

## Media release

### Two thousand mums can't be wrong!

The popularity of a free smartphone app designed to provide new mothers, especially those in remote areas, with practical advice and support on breastfeeding has exceeded expectations with more than 2400 downloads since it was launched in August 2015.

BreastFedNZ is a free app available on Apple and Android devices which provides simple, consumer focused information alongside illustrations, photos, video clips, web links and personal stories.

The app was developed by the Midland Maternity Action Group (MMAG), a clinical network of the Midland District Health Boards in response to feedback from a 2013 study\* which identified a need to harness smart phones to provide new mothers with instant user-friendly advice.

Author, Karen Palmer, said the number of downloads exceeds initial predictions.

“We knew the demand was out there but are delighted to see the volume of downloads from mothers, their families and health professionals and to receive endorsement that the content and style is hitting the mark.

“A Ohauiti mother of two summarises what a lot of mothers have told us –

*‘I just wanted to email to say that the BreastFedNZ app is amazing. I recently had my second baby and downloaded the BreastFedNZ app. As I had previously breastfed before I assumed it would be easy to breastfeed again, however I did experience some differences and challenges second time around. The BreastFedNZ app was full of comprehensive information which supported me with my various queries and challenges which included getting a good latch initially, growth spurts and expressing milk a few weeks later. Finding quality information when I needed it in that moment was crucial to help me become more confident and competent with breastfeeding. The BreastFedNZ app has been a hugely beneficial tool and valuable resource whenever I need it, right at my fingertips!’*

And the accolades are coming from health professionals with a midwife saying -

*‘As a midwife I thought I'd better have a quick look through the app. I'm impressed! Clear, concise content, good info around latching, which is so helpful! Honest - yes it does hurt! I think this is a wonderful asset for your mums and their supporters especially when they are struggling through those lonely long nights. Thank you so much for your efforts.’*

*‘Just loving the new breastfeeding app. I'm telling people wherever I go.’*

BreastFedNZ contains six chapters covering pregnancy and birth, the first few days, early weeks, breastfeeding the older baby, twins and early babies. Answers are also provided to common questions.

Karen Palmer paid tribute to the collaboration with mothers, midwives, lactation consultants, public health and obstetricians in the app's development.

"Throughout its development we worked with and sought feedback from these groups and feel confident that women will find BreastFedNZ a useful tool to help establish and maintain breastfeeding, ultimately lifting breastfeeding rates around the region."

Ends

Notes

### **Karen Palmer**

The author of BreastFedNZ, Karen Palmer, is an experienced midwife, lactation consultant and Baby Friendly Hospital Initiative co-ordinator.

### **Background information**

The initial objective of the app was to find a more consumer friendly way to support the work of Baby Friendly Hospital Initiative (BFHI) and the Ten Steps to Successful Breastfeeding (The Ten Steps).

During 2013, the NZ Institute of Rural Health was commissioned to carry out the 'Midland Region Rural Maternity Services Consumer Engagement Study'\*. The study recommended the need for a mobile phone app for pregnancy and birth which should be provided free to newly pregnant women.

Combined, these two needs and recommendations provided the catalyst for the Midland Maternity Action Group to forge ahead with the development of the breastfeeding app.

**Website**      [www.breastfednz.co.nz](http://www.breastfednz.co.nz)

### **App download buttons**



App Store Button – [Download Here](#)  
App Store HTML hyperlink code –

<https://itunes.apple.com/nz/app/breastfed-nz/id1029205120>



Google play Button – [Download Here](#)  
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### **QR code**



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