Enhancing Practice 2022 Conference

20:20 Vision – Transforming Our Future Through Person-Centred Practices



WEDNESDAY 6 - FRIDAY 8 APRIL 2022 SAGE HOTEL WOLLONGONG, NSW AUSTRALIA

#enhancingpractice2022





to develop practice



The Milky Way Breastfeeding App

How Can a Person-Centred Approach Transform a Successful Clinical Breastfeeding Intervention into a Mobile Application?

Dr Shahla Meedya: Senior Lecturer at UOW Women and Birth & BMC pregnancy and childbirth **Associate Editor of**



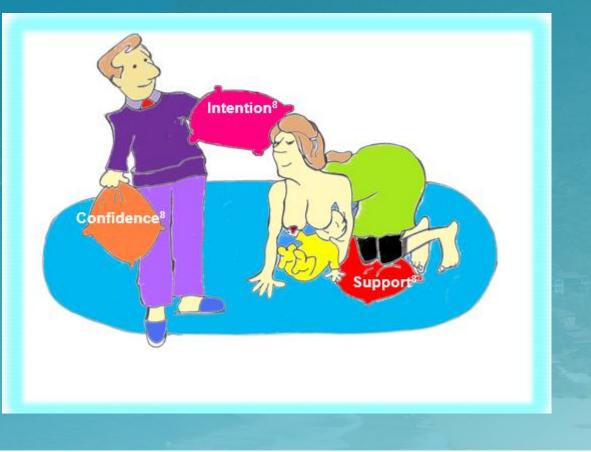
Are there any problems?

- Yes, there are!
- More than 98% of Australian women initiate breastfeeding but more than half stop breastfeeding in the early postpartum period.
- As a researcher, experienced parent educator, and a breastfeeding mother I undertook a large study with 450 participants to design, implement and assess a new intervention that had a personcentred approach.



The Milky Way program

- Engagement in the Milky Way program increased the likelihood of any breastfeeding by
- Nine times at one month (OR= 9.02, CI 4.03-20.16)
- Four times at four months (OR= 4.13, CI 2.48-6.89)
- Three times at six months (OR= 3.01, CI 1.86-4.86)





What is the sustainable way to deliver the intervention?

Women want to have free access to online reliable resources that are available at any time and in any place. (Almohanna et al 2021).

How could we transform a face-to-face intervention to a human-tocomputer intervention such as a mobile App?



We used Co-design and Persuasive Systems Design principles



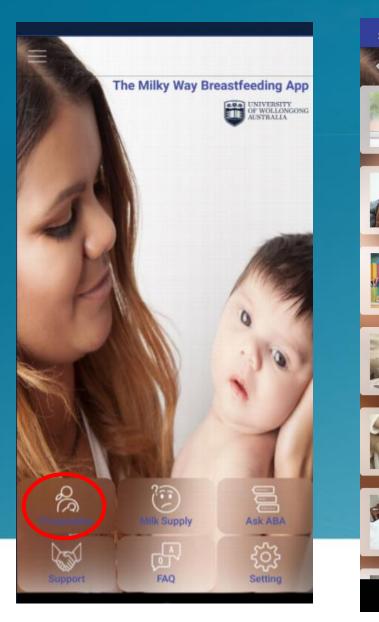
System credibility principle

- UOW logo and disclaimer
- Based on the Ten Steps to Successful Breastfeeding and Australian
 Infant feeding guidelines
- All the information referenced by current peer reviewed articles or government guidelines

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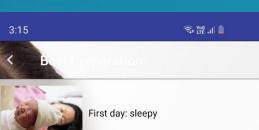
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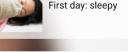
Primary task support principle



Benefits ୠ ४२२ .॥ 📋 3:15 Better brain development Higher IQ and good eyesight Better school performance Fewer ear and chest infection Beyond the first month Better immunity and less diarrhoea Less childhood obesity Ο

Normal Baby's behaviour





Second day: unsettled







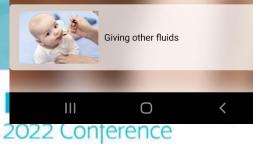
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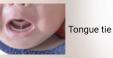




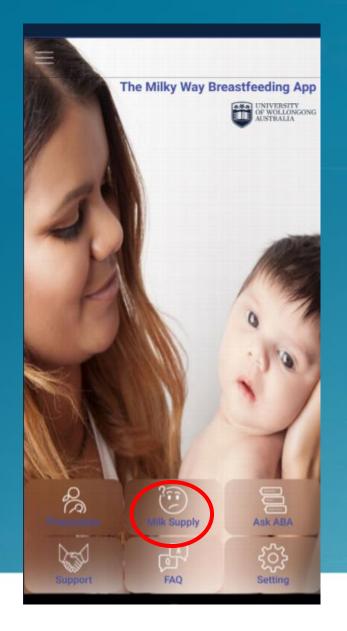


Special conditions





Primary task support principle





Perceived low milk supply is one of the main reasons for women to stop breastfeeding. However, only about 5 % of women have problems producing enough milk. Common changes that women interpret as the signs of low milk supply for full term babies include:

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Soft and empty breasts

Unsettled baby

Frequent Feeds

Lack of interest in breastfeeding

Slow weight gain

SHOW RESULT

Additional useful resources of information:

Increasing milk supply - http://brochures.mater.org.au/brochures/mater -mothers-hospital/breastfeeding-how-to-know-if-your -baby-is-getting - https://raisingchildren.net.au/newborns

/breastfeeding-bottle-feeding/breastfeeding -challenges/increase-supply

Babies' normal behaviour

https://raisingchildren.net.au/newborns/connecting
 communicating/communicating/baby-cues
 https://raisingchildren.net.au/newborns/behaviour
 /understanding-behaviour/newborn-behaviour

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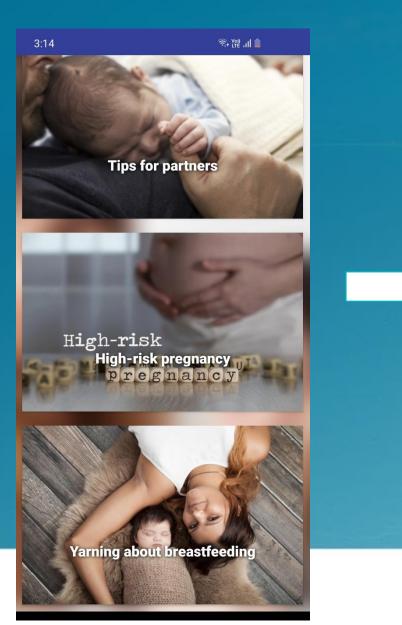
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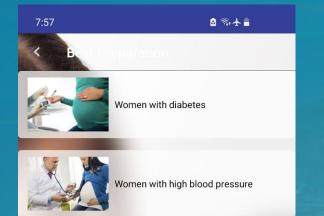


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Dialogue support principle







Women with high Body Mass Index (BMI)



Women at risk of anxiety and depression

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Women at risk of anxiety and depression Anxiety and depression can influence women in different times of their life, especially during pregnancy and after giving birth. Breastfeeding women are less at risk of depression. However, sometimes you may need support and assistance when you are adapting to look after a new baby. You will hear different opinions and advice from friends and family or even strangers, but make sure you do what is right for you and what makes you feel comfortable. At the same time try to be flexible and be kind to yourself. No matter how you feed your baby, your love and care makes you a great mother. For extra help please talk to your local doctor, or child and family health nurse.¹ You can also call PANDA on 1300 726 306. Beyond Blue is another source of help: https://www .beyondblue.org.au/who-does-it-affect/women

 Raising children. Antenatal depression and postnatal depression in women. 2017. https://raisingchildren .net.au/pregnancy/health-wellbeing/mental-health/antenatal-postnatal-depression (accessed 6 January 2021).

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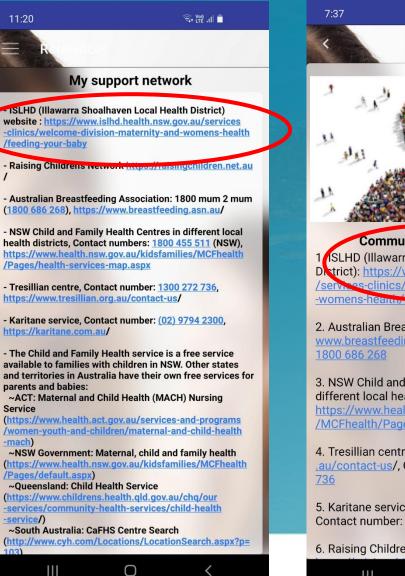
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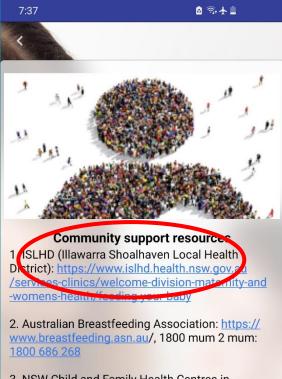
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Social support principle







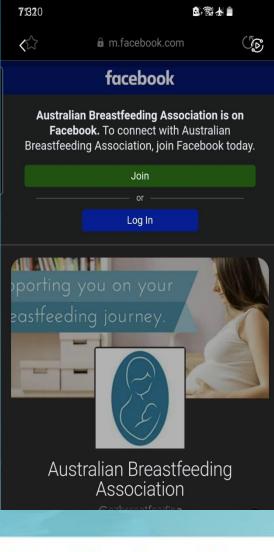
3. NSW Child and Family Health Centres in different local health districts, Contact numbers: https://www.health.nsw.gov.au/kidsfamilies /MCFhealth/Pages/health-services-map.aspx

4. Tresillian centre: https://www.tresillian.org .au/contact-us/, Contact number: 1300 272

5. Karitane service: https://karitane.com.au/, Contact number: (02) 9794 2300

6. Raising Children's Network:





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Findings of a mixed method pilot study

Women perceived high usability of the app.

They reported that the app was well designed, structured, interactive, simple and easy to use and understand, while matching its purpose (helpfulness).

All of the participants were also in agreement that the information was up-to-date.

However, there was a need for additional information.

Women feedback

"It was useful as it gave me motivation to keep breastfeeding. It was showing to me that what I was going through was normal." (P2)

"It helped, by knowing that it was it was evidenced based" (P3).



QR Codes – scan and have a look – free downloads





Apple



Android

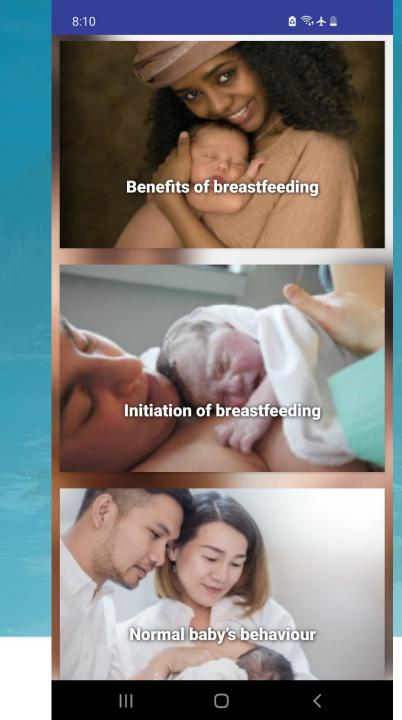
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How can it be used?

The app can be recommended for all women at booking visit.

Staff can start some conversations with women about the app or the parts that they are interested the most or least.

For postnatal women – staff can remind them to look at the section that is more suitable for their needs such as 'normal baby behaviour on day one or two', 'feeding points', 'prevention of possible challenges', 'increasing confidence' and 'support resources' sections



Post natal...

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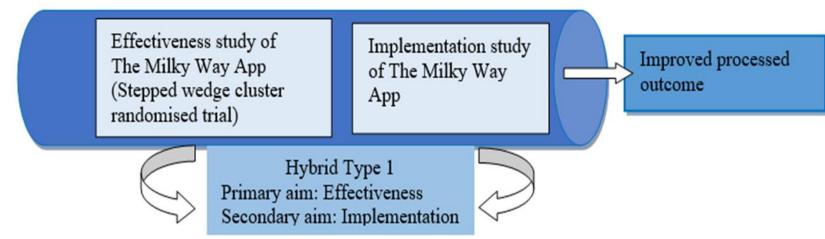
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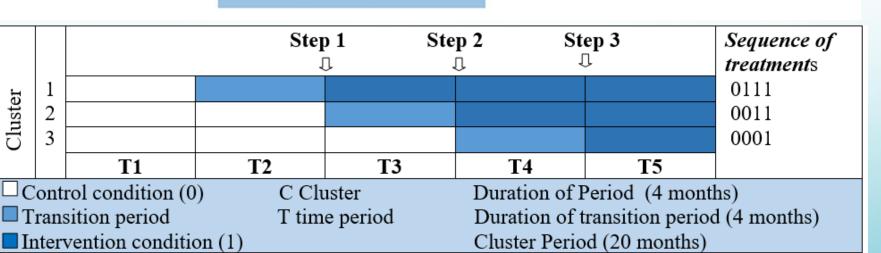
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So what next?







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Story of success was a great start



Take on a



The Minity Way Breastfording Application is presented b the University of Woldengong and Illuwarm Schullmerer Local Health Device for sharing leadth information about breastfording benefits, challengen, and management startegies to worsen aud their familier. This is developed by LOUW and it is the first app that is based on the Australian Infair Fording Couldienes and the recommendations from the World Health Organization.

townload The Milky Way Breattfeeling App Today



The App can help you to prepare for feeding your bary by providing reliable information that is easy to understand. You can choose what parts to read when you need it.

Highlights In The App

how to be best prepared for breastfeeding how to prevent and manage low milk supply, sore imples, maritis and other issues mother's frequently asked question direct links to be community support services syon hospital breastfeeding websits and its resources ISLID connecting with other women through Australian Researchealing Auscitation Facebook



WIFRG: Wollongong Infant Feeding Research Group

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