

The Baby Buddy App embracing technology to support Nurturing Care Alison Baum OBE, Founder and CEO

> Harnessing digital technologies for maternal health and parenting The 59th session of the UN Commission for Social Development 11 February 2021

@AlisonBaum

@BabyBuddyApp

@BestBeginnings

#DigitalMoms

#MothersforBetter



Inequalities exist across the UK



Black women are more than **4 times more likely to die** in childbirth than white women



Babies born in Birmingham are **3.5 times more likely to die** before their first birthday than in Bath



By the time a child is 3 years old there is already a **17 month income-related** language gap

Best Beginnings was founded in 2006 to change this.



National interventions

Designed with parents & professionals to purposefully:

- * Directly empower and inform
- * Augment & enhance existing interventions & support
- * Iterate, based on our data-driven development feedback loop



So parents look after themselves and can maximise their child's development.



Our Vision All children have the best start in life

Our Aim

To inform and empower parents and professionals to improve outcomes and reduce inequalities





Window of Opportunity

Pre-conception



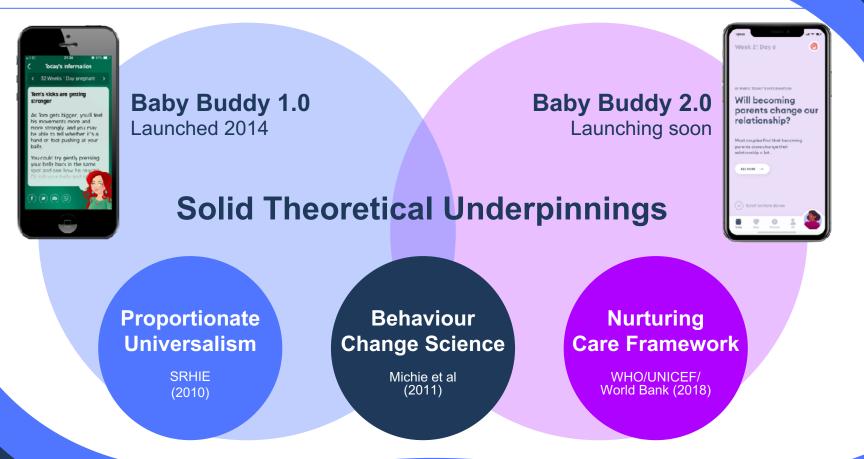
Our guiding principles

INNOVATION

COLLABORATION

EVIDENCE











NURTURING CARE FOR EARLY CHILDHOOD DEVELOPMENT

A FRAMEWORK FOR HELPING CHILDREN **SURVIVE** AND **THRIVE** TO **TRANSFORM** HEALTH AND HUMAN POTENTIAL





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Embracing technology to proudly support the implementation of the Sustainable Development Goals, in particular:





Through pregnancy and the first six months







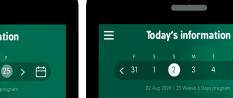
Personalised Daily Information

Nap if you need to

You may be very tired during the day, especially if your sleep at night is broken by trips to the loo. Some women swear by a power-nap – a short sleep of just 10 or 15 minutes, with an alarm set to wake up afterwards.

31 Weeks 4 Days pregnant 59 days to your due date

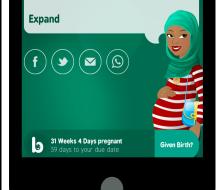
Given Birth?



If it's all getting on top of you

It would be surprising if you didn't feel stressed sometimes when you're pregnant. After all, it's a massive life-changing event and you are being asked to make lots of big decisions.

> 鬥





Sam at twenty three weeks old

Sam watches you carefully and tries to copy you. If you are playing with a toy together, you may see that he copies what you do with the toy. If you pull a funny face he may try to do that tool

If you are struggling emotionally because of the pandemic you are not alone. Many new parents are finding things very difficult at the moment.

Best Beginnings, the charity that brings you Baby Buddy, is here for you. Sign-up for free emotional support here. We are providing this support in collaboration with Barnardo's and some brilliant community-led organisations.

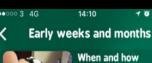
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Clinically assured, and with the tone of a best friend, "bite-sized" bits of information, "nuggets of knowledge", to inform and empower and support relationships.



Over 300 films to support Nurturing Care

1 36%











How dads can help

Breastfeeding is

something only you...

- Andv











Breastfeeding out and about





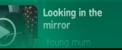
baby's movements













you



Health visitor Anne and osychologist Sue describe...

Cuddling and movement





The "traffic light" system Psychologist Sue explains the signs that your baby is ready to play and chat, and...





Recognising sleep states Psychologist Sue and health visitor Anne explain how to recognise the different typ.



Developed over the co-creation with parents, multidisciplinary endorsed by

last twelve years in professionals and **Representatives of Royal Colleges & other Professional Bodies**



Interactive features and access to 24/7 support

You asked 'What is breech position/ breech birth?'

12:05

My answer

By 37 weeks, most babies are positioned with their heads down, ready to be born head first. Your baby is in breech position if she is lying bottom first or feet first.

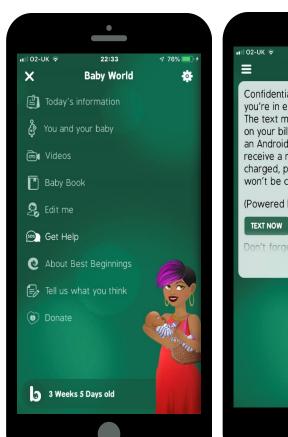
Breech position is very common in early and middle pregnancy, and most babies turn naturally into the head first position before the end of

Add original question to Remember to ask

•••• FF 4G

Add this question to Remember to ask

Back to Ask me

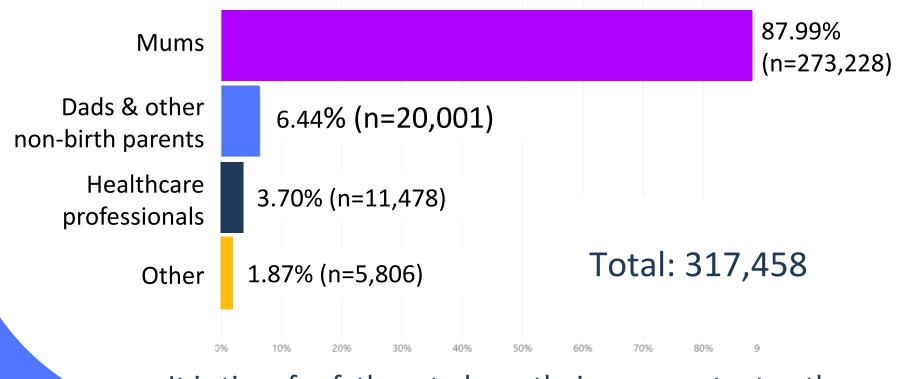


22:22 ∮ 68% Get Help Confidential text support when you're in emotional pain or a crisis. The text messaging will not appear on your bill. If you are texting from an Android handset, you might receive a notification that you will be charged, please ignore this - you won't be charged. (Powered by Crisis Text Line) Don't forget, you can get extra help

Thanks to our collaboration with SHOUT, a fellow "Heads Together" charity partner, we provide free and confidential access to the 24/7 Baby Buddy **Crisis Messenger**



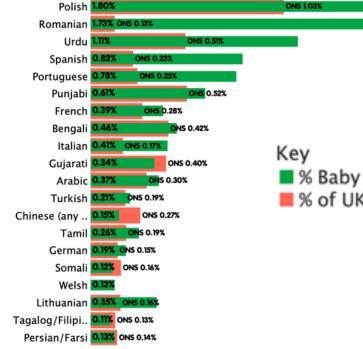
Registered users as at 31st December 2020



It is time for fathers to have their own content pathways



Proportionate Universalism in action



% Baby Buddy users for whom this is their first language
 % of UK population for whom this is their first language



Usage of the Baby Buddy app during the 104 days of core Lockdown – Proportionate Universalism in Action

		are from Black, Asian and Minority Ethnic	Baby Buddy users for whom English is a second language
High usage (>45 times)	67.3%	95.3%	93.8%
Extremely high usage (>100 times)*	51.5%	85.7%*	85.0%*

*85% of parents using the app on average more than once a day.



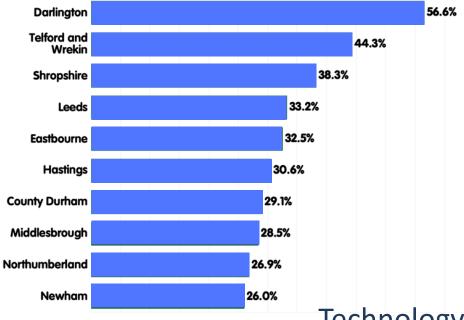
Feedback from Baby Buddy users

Feedback from in-app surveys users report that Baby Buddy:	All UK Women respondents	Black, Asian and Minority Ethnic UK Women respondents	All UK Partners/Dads respondents
Is easy to use	>99%	>99%	98%
	(n=16,592)	(n=428)	(n=3072)
Helps me look after my mental health	89%	92%	88%
	(n=5875)	(n=779)	(n=585)
Helps me feel closer to my baby	89%	92%	92%
	(n=4472)	(n=606)	(n=415)
Helps me feel more confident caring for my baby	98%	97%	98%
	(n=4317)	(n=135)	(n=810)
Helps me get more out of my appointments	86%	91%	89%
	(n=8759)	(n=1278)	(n=475)

We have evidence of impact. It is now time to scale.



Top 10 local authorities by number of Baby Buddy mothers per 100 live births from January to March 2020



Technology is only as good as how it is used.



Qualitative Feedback from Baby Buddy users during the pandemic

From free-text boxes in the online survey (Antenatal / Postnatal)

- Even though it's an app, it makes you feel that you're getting some contact, some easily-absorbed information, that can be easily shared with my partner.
- Baby Buddy is giving me hope and courage that everything is going to be well with my pregnancy and delivery.
- I have had very little contact with my midwife and I really like how much information I can get from the app given that I can't seem to get any support from anywhere else.
- I miss getting out to baby groups, so it is good to have daily reminders/ updates on variety of issues and reassuring what we experience is totally normal.
- The daily reminders of my baby's progress and ideas of activities to support her development which don't require equipment or going out.
- It's giving me more confidence as a first-time mother and it's reassuring to know that other parents are experiencing the same things.
- This app is fantastic. My mum doesn't live in UK and I have that reassurance from this app and talking to my mum.

From follow on Telephone Interviews (Antenatal / Postnatal)

- The information is so useful I share it with my husband. We've looked at the videos – the baby moving in the womb. It's really good for my husband because he didn't get to go to the scan and I worry he is not bonding with the bump. He hasn't heard the heartbeat.
- I've watched most if not all the videos the chair exercises, the skin to skin, the MRI scan one. The boys watch them with me – it's nice for them to see what a newborn looks like.
- I love the videos and the partners' advice a lot of apps don't bring partners into it....it's brilliant because it's a stressful time and two people don't react the same way.
 - It's reliable like the people who are writing it are knowledgeable. Today's message is always more or less in line with what I am thinking...I like to see the videos. It helped a lot to know that other women are struggling.

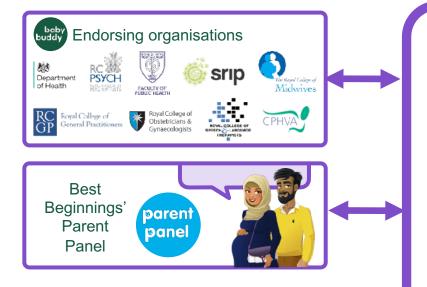


Experiences, Attitudes, and Needs of Users of a Pregnancy and Parenting App (Baby Buddy) During the COVID-19 Pandemic: Mixed Methods Study

Alexandra Rhodes¹, BSc, MSc ⁽⁰⁾; Sara Kheireddine¹, BSc, MSc ⁽⁰⁾; Andrea D Smith¹, BSc, MPhil, PhD ⁽⁰⁾

https://mhealth.jmir.org/2020/12/e23157





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Baby Buddy 2.0 Launching April 2021

Baby Buddy 2.0 will build on the evidenced successes of 1.0 and, from launch, it will introduce:

- Personalised pathways for mothers, fathers, non-birth parents, with Daily Content to the child's 1st Birthday
- A series of Maternity Personal Care Plans
- A Personal Child Health Record that is Interoperable with the NHS "Spine".
- Functionality for multiple children and for parents (or a parent and a professional) to sync accounts
- Ability to create versions for other countries



The Early Years Digital Partnership – 40+ Organisations

Vision

Parents of **all** backgrounds have the knowledge and agency to look after their physical and mental health **and** to maximise their children's development and wellbeing from pre-conception to 5th birthday

Aim

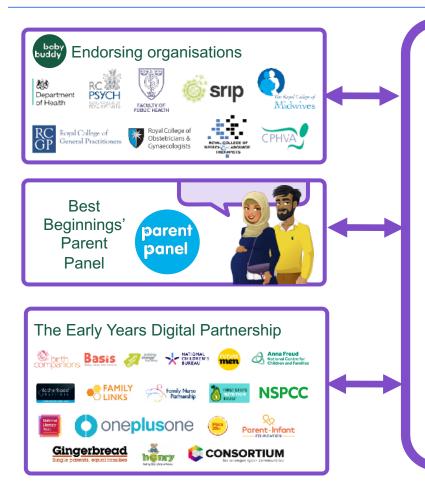
To work with families and collaboratively across the Early Years and Health Sectors to:

 develop engaging, accessible, clinically-assured content which will be deployed through a single digital resource (Baby Buddy) to support preconception to 5th birthday

• to achieve equity of provision and empowerment across the UK

Best Beginnings is a convenor, connector and catalyst for change







Baby Buddy 2.0 Over the next four years

Baby Buddy 2.0 will also:

- Have content to the child's 5th birthday
- Have personalised pathways for professionals to support professional development and communication
- Have Bespoke content pathways and features for localities
- Be used for academic research and cohort studies
- Be iinteroperable with the NHS spine for maternity records
- Be embedded into at least two other countries

A proposal to NHS England to scope CAMERA*

*The Child and Maternal Electronic Records Altogether

An opportunity to work collaboratively with Best Beginnings to improve parent experience and child health outcomes and reduce inequalities in child health.



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This proposal is for internal use by NHS England only. It is for the attention of the Head of Early Years, Imms & Military Health and the HV/FNP/CHIS Commissioning Manager. It must only be discussed with other employees or advisors with the purpose of evaluating the proposal contained within it. This document must not be shown, distributed or discussed with any third parties, without the express permission of Best Beginnings.



If you would like to discuss the possibility of Best Beginnings working with you to create a version of Baby Buddy for your country, please email our Head of Digital and Content: Matthew@bestbeginnings.org.uk

Thank you

@BestBeginnings@BabyBuddyApp@AlisonBaum@AgnesAgyepong

Charity No. 112 0054



Findings from our national survey* showed that COVID-19 has intensified the need for our work.

7 in 10

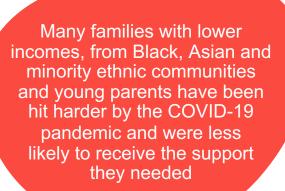
parents felt less able to cope.

7 in 10

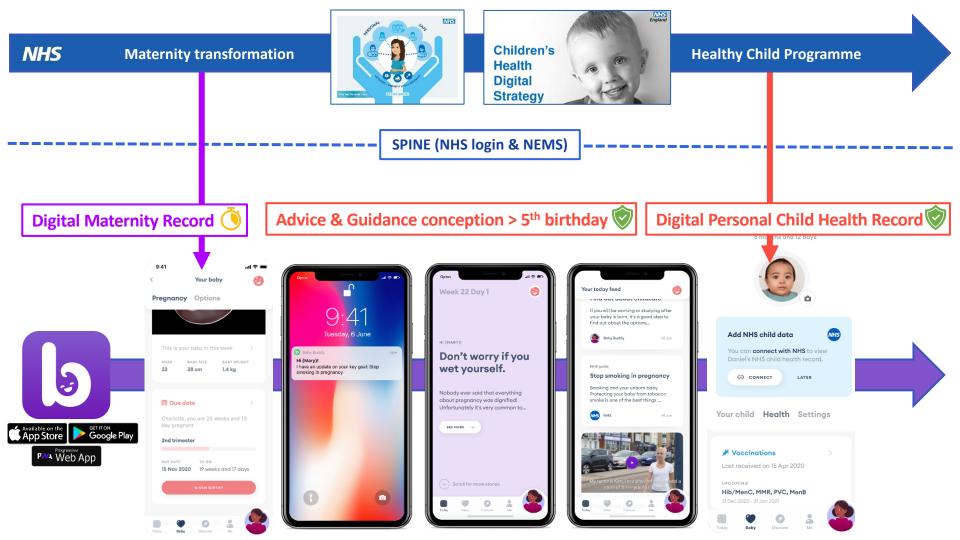
parents felt the changes brought about by COVID-19 were affecting their unborn baby, baby or young child

2 in 3

parents weren't confident they could access mental health support







Baby kit to borrow or buy

What does a newborn baby really need? Companies think they can sell anything to pregnant women...

Baby Buddy

uddy

13 Jun

Buddy

When you are a mother, you're never really alone in your thoughts. A mother always has to think twice. Once for herself and once for her child.

— Sophia Loren

Week 21 · Day 3

What is a MAT B1 certificate?

Now you are 21 weeks pregnant you can ask your midwife or doctor for a MAT B1 maternity certificate...



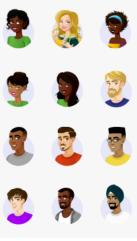
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	Customise your Buddy

9









CANCEL

SAVE MY BUDDY

× Hi Mary, how can I help? Ask a question **Personalise your Baby Buddy** 🚡 Record a development Show my spaces . Change avatar appearance YOU HAVE 1 NOTIFICATION Invitation 10 FEB 2020 Mary has sent an invitation to add Daniel to your profile. ACCEPT REJECT



Size: 28cm (same as a magazine)



Scroll for more



You are 22 weeks and 3 days pregnant.



DUE DATE TO GO 32 weeks and 28 days 15 Nov 2020

BABY BUDDY SUGGESTS

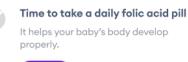
RECORD



It's been 2 weeks since you made the last development record.



BABY BUDDY SUGGESTS

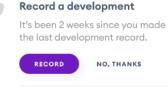






It's time to tell your employer that you are pregnant, you...









Consider what you want to achieve, and then commit to it.



As well as a daily information timeline, receive nudges from Baby Buddy to take action

Personal care plans

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Personal care plans help you to explore, understand and record your individual choices for pregnancy, birth and early parenthood.

LEARN MORE

About me

Information about you and your maternity team.

Personal care plans

Health and wellbeing in pregnancy

All about you and your health during your pregnancy.

Personalised birth preferences

A birth plan supports you (and your birth partner/s) to make informed decisions about your care in labour.

After your baby is born

All about bonding with your baby and care after giving birth.

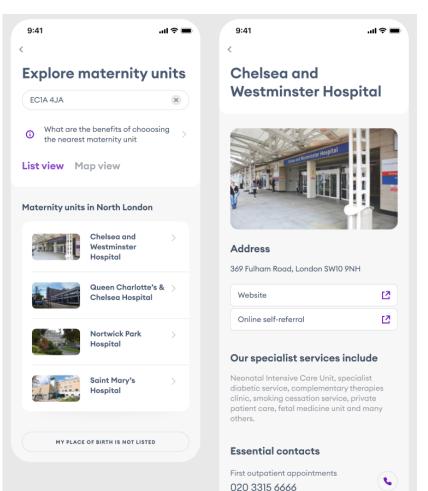
Birth reflections

Use this space to write down concerns

Complete and share your personal care plan with HCP or family/friends

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ore, Ial Ily	About me	Health and wellbeing in pregnancy	
,	Due date	All questions are connected to data in Pregnancy section. These can be completed in one go or be an on-going process following discussion with your care provider.	Physical health and wellbeing 1 I have a long term health condition that may
	Name of my maternity unit Kingsworth Medical Practice >	Physical health and	affect my pregnancy diabetes
	Intended place of birth	wellbeing	epilepsy
>	e.g. home, AMU, FMU or obstetric-led unit	1 I have a long term health condition that may affect my pregnancy	mental health problems high blood pressure
	Team name	diabetes	asthma
>	Kingsworth MU team	epilepsy	hypo/hyperthyroidism
	Named midwife	mental health problems	not have an impact on your pregnancy. Ask
	Agnes Farmsworth	high blood pressure	your GP, doctor or midwife about any conditions you have, or may have had in the past.
>	Midwife / team contact	asthma	Notes
d	07911 123 456	hypo/hyperthyroidism	CANCEL
		other	

Explore choices of birthplace....



Unit information includes:

- Name, ODS code, address and other location information
- Unit type (OU, FMU, AMU)
- Baby Friendly Status (2 fields status; level code 0-3)
- Neonatal unit Level (1-3)
- Mapping codes (e.g. CQC, Care Opinion)
- Website URL

•

- Self-referral URL
- Description including images or video tour
- Parking info

In collaboration with Birth Choice UK Limited – Miranda Scanlon

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Discover	() ()	Baby	•_•	 Understanding baby 	your	<		<	
Baby	•	Your developing baby		Videos se	owing 4 of 10 videos			A	
All about babies and how to look after them.		Baby development 	>	Rousing and soothing	a D	6-21		6:21	
You				A Back Charles and P		Getting suppo	rt	Cuddling and	movement
All about your pregnancy and life during pregnancy.		Looking after your baby	>	Getting sup	port 🛛	help and support as	lks about how you can get a new parent. New mums describe how they got help t.	good for babies, o	explains why cuddles are so and new mums Rebecca and ney can tell if their babies
Maternity care	>	Baby health	>	Understand different cr			[1] SHARE	SAVE VIDEO	[1] SHARE
All about antenatal and postnatal care.	*	Feeding your baby		Cuddling ar movement	nd 📕				
Labour and birth	>	Why breastfeed?				Watch more fo your baby" cat	orm "Understanding	Watch more f your baby" c	form "Understanding
What to expect and how to		Getting started	>	SHOW MORE		you buby ou		your buby o	licegory
prepare for labour and birth.	•	Overcoming breastfeeding challenges	>	FAQ sh	owing 4 of 30 results		Cuddling and 🛛	40	What your baby is 🛛 💭 telling you
Mental health How to take care of yourself		Expressing breastmilk							
and your mental health.	•	Formula feeding	>	What will breastfeeding like on the first day?	be 🗋		What your baby is 🛛 🔍 telling you		Bedtime routines 🛛 🖓
Fundamental NUC		Nutrition		Here de Herene Master			Recognising sleep 🛛		Recognising sleep 🗌
Explore NHS		Understanding your baby		How do I know if baby's getting enough milk?					
Getting pregnant							Recognising 📃		Recognising 🗌
l'm pregnant	>	Sick and premature babies		What is colostrum?					
Labour and birth	>	Born early or poorly	>	What is the rooting refle	x? 🗆				
Your newborn	>	First hours and days							
Babies and toddlers	>	Touching and holding your baby		SHOW MORE					
		Feeding your premature baby	>						
		Going home							
Today Baby Discover Me		Longer stay in hospital							

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9:41	→ \$ III.	9:41 .11 🗢		→ \$ In.	Daniel 6 months and 12 days
Select a child Your pregnan 22 weeks, 4 days		You don't have any children or prognancies added in your Baby	Select a child Your pregna 22 weeks, 4 day		- Coo
Daniel 1 year, 4 months ol	ld	Pregnancies added in your baby Buddy. Start by adding one. Image: Start by adding one pregnancy	Anthony 1 year, 4 months	s old	
New pregnancy	>	G Add child	S New pregnancy	>	Add NHS child data
) Add child	>		Add child	>	You can connect with NHS to view Daniel's NHS child health record.
					Your child Health Settings
					Vaccinations Last received on 15 Apr 2020 UPCOMING
Register and kee	-	multiple children.	anal Child Health Pase		Hib/MenC, MMR, PVC, MenB 21 Dec 2020 - 21 Jan 2021
		Connect your Digital Perso		iu ui use	🖽 Birth information 🔰 🗧

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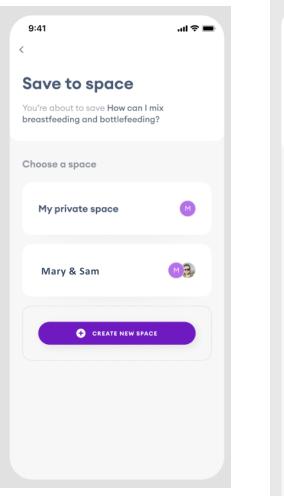




Asking for help to get started

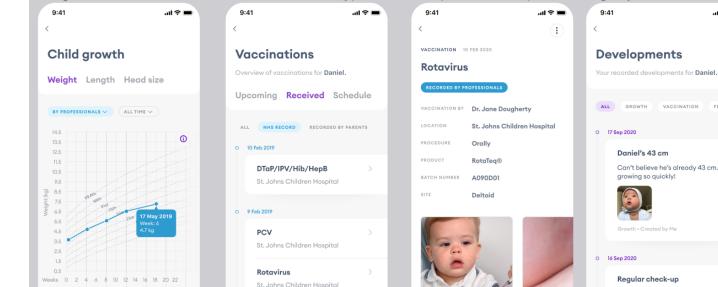
If your child is ill, the most important thing to do is to listen to them.

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Remember to ask Videos	Articles	Remember to ask	/ideos Article
Save a questions to ask at your next visit.	Edit	4 videos	Edit
ASKED 2 AUG 2020 Why do people say "breast is best"?		Asking get sto Added 2 Aug 2020	for help to irted DOWNLOADED
asked 2 AUG 2020 What will happen if I stop			oositioning om a midwife DOWNLOAD
breastfeeding too early?		Getting right	g the position
ANSWERED 10 FEB 2020 When should I stop breastfeeding?		Added 2 Aug 2020	DOWNLOAD
() MARK AS UNANSWERED			

Saving content to view offline



Months 1 2 3 4 5 6	o 8 Feb 2019		Doctor Alan said he is really advanced for his age. I am so proud. Appointment notes - Created by Me	Appointment notes
Weight measured • 26 Jul 2019 4.5 kg	MenB > St. Marcus Children Hospital Vaccination Center	A note that goes with the record and can be short or a long one, but does not contain any special formatting.	New bed > We bought new bed to go in his room. Notes - Created by Me	CLOSE
98th centile on the centile chart.	0 7 Feb 2019	NEXTUP	O 10 Sep 2020	
2.7 kg > 6th centile on the centile chart.	DTaP/IPV/Hib/HepB > St. Marcus Children Hospital Vaccination Center	иккт UP DTaP/IPV/Hib/HepB	Your first camping > We went to the garden and spent an entire afternoon there. We picked	
0 1Jun 2019 2.3 kg > 0.4th e-entile on the centile chart.	ADD A NEW VACCINATION		Letters - Created by Me 9 Sep 2020	

Keep track of your child's health and developments

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development

Record a

Growth

Feeding

Letters to my

baby

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FEEDING

GROWTH

Daniel's 43 cm

growing so quickly!

Growth - Created by Me

Regular check-up

VACCINATION

Can't believe he's already 43 cm. He is

...l 🗢 🔳

Vaccination

Daniel's firsts

Notes

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Mixed/Multiple ethnic group	• •	Spanish	~	
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White and Black A	frican			
White and Asia	in			
Other Mixed				
CONTINUE		cc	ONTINUE	Take a
				and you
				Mary, do get to kno

Parents can give feedback to their Baby Buddy about the app and/or about their experiences of local services

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	1	/3	×		
	H I I I I I I I I I I I I I I I I I I I	How many doctor visit	s did you		
	H	nave during your first t	rimester?		
	ſ	One or two		2/3	
				Do you feel you h	ave any suppor
	×	Two or three		at your workplac	
Take a suisk summer.	about you	Three or more		So	me
Take a quick survey					
and your baby					
	oments to help us	l don't know		None	
and your baby Mary, do you have a few ma	oments to help us	l don't know		None	
and your baby Mary, do you have a few ma		I don't know continue		None	
and your baby Mary, do you have a few ma get to know you better?					INUE