

Media Release – August 2019

For immediate release

ABA launches new breastfeeding app, Mum2Mum

The Australian Breastfeeding Association (ABA) has released a brand new application (app), designed to provide mothers with breastfeeding information, support and care options for their baby. Mum2Mum was released on Monday, 5 August 2019 to coincide with World Breastfeeding Week and is available now for free instant download.

Although natural, breastfeeding can be a challenging and overwhelming time for a new mother. Research has shown that support is one of the most important factors in continued breastfeeding, and ABA has been providing this to mothers for over 50 years. Services such as the National Breastfeeding Helpline and LiveChat assist more than 80,000 mothers annually.

Partnering with app developer Helpa.app, Mum2Mum builds on ABA's existing suite of breastfeeding services by ensuring mothers can conveniently access the support and information they need, when they need it. Through smartphone technology, the new app will provide mothers with simplified access to all of ABA's established services, allow mothers to track their baby's development with a care timeline, record journal notes and store important information such as images, videos and other documentation.

ABA's Chief Executive Officer, Alison Boughey, believes that the app will assist the organisation in extending their reach and help mothers to quickly find the information they are looking for. "Research shows that with practical, reliable support, mothers are more likely to continue breastfeeding. Most mothers want to breastfeed, with a 96% initiation rate in Australia, however rates decline as the months go by," Ms Boughey said. "We are confident that the app will help mothers remain connected to breastfeeding support 24/7, allowing them to access our services and information at the touch of their fingertips."

Available on iOS and Android, Mum2Mum is timely with the celebration of World Breastfeeding Week (1-7 August 2019). This year World Breastfeeding Week's focus is '*empower parents, enable breastfeeding*' and the app is an ideal example of how parents can remain in control of their breastfeeding journey, ignite confidence and utilise support networks when needed.

"World Breastfeeding Week is an important occasion that sends an important message. To enable breastfeeding, we must promote, protect and support it. ABA has been doing this for decades and we are excited for this new chapter; especially the opportunities it will bring to Australian families," Ms Boughey said.

ABA would like to recognise Helpa.app's role in bringing Mum2Mum to life. ABA has worked closely with Stuart Kruger and his technical team to ensure the vision for Mum2Mum was closely aligned with its development. "With a wide portfolio in health care, Stuart and his team were well-placed to help ABA with this major project. They understood what ABA needed in an app and how to provide a new dimension of support to breastfeeding mothers," Ms Boughey said.

Mum2Mum is available for instant download now through the App Store and Google Play. Plans are already underway for enhancing the app in version 2, including an exciting new support platform which will be announced in the coming weeks. For more information on Mum2Mum and how best to use the app, please visit www.breastfeeding.asn.au/mum2mum.

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