

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



working together
to develop practice





The Milky Way Breastfeeding App

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

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Women and Birth & BMC pregnancy and childbirth

Associate Editor of



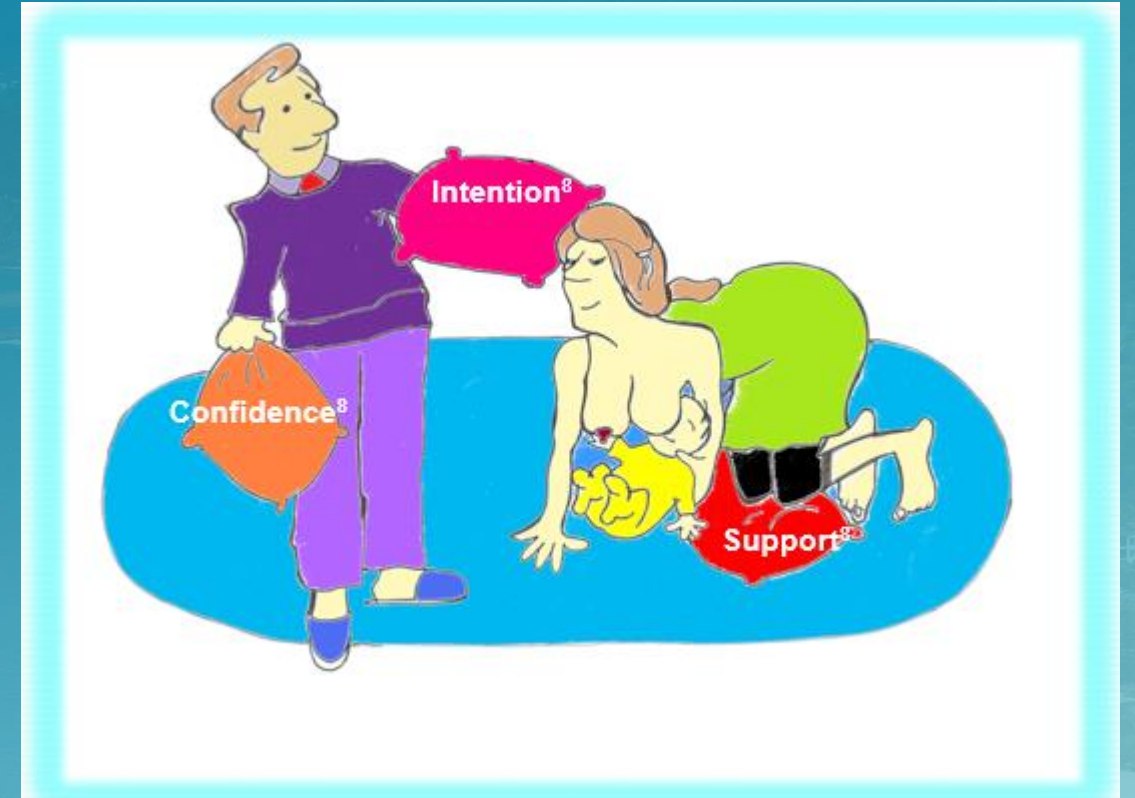
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Are there any problems?

- 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 person-centred 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-to-computer intervention such as a mobile App?

We used Co-design and Persuasive Systems Design principles

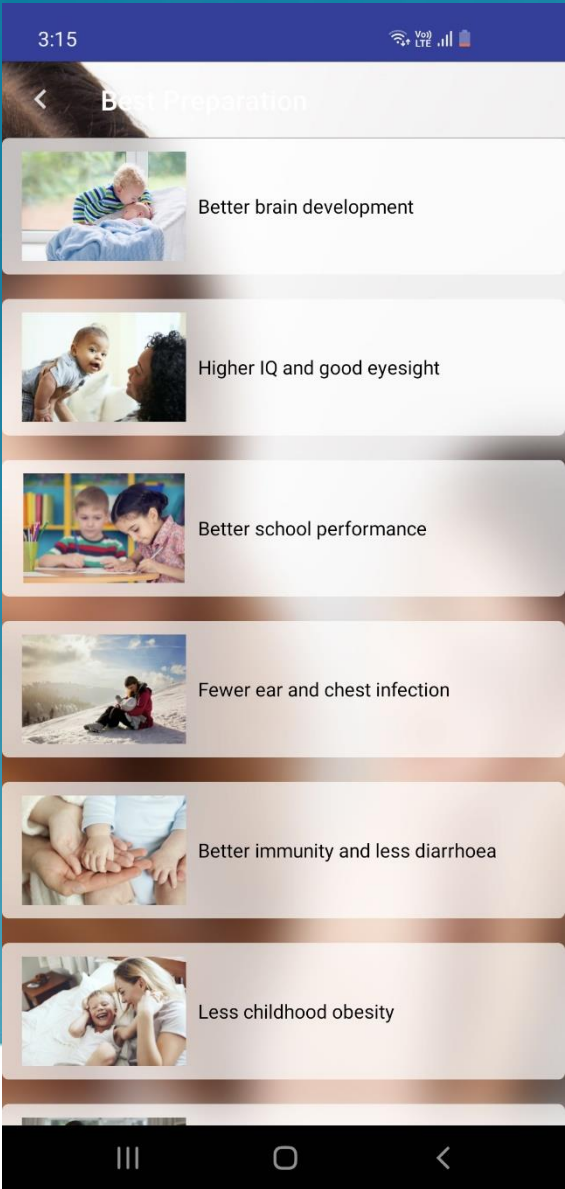


System credibility principle

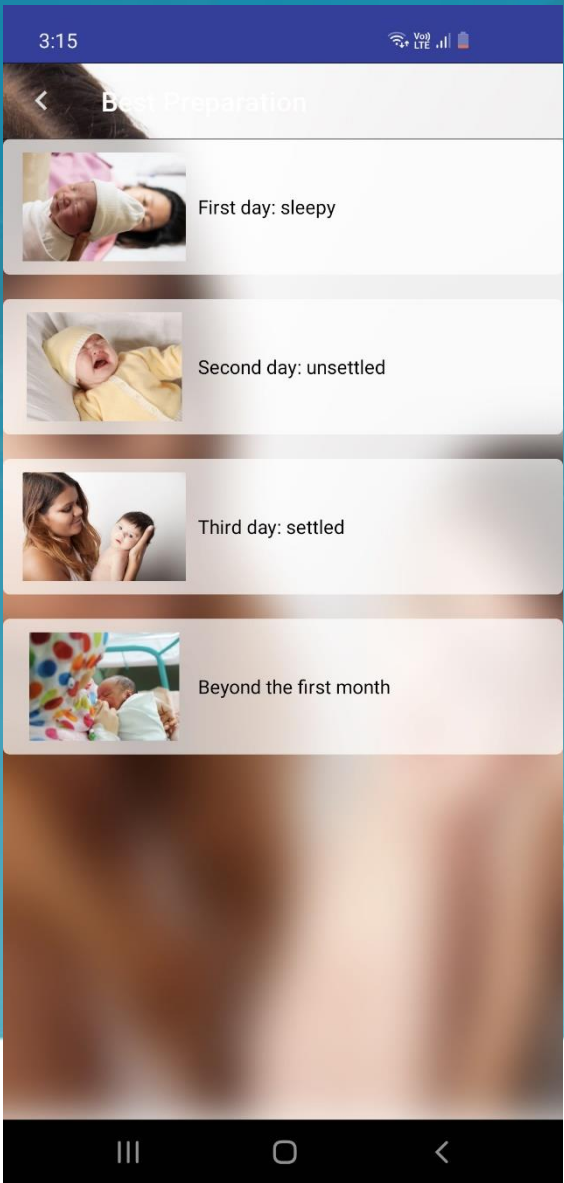
- UOW logo and disclaimer
- Based on the Ten Steps to Successful Breastfeeding and Australian Infant feeding guidelines
- All the information referenced by current peer reviewed articles or government guidelines

Primary task support principle

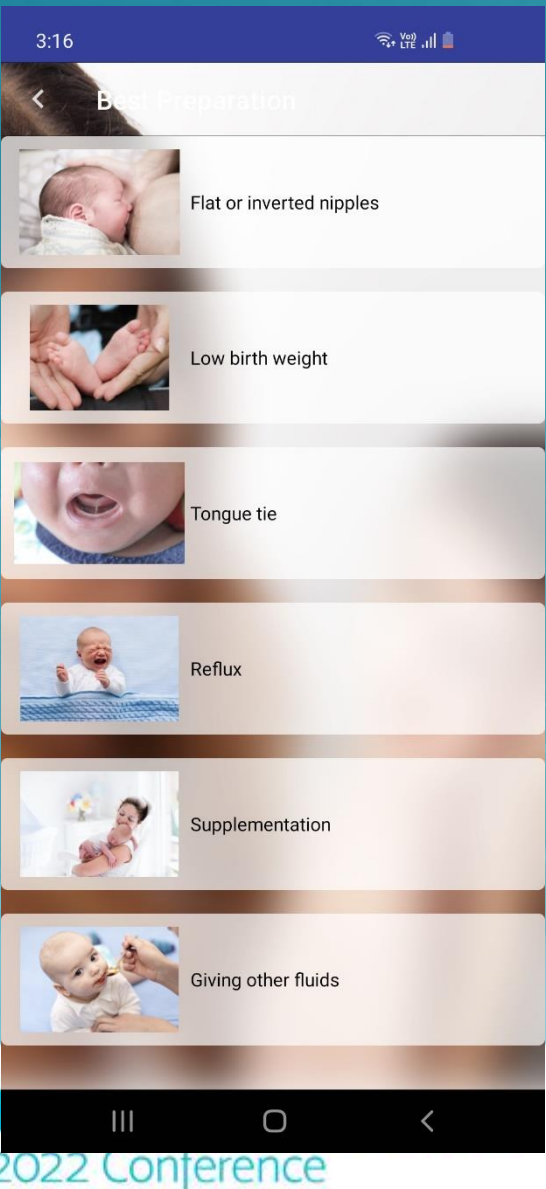
Benefits



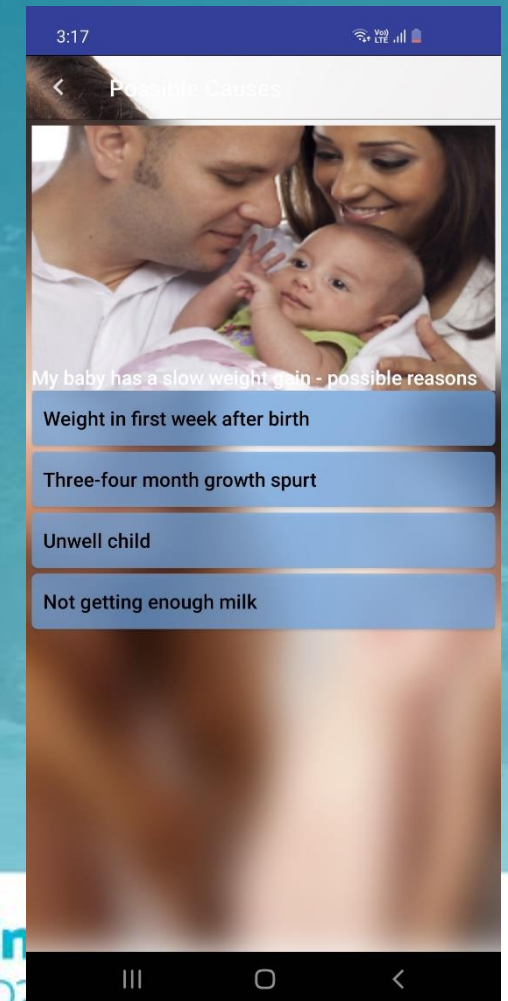
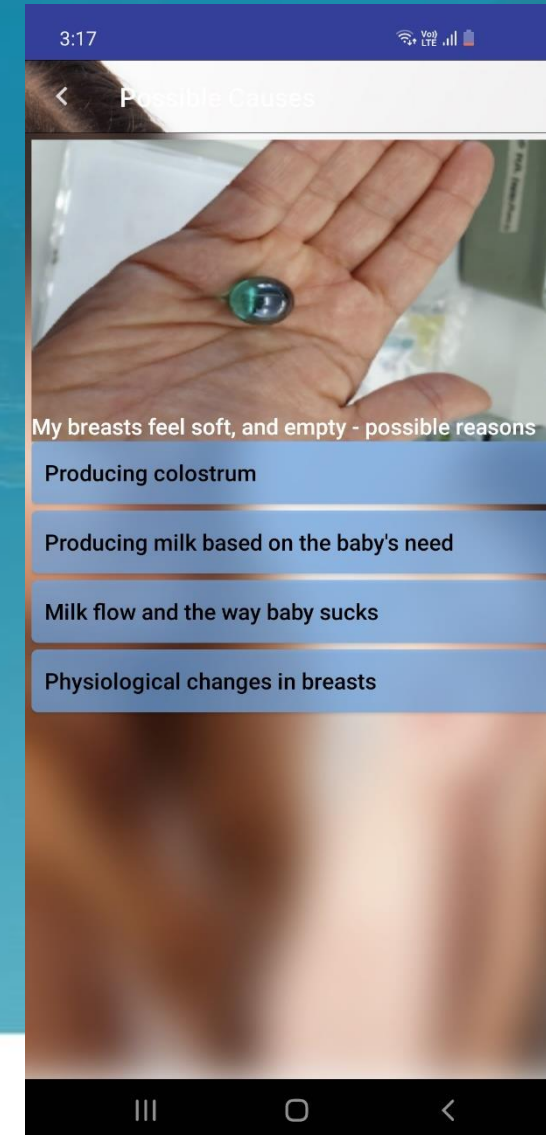
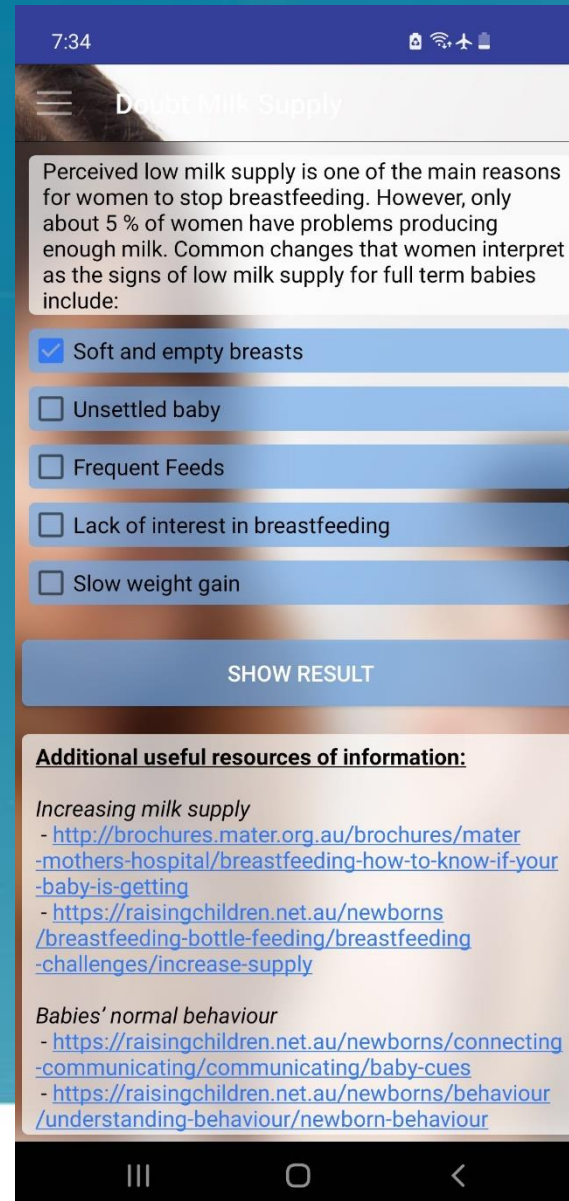
Normal Baby's behaviour



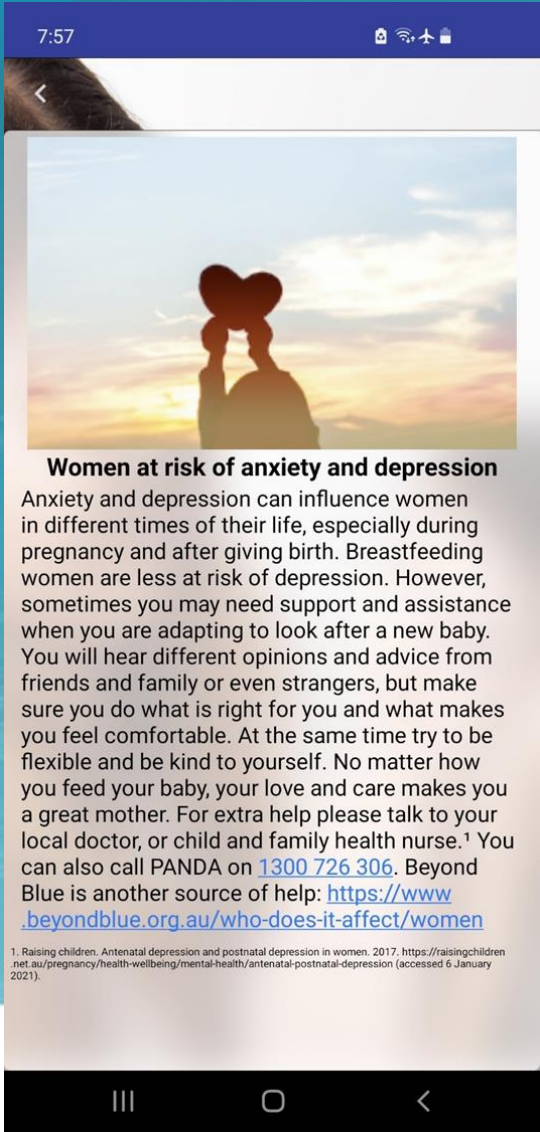
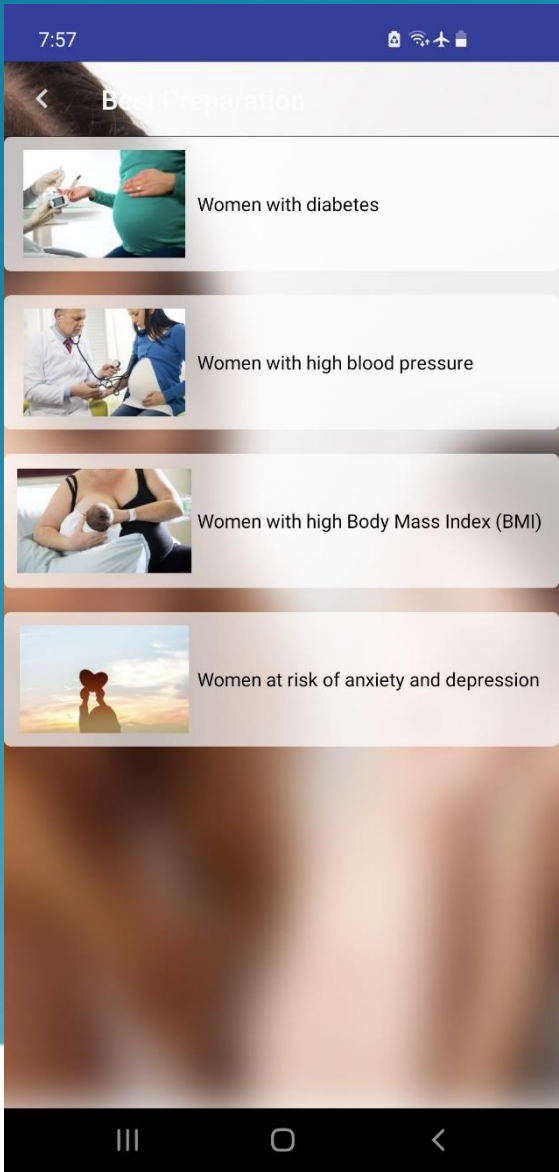
Special conditions



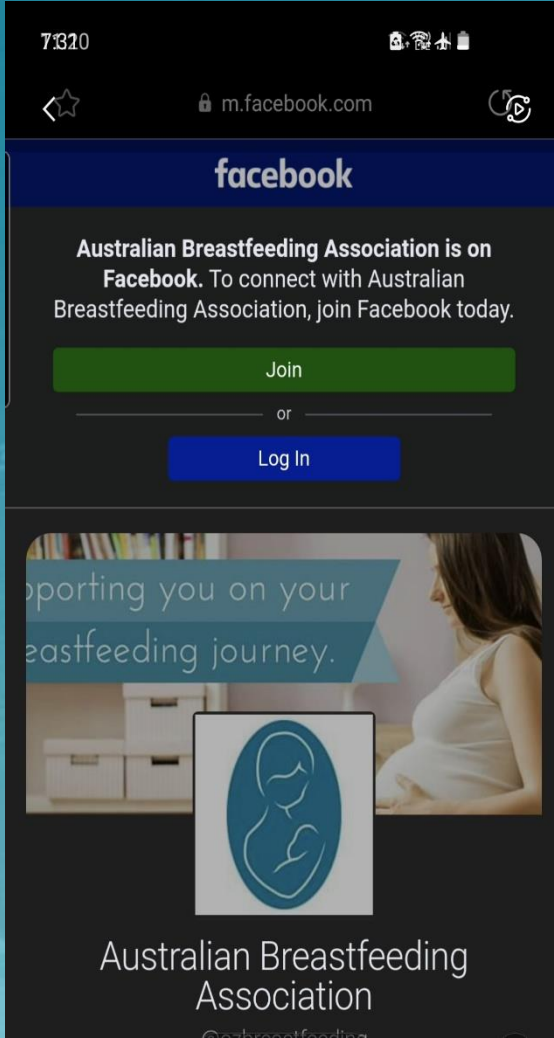
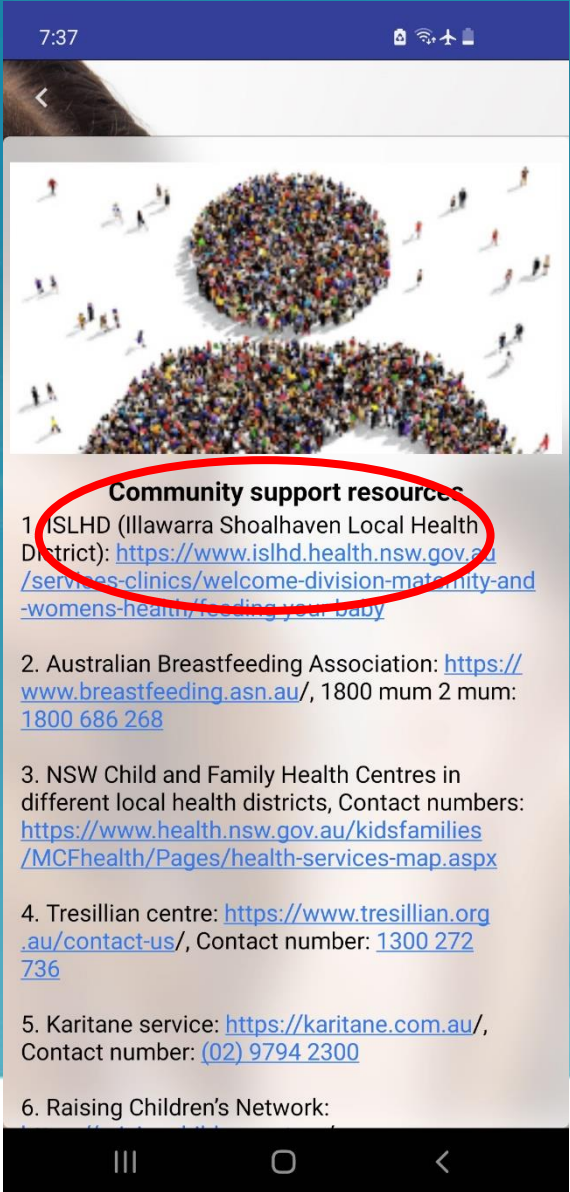
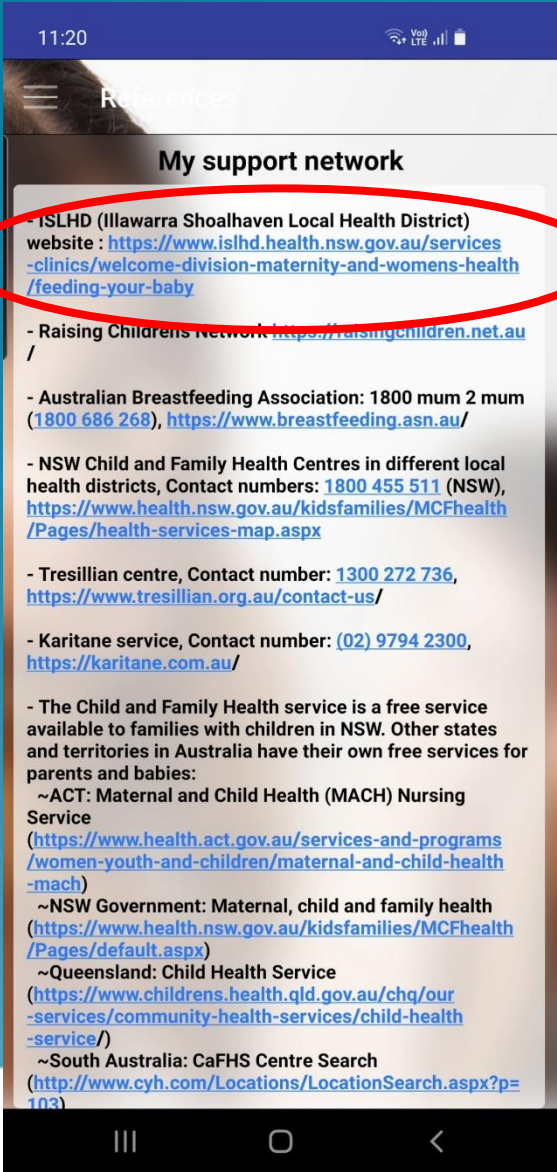
Primary task support principle



Dialogue support principle



Social support principle



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

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

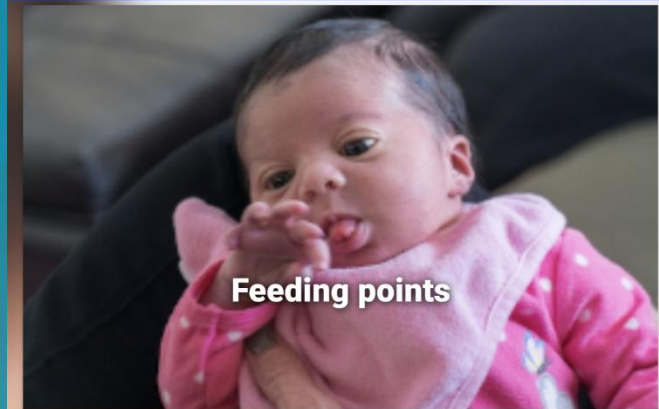
8:10



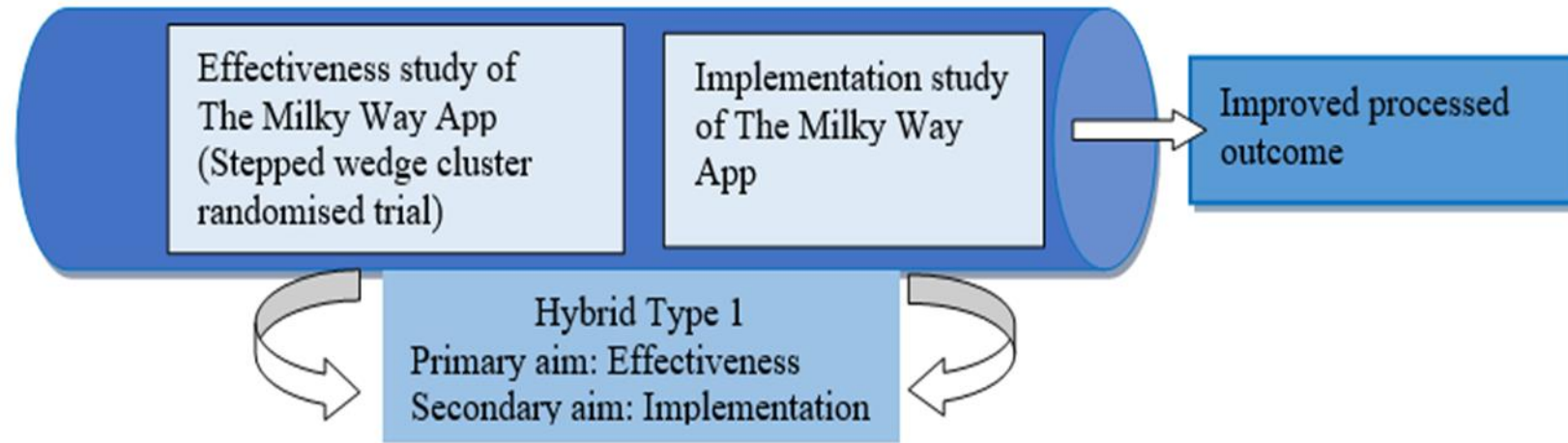
Post natal...

For postnatal women – staff can remind them to look at parts of the app that are 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

8:12



So what next?



Cluster	1 2 3	Step 1		Step 2		Step 3		<i>Sequence of treatments</i>
		⇩		⇩		⇩		
		T1	T2	T3	T4	T5		
<div><div><div></div>Control condition (0)</div><div><div></div>Transition period</div><div><div></div>Intervention condition (1)</div></div> <div>C Cluster T time period</div> <div>Duration of Period (4 months) Duration of transition period (4 months) Cluster Period (20 months)</div>								



Story of success was a great start



WIFRG: Wollongong Infant Feeding Research Group

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