


WHEN YOU NEED IT:
QUAND VOUS EN AVEZ BESOIN:
WINDSOR-ESSEX HEALTH UNIT




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Wyni Breastfeeding App for Smartphones:

Using technology to provide reliable evidence based breastfeeding information.

Dr. Mary Louise Drake
Debbie Silvester
Best Start Conference
February 17, 2016

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Outline

- Project Overview
- Venturing into a New Territory
- Engaging End Users
- Working with New Partners

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Overview of Project

- Project:
 - Develop Provincial Breastfeeding App (2014/15)
 - Translate App into French (2015)
- Main partner:
 - Building Blocks for Better Babies
 - University of Windsor Faculty of Nursing
 - Windsor-Essex County Health Unit

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Overview of Project

Why develop a Breastfeeding App?

- In Canada Smartphone usage has risen to 56% of the population (Google 2013)
- Access to reliable breastfeeding information 24/7
- Answers to common breastfeeding questions and concerns
- Tracking features
 - Common feature of less reliable Apps
 - A way to provides information to healthcare providers

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New Territory

**You Don't Know
What You Don't Know!**

- Need to engage experts right from the start
 - To establish realistic timelines
 - To establish realistic costs

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New Territory


We had few timeline issues:

- Ethics approval process at University for focus groups
- Need for graphic design input early in process of building app
- Apple Account process
- Time needed for French back readers
- BFI review

WHEN YOU NEED IT:
BEAL TITELING BEYOND THE

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BIBLIOTHÈQUE DE LA CLASSEMENT

New Territory



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Costs

- App builders
- Promoting via social media
 - Facebook, twitter, online
- Unplanned expenses
 - “Apple” developer annual fees

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Engaging the End User



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Don't ask for input unless you are willing to utilize it!

- Need sample of target audience to provide input:
 - Before content is developed
 - Before on the functionality of App and after to test it

WHEN YOU NEED IT:
BEAL TITELING BEYOND THE

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Engaging the End User




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- Finding sample of target audience:
 - We used BBBB clients
 - fit our target audience of low income, teen, and low education
 - Built on established relationship:
 - Health unit and BBBB
 - Clients and BBBB
 - Clients and Health Unit

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REAL TIME/ON DEMAND

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IMMÉDIATEMENT



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Engaging the End User

- We used their information
 - Android /iPhone vs Web based App
 - Free to download
 - Able to use without data plan once downloaded
 - Tracking of features
 - Quiz
 - Frequently asked question topics

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REAL TIME/ON DEMAND

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Working with New Partners

Communication, Communication, Communication!

- Build on existing partnerships
- Look for new partnerships
- Have regular communication
- Respect their expertise and get their input early in the process

WHEN YOU NEED IT:
REAL TIME/ON DEMAND

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Working with New Partners

- Existing partnerships
 - BBBB
 - University of Windsor Faculty of Nursing
 - Health Unit – Healthy Families, Graphic Design Communications
- New partnerships
 - School of Computer Science,
 - Faculty of Language, Literatures and Cultures – French Studies
 - French school board
 - French teacher who had breastfed (back reader and Spokesperson)
 - 2nd Certified translator
 - Place du Portage clients

WHEN YOU NEED IT:
BREASTFEEDING INFORMATION

QUAND VOUS EN
AVEZ BESOIN :
INFORMATION SUR L'ALLAITEMENT

Working with New Partners




- Need for regular communication
 - To stay on target with timelines
 - To get input throughout process
- Respect their expertise
 - “You don’t know what you don’t know”
 - Seek and utilize their input

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WHEN YOU NEED IT:
BREASTFEEDING INFORMATION

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Unexpected outcome




- BBBB moms’ sense of self efficacy
- Developers support for breastfeeding
- End users and partners
 - “Why didn’t I have this when I was breastfeeding”
- Place du Portage
 - Established an ongoing relationship

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QUESTIONS?

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