

# A new approach to community breastfeeding support using citizen data from FeedFinder

**When:** 23 April 2019, 9.30am – 12.30pm (followed by lunch)

**Where:** Great North Museum: Hancock, Barras Bridge, Newcastle, NE2 4PT



FeedFinder is a free mobile application co-designed with breastfeeding mothers and researchers at Open Lab, Newcastle University. The app supports women to breastfeed in their local communities by enabling them to find, rate and review places based on how breastfeeding friendly they are.

The app has been downloaded more than 12,000 times and over 5000 venues have been reviewed. Emma Simpson, a Digital Civics PhD student at Newcastle University has been working with breastfeeding mothers, public health improvement

practitioners and infant feeding coordinators over the last three years to explore the use of FeedFinder in practice.

This event, jointly organised with Open Lab, will focus on a newly developed website as part of the research that makes it easier for mothers and practitioners to use data from FeedFinder and track community support for the breastfeeding.

The aim of this seminar is to bring together breastfeeding mothers, public health improvement practitioners and infant feeding coordinators to increase their understanding of the app, its data and to gather feedback on the new website and plans for supporting breastfeeding in the North East.

**Programme and registration available on the 'Events' page of the Fuse website**  
[www.fuse.ac.uk](http://www.fuse.ac.uk)