Growing Healthy will develop and pilot test a mobile phone app and website in supporting healthy infant feeding practices amongst socio-economically disadvantaged parents.

**Background**

- Children and infants from low socioeconomic and indigenous backgrounds are at greater risk of obesity.
- Parents have a fundamental influence on the formation of children’s weight-related habits and weight status.
- Evidence has shown that targeting behaviours including prolonging breastfeeding, introducing solids and identifying fullness and hunger cues in maternal feeding practices in the first year of life can influence weight and obesity prevention.
- We aim to examine the feasibility of a smartphone app addressing healthy infant feeding practices within disadvantaged families delivered through a PHC setting to reduce obesity risk in children.

**Method**

- We developed a specific web app (Figure 1) about infant feeding to support parents.
- The program will be pilot tested in 300 disadvantaged mothers (from Victoria and NSW).
- Mothers will receive up to three push notifications per week, will have access to an app/website and will have the option to join a Facebook page.
- We will evaluate the feasibility of using this approach for behavioural change and the effectiveness of the web app by surveying and interviewing (telephone) mothers and Primary health care professionals.

**Stages of App development**

1. **Stage 1**
   - Literature Review
   - MCH staff survey & interviews
   - Parent qualitative interviews

2. **Stage 2**
   - Program targets
   - Behaviour change strategies
   - Key messages

3. **Stage 3**
   - Focus Group with parents and nurses
   - App look & feel
   - Content
   - Key messages

4. **Stage 4**
   - Finalise App/web
   - Content
   - App look & feel
   - Content
   - Key messages

5. **Stage 5**
   - Implement study for 9 months
   - Interviews with mothers and nurses
   - Data collection
   - Data analysis

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