



Komiteen for Sundhedsoplysning

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“My baby” – a health literacy app

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Not a folder, not a website

- Not a folder:
 - Easy (and inexpensive) to update
 - Content accessible and easy to manage
- Not a website
 - Always available
 - Personal, current and relevant



App contains information about

- Breastfeeding and formula
- The crying baby
- Sleep
- Baby care
- Attachment
- Food
- Safety at Home
- Baby equipment
- Illness and diseases
- ... and more



And have bonus features including

- Vaccination pop-ups
 - Calendar pop-ups with reminders to make a doctors appointment regarding vaccination of your baby
- A scrapbook
 - brings together the highlights of the baby's first year and can be printed out in a nice and simple layout. Linking to Facebook thereby enabling you to share the highlights with your friends and family.
- Location finder
 - the app can direct you to a place where you are able to breastfeed, to a baby changing room or a playground.
- Soothing/comforting sounds
 - The app contains a record of 'white noise'



Why the app is important

- breastfeeding as an example

- Breastfeeding contributes towards protecting the baby against diseases such as abdominal infections, respiratory tract infections and otitis media.*
- Furthermore breastfeeding is associated with a reduced risk of breast cancer for the mother.*
- The app contains information on how to start breastfeeding, and how possible problems can be solved.



*Ip S et al. (2007): Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries. Rockville.

A typical user

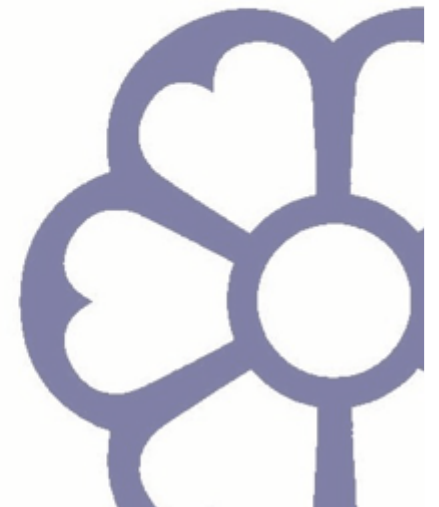


- Primarily first time parents
- Needs 'first aid' e.g. regarding a crying baby
- Lacking knowledge about guidelines e.g. regarding food, sleep etc.



Addresses health literacy through

- Knowledge, personal skills and confidence in taking action



From *My baby* to *Your Babies*

- the opportunity to distribute the App to your citizens

- Mothers with low health literacy all over Europe could benefit from the App
- Approx. 60 % of the information is universal
- 80 % of cell phones sold today are smart phones
- My baby is available at App store/Google play store
- Price: 3 U.S. dollars.
- Development costs: 100.000 Euro
- Language versions in English, German, Italian



Your responsibilities

- As a distributor of the *My baby app*

- Quality assurance of translation and national recommendations
- Distribution in your country

Danish Committee for Health education provides:

- Fully developed technical platform
- Translation of content
- Promotional materials in your language
- Your logo on the App



Next App and next step

- My tummy app - a pregnancy app
- My ? App to increase health literacy

