

Katie Mughan

Nursing Mama



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When Katie Mughan was working as a paediatric nurse in Ireland, her exposure to breastfeeding babies was limited. But a move to Melbourne, Australia, in 2006 opened her eyes to the supports available to new mothers with breastfeeding. This sparked a new passion in Katie and the seed of inspiration to launch her own business helping mothers and newborns to have a more positive breastfeeding experience..

When she returned to Ireland in 2013, Katie retrained as a public health nurse to support new parents. During her time as a public health nurse, Katie saw how many mothers struggled with breastfeeding and were left feeling confused and overwhelmed by conflicting information given by different health care professionals.

Katie saw a demand for better antenatal education and quickly realised she wanted to specialise in lactation. In 2018, she decided to take the International Board Certified Lactation Consultant (IBCLC) exam. When she became fully certified, she launched Nursing Mama in August 2019. Based in Naas, Co Kildare, Nursing Mama offers online Breastfeeding Preparation classes, Newborn Care classes and a Weaning from Breastfeeding workshop.

The business has gone from strength to strength since launching and Katie has acquired 10,000 followers on Instagram. Delivering classes online has allowed her to expand her clientele internationally, with clients in Australia and the UK, as well as all over Ireland.

Katie found the peer support through ACORNS brilliant. She credits the programme with giving her the knowledge on the basics of running a business and helping her to focus on where she wants to take the business over the next few years.

Her plan now is to develop online modular breastfeeding classes and continue to support mothers and babies on their lactation journey.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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