



The cool support tool for
Southern Breastfeeding Mums

www.burpapp.co.nz



What is
BURP?

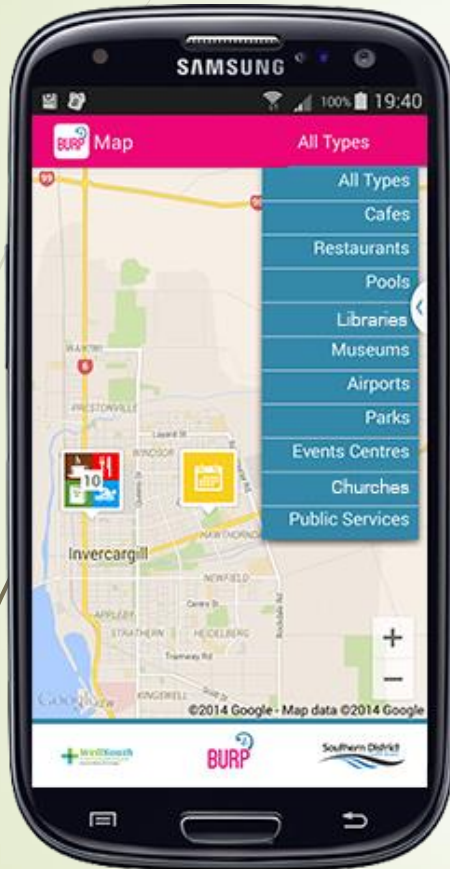
Origins

Demo

Response

Learnings

What is BURP?



- A smartphone app and website that navigates the user to breastfeeding friendly venues throughout Southland and Otago via icons on Google maps
- 200 venues uploaded
- One requirement to be a BURP venue = all staff must support breastfeeding on their premise

Background



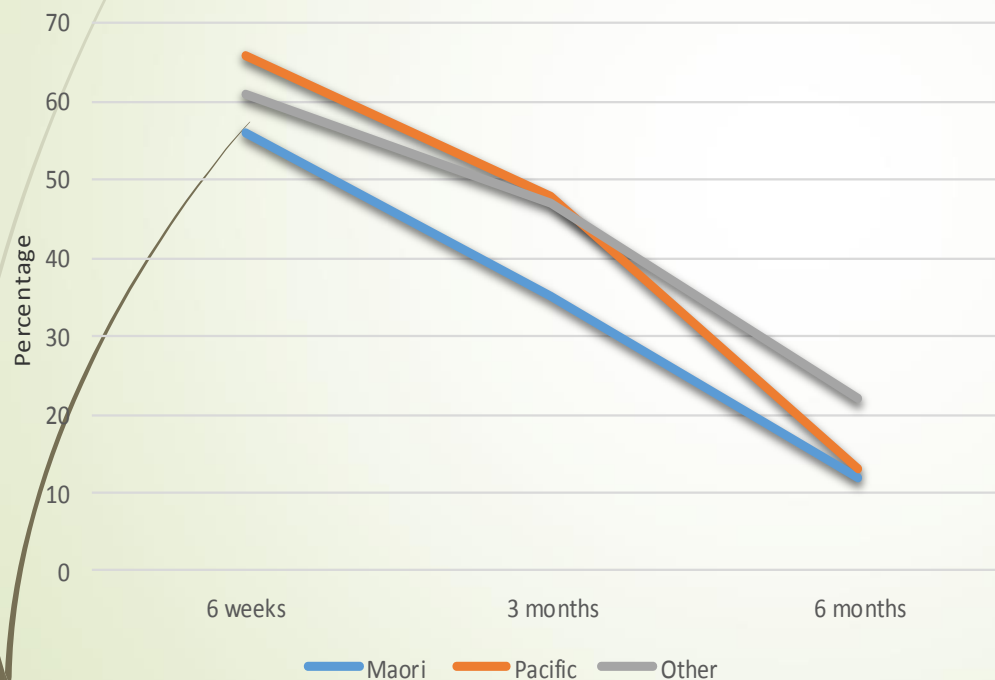
Evaluation of the Mother and Baby Friendly Facilities Brochure

- n = 100
- 91% felt the information was very useful
- Many suggestions for further places to be added to the brochure
- BURP website/app advantages
 - Unlimited venues
 - Current information, info uploaded immediately
 - Portable and consistent info throughout our region
 - Engaging and Interactive



Engaging with Priority Populations

Southern Region Breastfeeding Rates
July 2013-June 2014



- Canvassed the prevalence of smartphones
- Promotion to local marae and kohanga reo



Let's see BURP at work....



File Edit View History Bookmarks Tools Help

Home Page - Burp: Breastfee... x +

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Search


Most Visited Getting Started Annual breastfeeding ... Free Hotmail Google Māori Dictionary Suggested Sites Web Slice Gallery Road Closure RSS

Nominate a burp venue

BURP BREASTFEEDING'S ULTIMATE REFUEL PLACE

Android App About Find me a Venue Support Newsletters & Projects Venue Owners Contact

BREASTFEEDING SUPPORT



OTAGO & SOUTHLAND

Hāpai i ō hoa, i o whānau ki te whāngai ū

Support your partners, friends and whānau to breastfeed

Waiting for www.google-analytics.com...

start

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Initial response

since February 2015

➤ Web and Web App:

- Users: 1379
- Page Views: 9476
- Sessions: 2073

➤ BURP Android App:

- Downloads: 221
- Total Sessions: 1392

Total Users: 1600

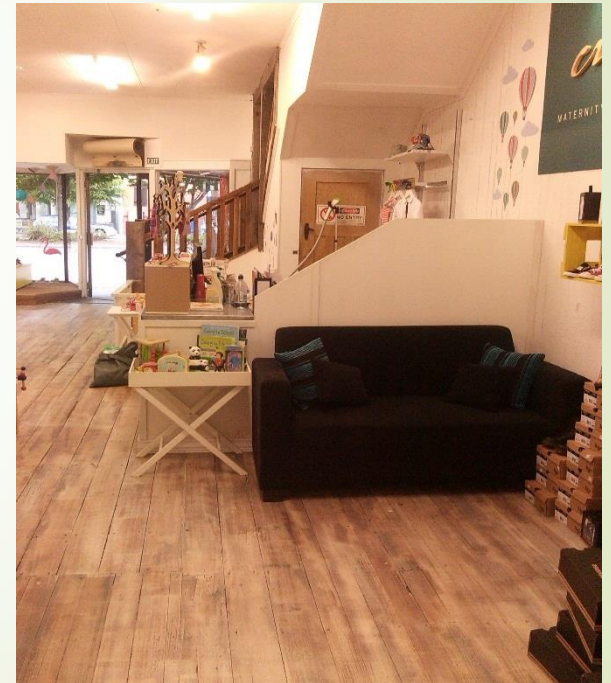
Promotion ongoing through birthing units, Tamariki Ora nurses, midwives, LLL, LC's, Plunket, NGO's , Maori Health Providers, BURP venues, media, websites and social media

Aims of BURP

Aim1: Instilling confidence in the mother to breastfeed in public



Aim 2: Increase staff awareness and support for breastfeeding at BURP venues and promoting a conducive breastfeeding environment



Challenges

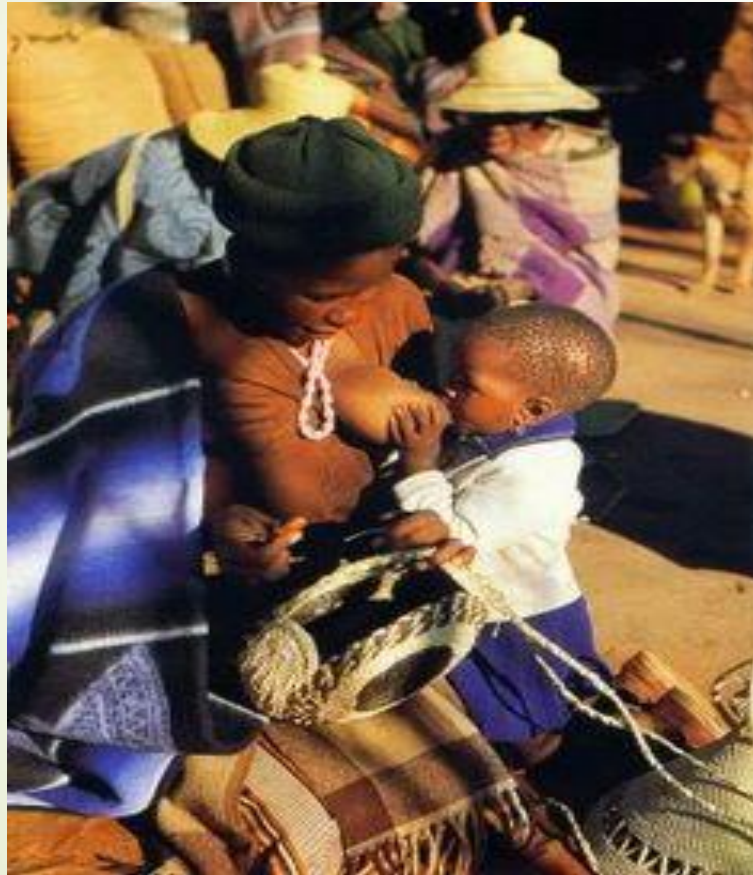


Handful of venues who declined to be part of BURP

Important to leave them with the message:

“Under the Human Rights law, it is against the law to stop a women breastfeeding”

Aim 3: Increased exposure of breastfeeding in public resulting in it being accepted as 'unremarkably normal' by all



“Mosotho woman
weaving a basket”

The BURP Team



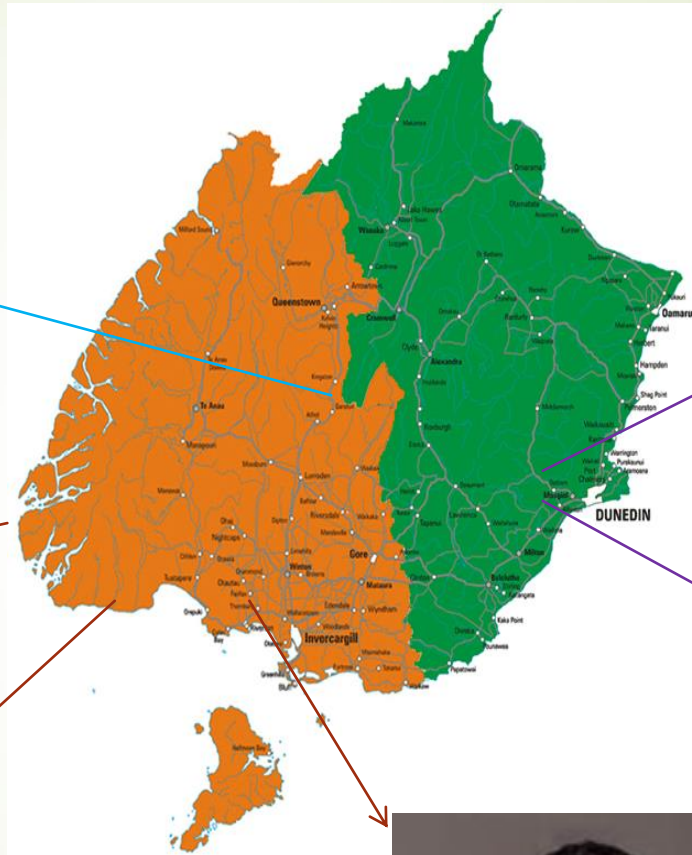
Sarah Berger
WellSouth Central
Otago



Kathleen Eade
SDHB, Southland



Paula Randall
WellSouth, Southland



Nitin Sukumaran
WellSouth, Southland



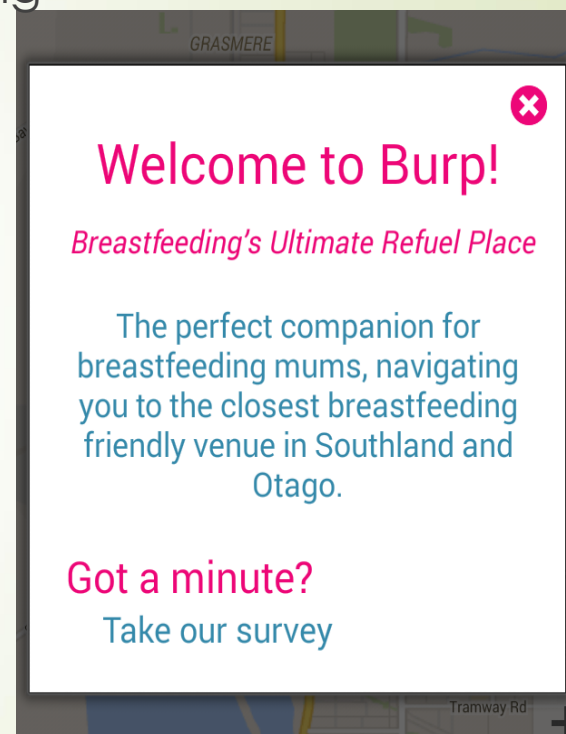
Sophie Carty
WellSouth, Otago



Christine Quested
SDHB, Otago

Learnings & possibilities

- BURP a great avenue to promote breastfeeding friendly workplaces
- iPhone app will help strengthen project
- Possibility to spread to other regions
- Ability to include healthy kids menus, smokefree playgrounds
- Evaluation through the survey function will be instrumental



Acknowledgements





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