

A smartphone app to promote breastfeeding, skin-to-skin contact and Kangaroo Care in France

My Blooming BaBy

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Aim ?
to spread the breastfeeding and Kangaroo Care culture and knowledge in the general population and in particular at-risk populations^{1,2}
to support the parenthood and strengthen collaboration between health care providers and families³

How ?
Through a smartphone app with texts, video and pictures
based on up to date evidence, in accordance with WHO recommendations⁴
totally ad-free, without any financial support
And no conflict of interest – One complete app licence sells for 4,99 €

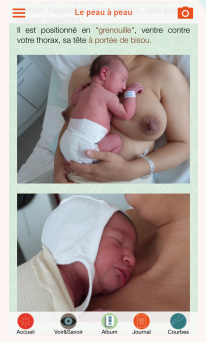
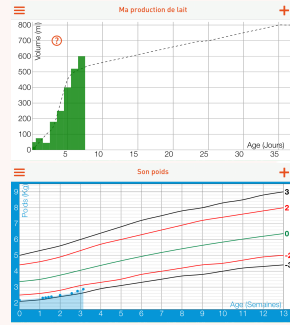
Contents ?

Topics

- Birth and Skin to Skin Contact benefits
- First days and colostrum & kangaroo care benefits
- Attachment and exploratory baby's behaviours
- Sleeping, awake and crying baby's behaviours
- Secure sleep and SIDS prevention
- Signs that baby is ready to feed
- Urine and stools
- Benefits of breastfeeding for child and mother
- Positioning at breast
- Practices for the success of breastfeeding
- Growth and development of the baby in the first weeks
- Produce milk for your baby
- Breast milk hand expression
- In case of premature birth
- Sexuality after birth
- Lactation consulting and peer to peer counselling
- Glossary of childbirth and newborn

Features

- WHO 's Growth curves
- Curve of milk production if mother pumps her milk
- Baby's book of life with periods of kangaroo care and breastfeeding
- Baby's vaccination shedule
- If baby is not breastfed, bottle calculator



Assessment ?
This app exists since september 2014, in french only.
Uploaded near 20 000 as of october 2016 - Users in October 2016 around 4 000 – 3500 free and 500 paying
The facebook page has got more 700 like
Two health insurances and two french BFHI hospitals recommend it.
We developped a specific version for one BFHI french maternity ward in september 2016, entirely free.

A midwife student plans to evaluate the impact of the app use² on family's compliance with practices recommended by WHO, in 2017.

References

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- Demirci J & Bogen D. Feasibility and acceptability of a mobile app in an ecological momentary assessment of early breastfeeding. Maternal and child nutrition July 2016
- Yeonkyu L & Mykyong M. Utilization and content evaluation of mobile application for pregnancy, birth and child care. Healthcare informatics research 2016 april 22(2) 73-80

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