

**July 2016**

### **Smart phone app brings instant breastfeeding support**

Having a new baby and establishing breastfeeding can bring many joys as well as a few challenges, especially in the middle of the night when instant help is not available.

In desperation, like many others Whakatane woman Abigail Kolo'ofa'i, has turned to Google for information.

“Problems can crop up in the early hours of the morning when realistically you can't turn to your midwife, lactation consultant or GP for help. There's a lot of information available on Google, but the problem is, you don't know what to trust.”

But since she became aware of, and downloaded the free BreastFedNZ app, she's confident she's got good information at her fingertips from a reliable source.

The app available on Apple and Android devices provides instant, simple, easy to follow information with illustrations, photos, and video clips, covering all phases of breastfeeding from latching on, to growth spurts and common problems which may arise.

Abigail is one of more than 5000 women who have downloaded the app on their smart phone since it was launched in August last year.

“Late one night when I thought I may have been developing a problem, I followed the advice in the app. When it was morning and I got in touch with my midwife, she gave me the same treatment information and I was glad that I'd already been doing the right things for the previous 12 hours rather than doing nothing and it getting worse.”

Abigail has shared the app among the mothers' groups she's involved in as well as with friends and family.

“It's particularly helpful for first time mums. I told my sister who lives in the USA about it. She's now downloaded it and is finding it really useful.”

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 consumers study in 2013. It has been designed to support breastfeeding from birth to weaning, covering many of the normal aspects of breastfeeding a baby as well as the challenges and changes that may happen along the way.

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](#)

App Store HTML hyperlink –

[https://play.google.com/store/apps/details?id=com.app\\_27041312.layout](https://play.google.com/store/apps/details?id=com.app_27041312.layout)

QR code



QR Code – [Download Here](#)