

Text for the poster :

A SMARTPHONE APP TO PROMOTE BREASTFEEDING, SKIN-TO-SKIN CONTACT AND KANGAROO CARE IN FRANCE - MY BLOOMING BABY

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1. 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

2. 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, no conflict of interest – One complete app licence sells for 4,99 €

3. 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 schedule
If baby is not breastfed, bottle calculator

4. 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 developed 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

- 1 Wallwiener S & al. Pregnancy ehealth and mhealth : user proportions and characteristics of pregnant women using web based information sources – a cross sectionnal study. Arch Gynecol Obstet 2016 294 : 937 - 944
2. Coughlin S. The need for research-tested smartphone application for promoting breastfeeding Mhealth 2016 2(5)
3. 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
4. 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