



NEWS RELEASE
- FOR IMMEDIATE RELEASE -

Breastfeeding with Google Glass Australian healthcare trial a Success!

Melbourne technology start-up, Small World Social has collaborated with the Australian Breastfeeding Association to create a Breastfeeding App that uses Google Glass.

The app uses step-by-step visual tutorials to coach new mothers as they learn to Breastfeed and enables them to video call health professionals who can see and advise them on their health concerns in real time.

The success of the trial (which has built breastfeeding confidence for the participating mothers) also shows the future possibilities of healthcare for people in regional or remote areas.

As the program has been successful, the ABA and SWS are exploring ways to scale the program Australia-wide, as well as incorporate ways Google Glass can be used for other health issues.

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Australian Breastfeeding Association

The Australian Breastfeeding Association is Australia's largest breastfeeding information and support service. The Association is 100% volunteer run by breastfeeding counselors and mothers alike. The Association will celebrate its 50th year in 2014.

Small World Social

An innovative technology company headquartered in Melbourne Australia, with offices in San Francisco and Berlin. We work with global organizations using technology to explain complex things in health, science and the medical device industry.



Results of the trial...

- The project achieved a 100% breastfeeding confidence for all participating mothers and newborns at the 8-week conclusion of the trial.
- This is a considerable achievement, 4/5 of the participants were first time mothers, the fifth was unable to breastfeed her first two children. This mother experienced a very difficult birth; her newborn son had jaundice and set back jaw. She was also hospitalised after suffering from Mastitis twice.
- Mothers were able to form a community with their remote breastfeeding counsellors.
- Counsellors were located as far as Perth, Adelaide and Queensland and still could provide personalised advice to the Victorian mothers, primarily on breastfeeding, but also common concerns such as baby weight, sleeping patterns and general maternal health.
- These concerns were addressed immediately as a result of the technology, because time and location were not a barrier.

Future of the project...

The trial will be scaled and rolled out nationally during the remainder of 2014.

The app (which allows video calls both through glass and monitors/phones/tablets, also provides the ABA's database of maternal and breastfeeding information) will be customised to the needs of each mother based on information such as child's age, mother's health and feeding schedule etc.

Quotes...

"300,000 babies are born each year in Australia. Breastfeeding has a range of undisputed health benefits for children. This initiative is a way to improve the health of 1.5 million children during the next 5 years by improving Breastfeeding rates.

That's what makes me so excited about this new technology and our project with the truly incredible Australian Breastfeeding Association."

- **Kathy Phelan**
CEO, Small World Social

"The ABA provides a wide range of services that support over 80,000 Australia mothers each year. There are more than 230 support groups nation wide, and a 24 hour telephone support line that takes over 7000 calls per month."

"Research shows that more than 90 per cent of Australian mothers want to breastfeed so it is just as important now as in 1964 to offer mothers help and support so they can breastfeed for as long as they would like to"

- **Rachel Fuller**
President, Australian Breastfeeding Association



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Australian Breastfeeding Statistics...

Statistics from the *2010 Australian National Infant Feeding Survey* results indicate that 96% of mothers initiate breastfeeding. Thereafter, exclusive breastfeeding rates drop off.

Less than half (39%) of babies are still being exclusively breastfed to 3 months and less than one quarter (15%) to 5 months.

- END RELEASE -
