

**MEDIA RELEASE**  
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## **Invaluable support for mums in breastfeeding app.**

New features in the Australian Breastfeeding Association (ABA)'s app mum2mum are set to support families through their breastfeeding journey.

The app will send personalised push notifications to parents based on the age of their baby, letting them know the answers to common questions, upcoming milestones and providing tips and ideas along the way.

ABA President Margaret Grove says the app will be an invaluable tool for new parents who will get the information they need, right when they need it most. The app will provide extra support to parents who may have difficulty accessing health professionals during COVID-19 restrictions. 'With the new features in the mum2mum app, parents will have an idea of what to expect, what might be considered normal behaviour, and will be provided with some strategies to assist them in their breastfeeding,' Ms Grove said.

'We're hearing from lots of new mums that getting to mothers groups and health care nurses is a bit harder at the moment. We're not trying to replace those visits, but we can give mums that extra bit of information and support when they need it most.'

'Babies often go through stages at similar times. For example, we can let parents know that their baby may become more distractible while breastfeeding at around 4 months and then link them to information that will help them support themselves and their baby through this stage.'

The mum2mum app also allows parents to search content grouped into a baby's age and stage, record their baby's feeds, sleeps and nappies, note milestones and keep a journal of information to help at health professional appointments.

All members of the Australian Breastfeeding Association will have access to premium content, as will those who have purchased the paid version of the app.

'Our members allow our organisation to support breastfeeding parents around Australia, and it's great to be able to reward their support with access to this content,' Ms Grove added.

Care Circle Health, the digital health company whose platform provides full service, end-to-end digital health technology options, has worked with ABA to bring families an app that supports parents and babies through every step of their breastfeeding journey.

The mum2mum app is available to download now from Google Play or the App Store:

<https://www.breastfeeding.asn.au/mum2mum>

**ENDS**

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