



## inDemand: Demand driven co-creation for public entities

# CHALLENGE 3: Electronic guidance and advice pass (case: breastfeeding guidance)

## Pitch

There is a demand for a mobile application of the breastfeeding guidance pass promoting communication and transfer of information between the hospital and mother and child clinic, and in educating families.

## Motivation and description

The breastfeeding pass is a tool used by a mother and child clinic and the hospital for implementing breastfeeding guidance and information transfer as a part of the job of caring for a newborn. The breastfeeding guidance pass is a summary of the uniform approach to breastfeeding developed in cooperation with the City of Oulu to promote breastfeeding. For the time being, the card is printed on paper and mothers have it with their maternity card. Health care personnel is unable to carry out the necessary real-time entries regarding the implementation of guidance.

Every family is entitled to sufficient breastfeeding guidance as this promotes establishing and sustaining exclusive breastfeeding in accordance with the national and international recommendations. Both the patient and his or her family benefit from access to proof-based information regarding breastfeeding. Detailed discussions take place at the healthcare appointment with a specialist.

## Main objective

Breastfeeding guidance pass (in paper) is, at the moment, a tool promoting communication relating to breastfeeding guidance between the hospital (Oulu University Hospital) and mother and child clinic (City of Oulu), and encouraging and supporting families learning to care for their healthy newborn. The objective is to upgrade the breastfeeding guidance pass into a digital guidance method, a mobile application, which is easy to use and provides easy access to all breastfeeding-related material (texts, links and videos). The material may be freely accessible for browsing or it may become available at stages linked e.g. to pre-determined healthcare visits at the maternity clinic. It is important that the client can enter his or her notes in the application.

The notes could then be discussed during healthcare visits with the healthcare professionals. The application enables sufficient breastfeeding guidance for every family and thus promotes establishing and sustaining exclusive breastfeeding in accordance with national and international recommendations. Development needs lie with the department of obstetrics and women in Oulu University Hospital, but the electronic breastfeeding guidance pass has drawn a great interest in maternity clinics and national healthcare. No similar application exists in Finland, at least not one relating to breastfeeding guidance.

## Requirements for the proposals

Through the inDemand Project you have an opportunity to present your proposal for solution to Northern Ostrobothnia Hospital District and develop it further in cooperation with healthcare professionals.

The proposals shall respond to the challenges discovered in the hospital environment. The best proposals will be accepted into a unique process where hospital services are developed in cooperation with professionals and other stakeholders providing national and international visibility through the organisations implementing the inDemand Project.

- Shall respond to one of the development needs described here
- Must be an e-health application
- Equal to TRL 7

## Business opportunity

Breastfeeding is considered as one of the most effective ways to ensure a child's healthy growth and development. In addition to promoting affection, breastfeeding also boosts the newborn's immune system and is also beneficial for the health of the mother. Breastfeeding guidance has therefore a large societal impact.

Guidance and services are available in almost 900 mother and child clinics in Finland regarding care of newborns. Also other Nordic countries have same kind guidance system. Mother and child clinic concepts are being developed more and more throughout the world. Solution helps mothers to get guidance and support, clinics can gain effectiveness. When new solution is scaled, payer can be a public or private clinic or organization.

WHO recommends mothers worldwide to exclusively breastfeed infants for the child's first six months to achieve optimal growth, development and health. Thereafter, they should be given nutritious complementary foods and continue breastfeeding up to the age of two years or beyond.

WHO / Breastfeeding can save lives and boost the economy – but mothers need more support:

<http://www.who.int/life-course/news/commentaries/breastfeeding-can-save-lives/en/>