

PRESS RELEASE

Australian Multiple Birth Association Multiplying connections online

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The advantage of social media platforms such as Twitter and Facebook is that they build communities and are excellent tools for breaking news. The Australian Multiple Birth Association (AMBA) is utilising social media as a way to connect with families, enabling them to gain additional support via the online community, which then filters into social events.

Many people are unaware of the proven mental health and wellbeing benefits of joining a support group like an AMBA club; support groups can be a great place to find services, practical tips, resources and social events with like-minded people.

Social media is a fabulous resource for people who can't get out of the house. It is also a lot easier than those times when you are trying to have a conversation with someone in person or on the phone as we can be distracted by kids. The flexibility of being able to enter and leave an online conversation is also beneficial. When you have a question to ask, it is useful to be able to get more than one person's experience as this can help with perspective and hopefully you will relate to at least one of the responses.

As an example, Australian parents of Higher Order Multiples (HOM = triplets or more) said the following about a Facebook group they belong to.

"It's my lifeline! Talking with other HOM parents and knowing there is light at the end of the tunnel makes each day easier."

"Connecting with this group has allowed me to receive tips on ways other parents have been able to deal with the unexpected trials of having multiples."

"I love feeling like part of a community – getting out and about with young twins and an older son is hard, and I find I'm missing the weekly support of a mothers group I attended with my son."

Recently, this group celebrated the birth of two sets of triplets on the same day. Considering there are approximately 60 HOM births in Australia each year, that is an amazing coincidence.

At AMBA's 40th National Convention last weekend, Communications Director, Ali Mountifield, was awarded with a National Appreciation Award for her outstanding services to multiple birth families and clubs across Australia and, in particular, the achievement of a highly visible presence within the social media community.

AMBA is a not-for-profit organisation comprising of multiple birth families. The organisation provides support, resources and education to multiple birth families from "those who know".

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