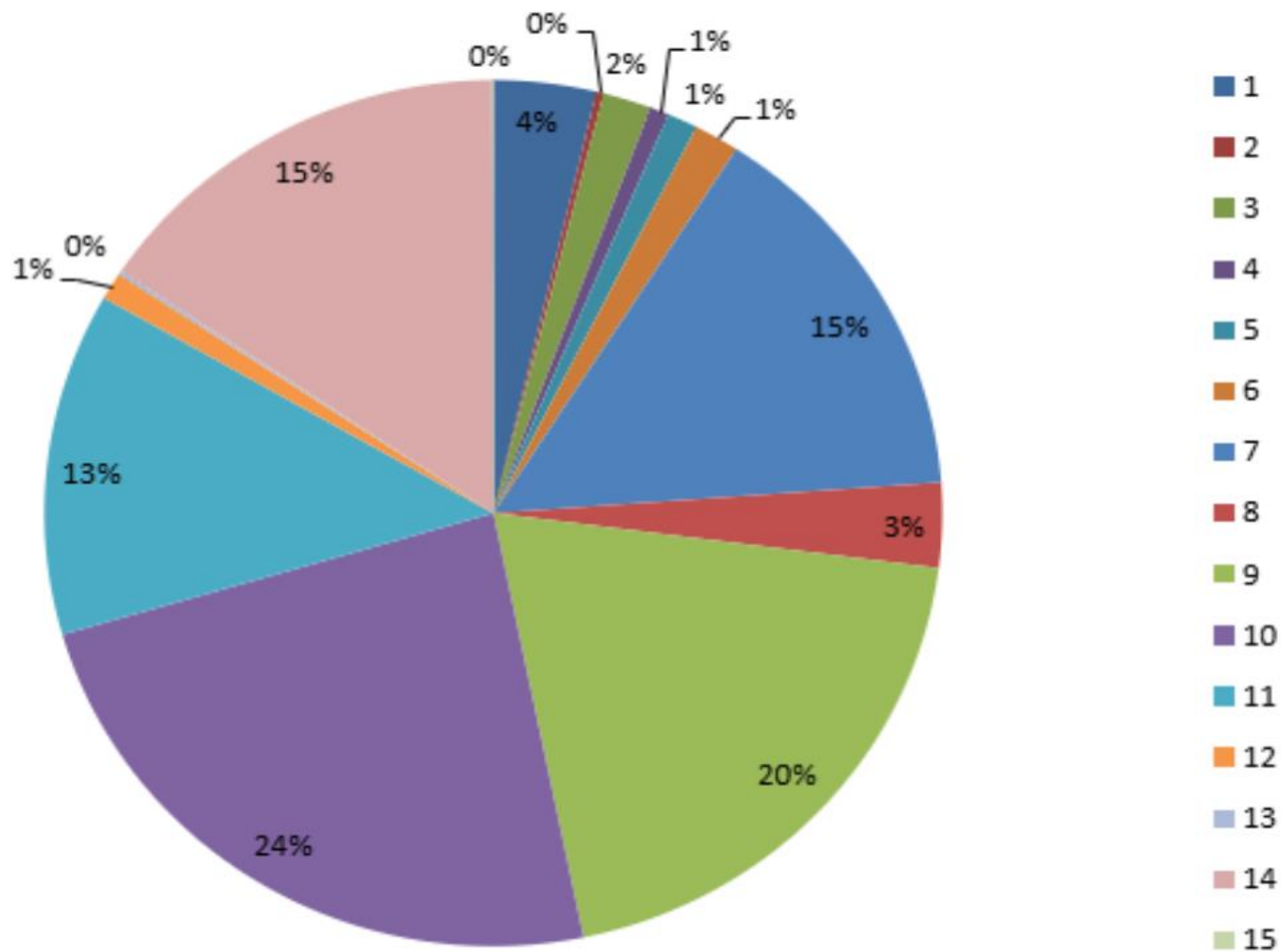
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JANUARY TO
DECEMBER 2025

	ANO 2017	ANO 2018	ANO 2019	ANO 2020	ANO 2021	ANO 2022	ANO 2023	ANO 2024	ANO 2025
Loan Pumps				30	56	30	29	10	20
Gostos Facebook Page			1700	1900	2000	2200	2223	2230	2300
Telephone / Video Call Support				234/83	22	15	10	10	8



ANO 2025





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