

Growing healthy

A week by week, m-health intervention for
parents of infants 0-9 months

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The app will work on:

- Iphone 4, 4s, 5, 5s, 5c
- Samsung galaxy S3, S4, S5
- Nexus 5
- HTC one

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Website



**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

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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

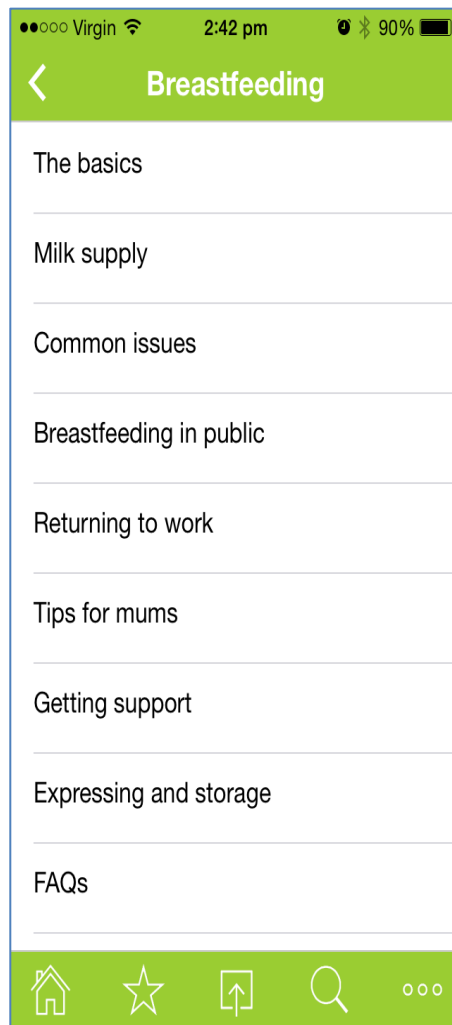
1 mums message per week:

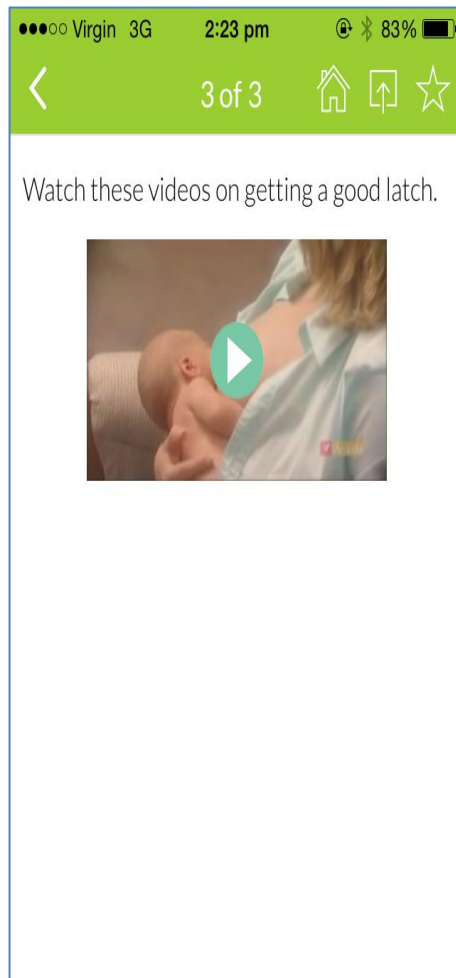
- Looking after yourself
- Healthy eating
- Getting active
- Sleep

1 general feeding message per week:

- Feed and sleep patterns
- Crying and settling
- Solids

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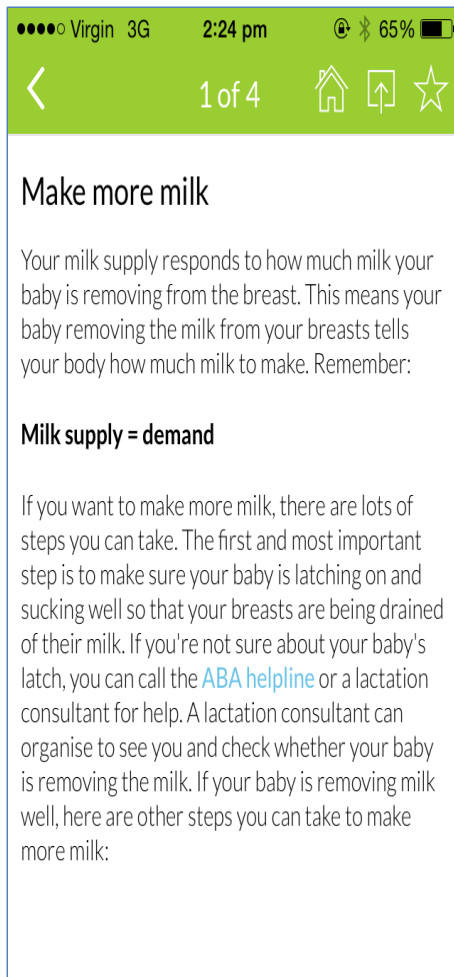
Sample messages - Breastfeeding

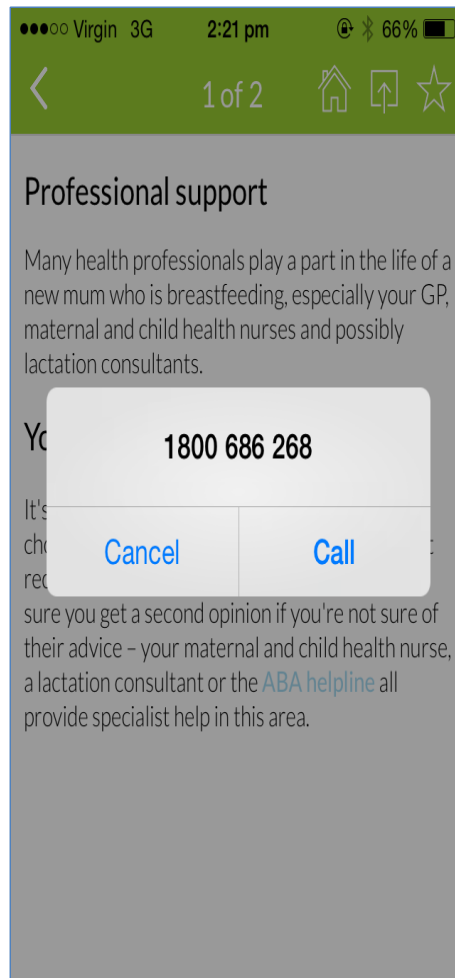
“Did you know that the more you feed the more milk you make? Read more about milk supply here (5 weeks).

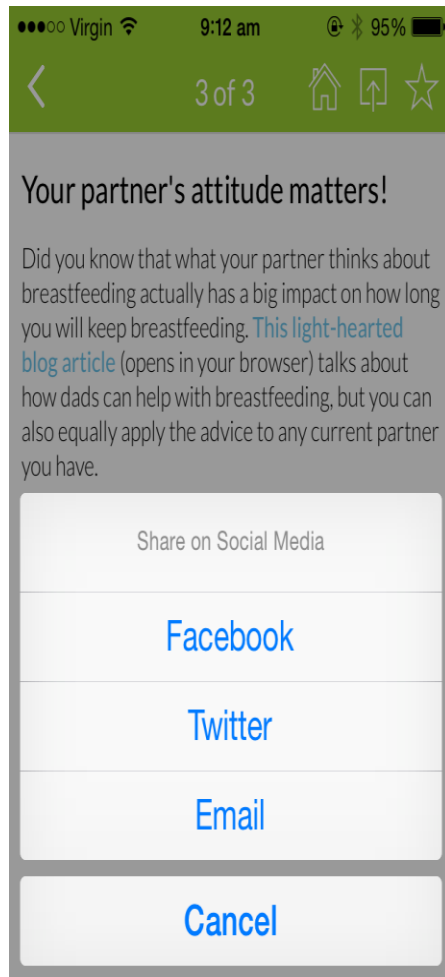
[mums name], did you know that experts say breastmilk is all your baby needs until 6 months? You are going really well! See more here (baby age: 12 weeks)

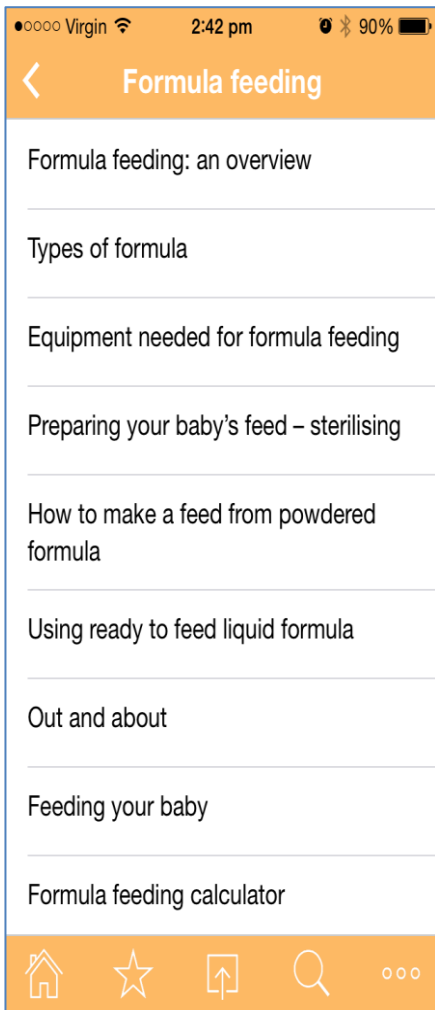


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Sample messages – Formula Feeding



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)

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●●● Virgin 3G 2:23 pm 83%

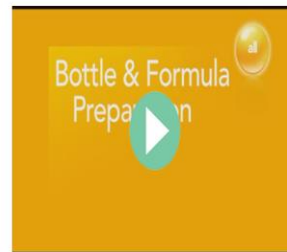


4 of 6

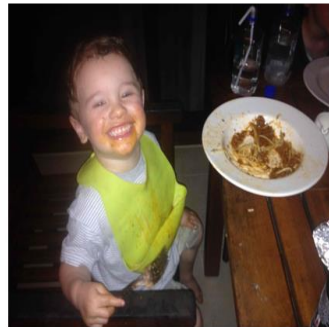


This video shows how to prepare baby formula and bottles.

Video: Bottle and formula preparation



Sourced from raisingchildren.net.au, Australia's trusted parenting website.



Mum's name	Rachel
Email	r.laws@deakin.edu.au
Baby's name	Flynn
Baby's DoB	31/08/2014
Feed method	Formula Feeding ▼



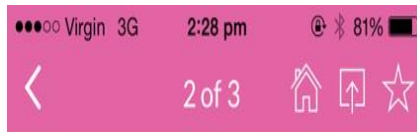
Sample messages – General feeding

“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)



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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



< Sleep/feed patterns

Feed, play and sleep patterns

Suggested daily routine

Feed patterns

Play ideas

Sleep patterns

Safe sleep tips

Night waking

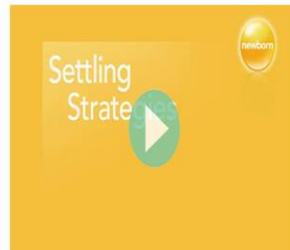
Crying and settling



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.

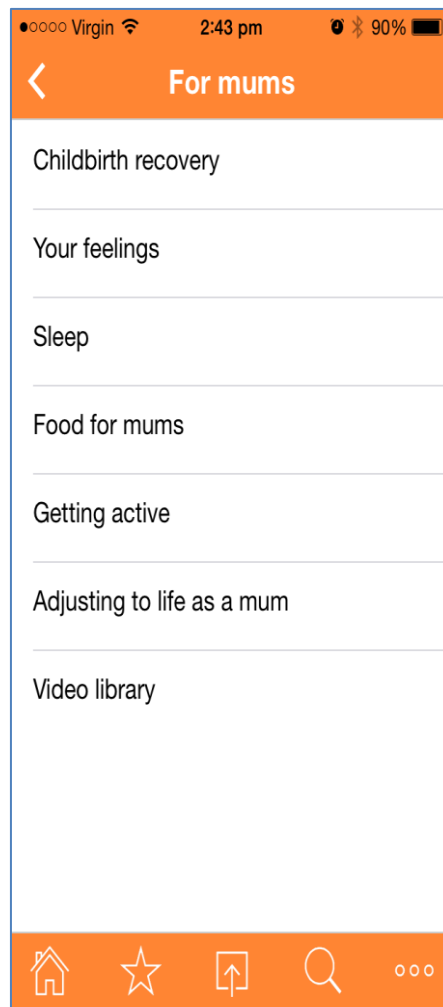
Sample messages – For mums

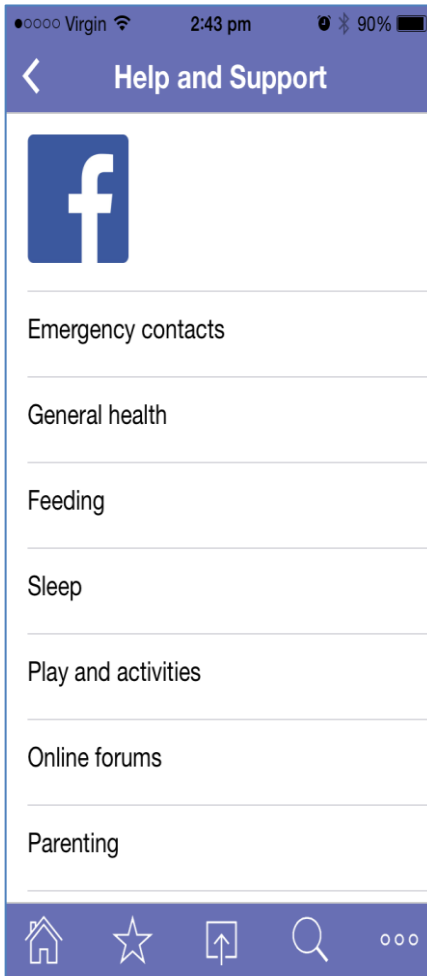


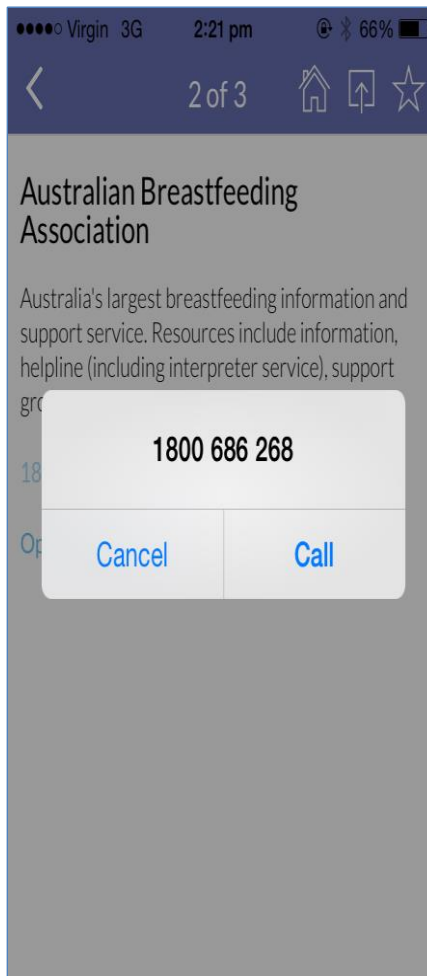
Congratulations [mums name], [baby name] is 6 weeks old! Make an appointment to get their 6 week immunisation (if you haven't already)

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)

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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



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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

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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



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Final participants will
complete T3 in March so
results available mid-late
2016



Acknowledgements

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Thank you and time for questions?

