

Healthy Beginnings App

About

Background: Australia's childhood obesity continues to be one of the major public health concerns in society. About one in five children aged 2 to 3 years is now either overweight or obese – highlighting the need for early intervention. Early intervention is vital and prevention can result in substantial social and health gains for society and individuals. Infant feeding practices, including breastfeeding and the timing of the introduction of solids, as well as children's eating habits and television (TV) viewing time are among the most identifiable factors contributing to early onset of childhood obesity.

Aims and key messages: This Healthy Beginnings App is designed to improve infant feeding practices, eating habits and active play, and reduce TV viewing time, as well as reduce family behavioural risk factors for childhood obesity. The App health promotion contents are developed corresponding to early childhood developmental milestones with key health promotion messages including:

- Breast is best
- No solids for me until 6 months
- I eat a variety of fruit and vegetables everyday
- Only water in my cup
- TV away lets go play
- I am part of an active family

The Healthy Beginnings App is built on evidence from the Healthy Beginnings Trial (linking to <http://www.healthybeginnings.net.au/>).

The project team: Led by Associate Professor **Li Ming Wen**, the project team consists of Child and Family Health Nurses (**Jenni Jones, Cathy Llewellyn and Paola Gordon**), and Health Promotion staff (**Angela Balafas, Huilan Xu and Anna Whelan**) from Sydney Local Health District. The project team also included **Karen Bedford, Karen Wardle and Dean Murphy** at the early stage of project development, wireframe development.

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Healthy Beginnings Trial: <http://www.healthybeginnings.net.au/>

Australian Breastfeeding Association: www.breastfeeding.asn.au

Mothersafe (medications during lactation): www.mothersafe.org.au

Beyond Blue (for depression): www.beyondblue.org.au

Health Direct Australia: www.healthdirect.org.au

Resourcing parents: www.resourcingparents.nsw.gov.au

Raising Children: www.raisingchildren.net.au

Breastfeeding your baby- NSW Health:

http://www.kidsfamilies.health.nsw.gov.au/media/289199/h1536044_breastfeeding-your-baby_may15_web.pdf

NHMRC Infant Feeding Guidelines

https://www.nhmrc.gov.au/files_nhmrc/publications/attachments/n56_infant_feeding_guidelines.pdf

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