

Impact Case Study: Breastfeeding Hub MK Mobile App

How did Ros get involved?

Ros found out about Our MK and the Citizens Ideas Competition through social media and attended a workshop at Community Action: MK Office in Acorn House to find out more about applying. Ros was particularly interested in the health category of the Our MK competition and thought that the work she was already doing around breastfeeding would fit in nicely. Ros had already co-founded the very successful **Breastfeeding Cafe** in Wolverton and was looking for other ways to normalise breastfeeding in Milton Keynes and provide information about breastfeeding to new mothers. Ros had already explored various **breastfeeding-friendly initiatives** in other towns and saw this as the perfect opportunity to make Milton Keynes more breastfeeding-friendly as well. As the Our MK competition had a focus on technology, Ros came up with the idea of the **Breastfeeding Hub MK Mobile App**. Ros was passionate about what she could do to improve society and the health of future generations in Milton Keynes.

The Breastfeeding Hub App



Added: 02/10/15

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24/7 Mobile Breastfeeding Support with local focus

Overview



Rosamund
McFadden

What did the project do?

Ros was awarded **£2970** to develop a breastfeeding mobile app that would act as a virtual breastfeeding supporter for mothers to turn to for advice. There would be an additional element that would act as a Tripadvisor-style application where families could rate places for being breastfeeding-friendly. This would in turn signpost other mothers to breastfeeding-friendly places and encourage the normalisation of breastfeeding in the community.

The funding covered the design and creation of marketing materials, phone equipment to demonstrate the app, advertising and promotion as well as the recruitment of two volunteer app developers. It was also used to purchase equipment to take to app to various events in Milton Keynes.

Breastfeeding Hub MK
Supporting mothers on their breastfeeding journey

BF Hub MK mobile APP

Your virtual breastfeeding supporter:

- ③ is there for you day or night
- ③ helps you find breastfeeding friendly places in and around Milton Keynes
- ③ allows you to rate and review breastfeeding friendly places
- ③ includes the Breastfeeding Friendly Map

App available on:

Supported by **hefce** (Higher Education Funding Council for England) and **MK:SMART** (Milton Keynes: Supporting Mothers and their Babies) developed by Ros McFadden, IBCLC RM.

What added value did Our MK bring to the project?

• Volunteers

By working with Our MK, Ros was able to recruit two volunteer app developers to develop the breastfeeding-friendly app for Android and iOS.

• Technological Support

Ros was able to get support from the Open University about the idea of developing an app and how to get started.

• Reaching Wider Audience

We have arranged for various methods of promotion of the final app and will continue to advertise the app in communities.

How will Ros's project continue?

Ros would like to roll out the app across Milton Keynes and is working with Milton Keynes Public Health on how they could support the app in the future. Ros is also hoping to discuss the app's role in **a wider Breastfeeding Friendly initiative for the city** with the Milton Keynes Breastfeeding Strategy group of which she is a member.

If used to its fullest capabilities, the breastfeeding app could be used to assess businesses for the **Breastfeeding Friendly Award scheme**, where businesses are assessed as worthy of Breastfeeding Friendly status, using a list of criteria and a physical visit to the premises. A user of the app will add a rating of a venue and if it is positive, i.e. 4 – 5 stars, this could trigger an invitation to have their business assessed for a Breastfeeding Friendly award. The business would then display a Breastfeeding Friendly window decal and would be reassessed yearly.

Ros is also dedicated to updating the content of the app to make sure all **information is evidence based and current**. This will make sure that the app remains a vital tool for new mothers to access the support that they might need.

Support timeline

Date	Objectives	Met with
02/10/16	Idea uploaded onto Our MK website	N/A
13/10/16	Attended the Our MK Competition Information event	ALL
15/02/17	Project meeting to sign contract and meet with app developers	JM, HF
12/05/17	Project update meeting and receiving marketing materials	JM
16/05/17	Demonstration of app at the MK: Smart Finale event at BT Tower	ALL
01/06/17	Promotion of app at the Our MK Finale Event	ALL
05/06/17	Final interview at the Open University	ALL