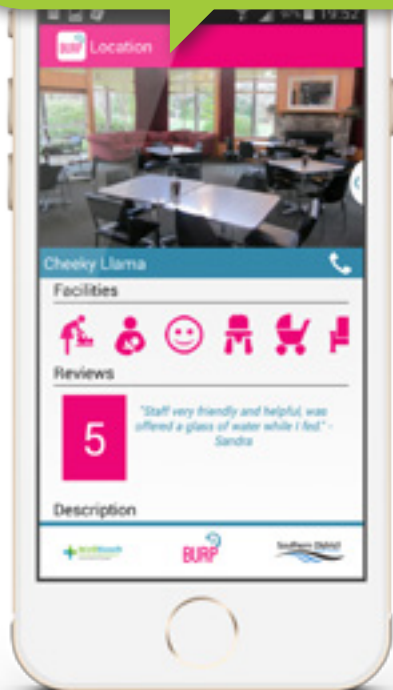


Mobile Phone Buddy *for Southern Breastfeeding Mums and Families*

Breastfeeding mums in Southland and Otago are enjoying a new mobile phone app and website loaded with information on breastfeeding friendly venues in the region



How BURP came about

Previously Southland and Otago had three separate pamphlets of Mother and Baby Breastfeeding Friendly Facilities. Through an evaluation of 100 mothers, it was evident that it was well liked with 91% of the mums finding the information 'very useful' and also many suggestions for more places to be added. This feedback made the leap from an outdated pamphlet to an app a practical solution as it allows an unlimited number of venues with current information to be added in real time while being accessed seamlessly throughout the region.

Feedback so far

The BURP team has been thrilled with the feedback so far both from families and also the support from the venues for the project. Many venues have made positive changes to support families which has been very encouraging.

Since February 2015, BURP has experienced:

- 5,219 users (app and website)
- 8,445 sessions
- 26,145 views

The app is presently available for free download for android phones and iPhones can access the information through the mobile friendly website www.burpapp.co.nz.

This website also links mothers to local breastfeeding support options and breastfeeding news. Demand and feedback has prompted an iPhone app to be developed which will be ready for launch in the next few months.

BURP - What is it?

The BURP (Breastfeeding's Ultimate Refuel Place) app and mobile friendly website directs mums to the nearest breastfeeding friendly venue, for example a café, swimming pool or library via an icon on a map. Users can view photos of the venues, see other facilities the venue offers such as a toilet, play area or change table, making the app and website also useful for dads and other caregivers. Families also have the opportunity to post feedback about their breastfeeding experience at that venue.

BURP was launched jointly by Public Health South and WellSouth Primary Health Network in February 2015. Though it is a human right to breastfeed anywhere, one of the aims of BURP is to support and instil greater confidence in mums to breastfeed when they are out and about and to acknowledge their connection to the community.

The only requirement for venues to be listed on BURP is that staff are supportive of breastfeeding. This could mean offering a glass of water, providing low comfortable seating and ultimately to defend the breastfeeding mother and her child if there was offence taken by another patron.

Currently, there are over 240 venues registered on BURP stretching from Bluff to the Waitaki. Public Health South and WellSouth staff have met with management from each of these venues to put breastfeeding on the agenda. As a result, this project has been instrumental in educating staff and increasing awareness of breastfeeding at Southern public venues, all which contributes to normalising breastfeeding. New venues are constantly being added often through receiving nominations via the website for potential BURP venues.



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