



## Ms. Becky White

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Becky White has a background in health promotion with an interest in mobile health technology. In 2012 she co-founded a company that develops health promotion apps, including the popular Feed Safe app for breastfeeding mothers. She is the developer of Milk Man, a breastfeeding app for fathers, and is currently completing a PhD in Public Health at Curtin University.

## Milk Man: a breastfeeding app for fathers

The Australian first, Milk Man smartphone app is designed specifically for new and expecting fathers. It aims to start them thinking and talking about breastfeeding and fatherhood, and to provide them with the information and skills needed to support their breastfeeding partner. The app provides a community space for men to talk to each other, delivers infant age-specific information and includes a comprehensive, searchable library of evidence-based information with links to relevant and credible

external websites (e.g. Australian Breastfeeding Association). Information is delivered in a quirky, fun format designed to appeal to men. The app uses strategies to engage fathers, including gamification, social connectivity and bi-weekly push notifications, and has been developed and tested with members of the target group and experts in the field. This short presentation will describe the development and testing of Milk Man and demonstrate the engagement features of the app.