Growing healthy

A week by week, m-health intervention for parents of infants 0-9 months
The app will work on:

- Iphone 4, 4s, 5, 5s, 5c
- Samsung galaxy S3, S4, S5
- Nexus 5
- HTC one
For those with a mobile phone that cannot support the app
Program Aims

- Increase the duration of exclusive breastfeeding
- Increase the duration of any breastfeeding
- Promote best practice formula feeding
- Delay the introduction of solids till around 6 months of age
- Promote healthy first foods
- Promote healthy infant feeding practices
- Improve infant diet quality at 9 months
Development of app content

- Developed by experts in infant nutrition
- Based on best available evidence and existing guidelines
- Consistent with Australian Infant Feeding Guidelines
- Content reviewed by Tresillian Professor Cathrine Fowler
- Some content sourced with permission from Raising Children Network
- Reading age of 8th grade or less (13-14 year old)
- Pictures and many videos included for practical demonstration
- Incorporates feedback from focus groups with parents and MCH staff
Program Messages

3 messages per week sent via the app or text message between birth and 9 months

1 milk feeding message per week, tailored to feeding method:
- Breastfeeding
- Formula feeding
- Mixed feeding

1 general feeding message per week:
- Feed and sleep patterns
- Crying and settling
- Solids

1 mums message per week:
- Looking after yourself
- Healthy eating
- Getting active
- Sleep
Watch these videos on getting a good latch.
“Did you know that the more you feed the more milk you make? Read more about milk supply here (5 weeks).

[mums name], did you know that experts say breastmilk is all your baby needs until 6 months? You are going really well! See more here (baby age: 12 weeks)
Make more milk

Your milk supply responds to how much milk your baby is removing from the breast. This means your baby removing the milk from your breasts tells your body how much milk to make. Remember:

Milk supply = demand

If you want to make more milk, there are lots of steps you can take. The first and most important step is to make sure your baby is latching on and sucking well so that your breasts are being drained of their milk. If you're not sure about your baby's latch, you can call the ABA helpline or a lactation consultant for help. A lactation consultant can organise to see you and check whether your baby is removing the milk. If your baby is removing milk well, here are other steps you can take to make more milk:
Professional support

Many health professionals play a part in the life of a new mum who is breastfeeding, especially your GP, maternal and child health nurses and possibly lactation consultants.

You can call the

1800 686 268

It’s ok if you’re not sure you get a second opinion if you’re not sure of their advice – your maternal and child health nurse, a lactation consultant or the ABA helpline all provide specialist help in this area.
Your partner’s attitude matters!

Did you know that what your partner thinks about breastfeeding actually has a big impact on how long you will keep breastfeeding. This light-hearted blog article (opens in your browser) talks about how dads can help with breastfeeding, but you can also equally apply the advice to any current partner you have.
Formula feeding

Formula feeding: an overview

Types of formula

Equipment needed for formula feeding

Preparing your baby’s feed – sterilising

How to make a feed from powdered formula

Using ready to feed liquid formula

Out and about

Feeding your baby

Formula feeding calculator
Sample messages – Formula Feeding

Wondering why [y] is unsettled or fussy?
   It may not be the formula. Seek advice first before switching. Read more here (baby age 6 weeks)

Tempted to prop [baby name] up with a bottle? This can be unsafe and you’d miss the chance for a cuddle! Read more on bottle feeding here (baby age 16 weeks)
This video shows how to prepare baby formula and bottles.

Video: Bottle and formula preparation

Sourced from raisingchildren.net.au, Australia's trusted parenting website.
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When to introduce solids

How to introduce solids

First foods

Finger foods

Family foods

How to handle fussy eaters

Avoiding allergies

Top tips
Sample messages – General feeding

“How can I tell if [baby name] is hungry or just tired? More here on newborn tired signs” (baby age 5 weeks)

Does [baby name] spit out new foods? This is normal! It can take 10–15 tries for babies to eat new foods – keep going! More on food rejection (baby age 26 weeks)
How to turn an adult meal into a baby meal – Beef and veggie skewers

How to turn an adult meal into a baby meal – Beef casserole
Sleep/feed patterns

Birth to 3 months

3 - 6 months

6+ months

FAQs

Video library
Managing crying – settling strategies

This video provides some helpful ideas for settling your baby.

Video: Settling strategies

You might also like to read about other strategies on the next page.
Sample messages – For mums

Congratulations [mums name], [baby name] is 6 weeks old! Make an appointment to get their 6 week immunisation (if you haven’t already)

Housework piling up? That’s OK – it can wait! New mums need a break [mums name], so relax. Here are some ways to treat yourself! (baby age 20 weeks)
For mums

Childbirth recovery

Your feelings

Sleep

Food for mums

Getting active

Adjusting to life as a mum

Video library
Help and Support

- Emergency contacts
- General health
- Feeding
- Sleep
- Play and activities
- Online forums
- Parenting
Australian Breastfeeding Association

Australia's largest breastfeeding information and support service. Resources include information, helpline (including interpreter service), support groups.

1800 686 268

Cancel  Call
Feasibility Study – Overview

Underway in disadvantaged communities (SEIFA<1000) in:

1. Melbourne in MCH centres (Casey and Yarra Ranges LGAs)

2. NSW in 4 General Practices in Nowra area

Also trialling some online recruitment through parenting websites and facebook pages

Parents followed up when baby’s aged 6 and 9 months

A comparison group of parents not receiving the program has been recruited separately (via online forums) for comparison purposes
Feasibility Study – Parent Eligibility

- Pregnant – 30+ weeks gestation
- Parent or main carer of baby less than 3 months of age
- 18 years or older
- Speaks and reads English (can be second language)
- Owns a mobile phone (any type)
- Can access internet on phone /tablet or computer to sign up
Recruitment Progress to date

- 406 parents recruited
  - 287 using the app
- At recruitment
  - 61 % breastfeeding
  - 19 % formula feeding
  - 20 % mixed feeding
- 58 % without university education
Feasibility Study – Overall Evaluation

Key outcomes of interest
Feasibility, usefulness, acceptability of the program to parents and practitioners
Assess the Impact on:
• Breastfeeding duration
• Formula feeding practices
• Timing of introduction of solids
• Appropriateness of first foods
• Parental feeding practices
• Infant diet quality at 9 months
Final participants will complete T3 in March so results available mid-late 2016
Acknowledgements

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Thank you and time for questions?