

# FeedFinder as a Public Health Data Service

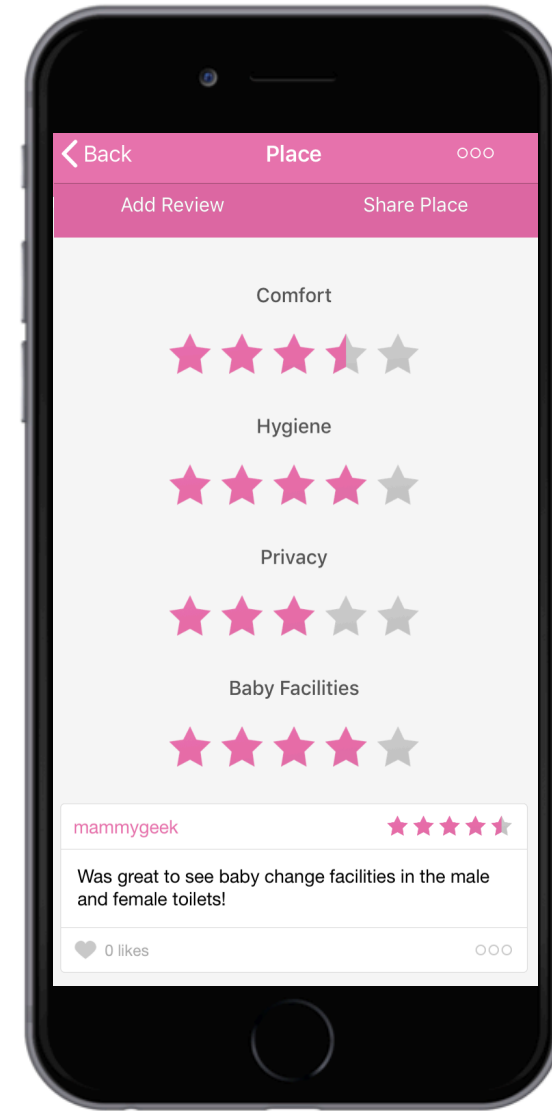
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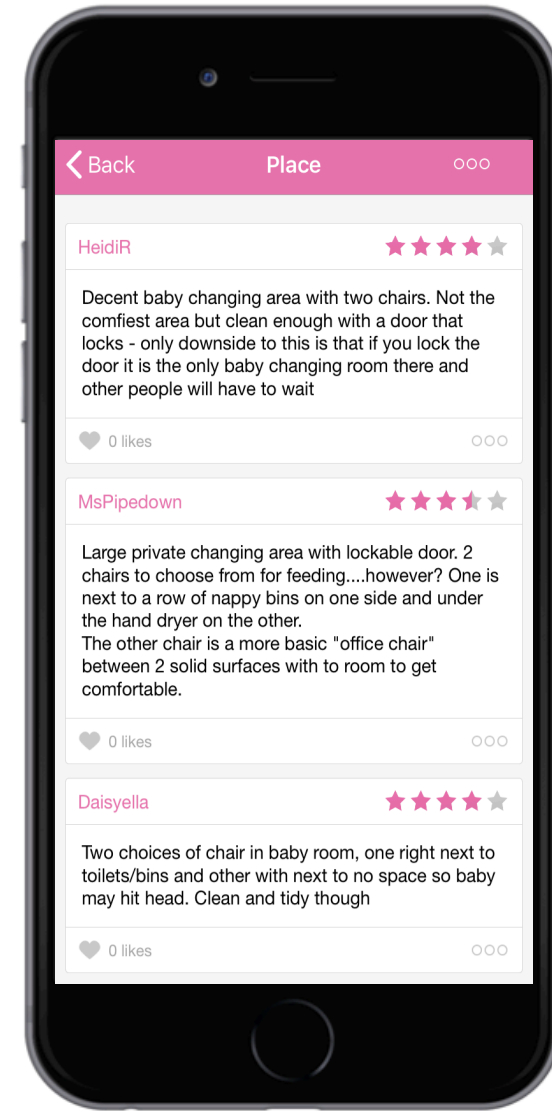
# FeedFinder

- Free mobile app, iOS and Android
- Co-designed with breastfeeding mothers
- Downloaded over 12000 times
- >5000 venues mapped
- >5000 reviews



# FeedFinder Data

- 1757 text reviews analysed
- >80% positive
- Facilities
- Hospitality Service
- Welcoming



# FeedFinder Users

- 209 responses
- Age 21-53
- White British
- Primarily post-natal women
- University educated



“FeedFinder makes me feel safe  
when I’m looking for places  
to feed my son”

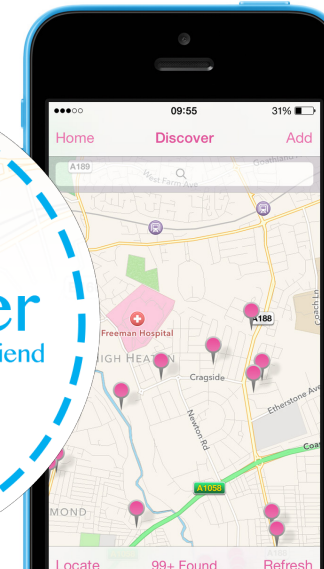
*“I had just had my baby and was breastfeeding. I felt really anxious and nervous about going out and breastfeeding in public so I was looking for breastfeeding 'friendly' places which had been reviewed by other mothers. Using the app finally gave me the confidence/ reassurance to leave the house!”*

*“It was much more scary in the early days and I was once really surprised by how welcome me feeding my LG [little girl] was in a real pubby pub and thought other people needed to know this”.*

# FeedFinder in Practice

- FeedFinder promoted by breastfeeding support services
- Learn from the data about breastfeeding friendliness
- Target support, include businesses
- Can we make a policy?
- Data inaccessible

**FeedFinder**  
Discover Places to Breastfeed near you!



"FeedFinder makes me feel safe when I'm looking for places to feed my son"

Download the FeedFinder app today!

Rate and review places to breastfeed near you.

Find the best places to breastfeed anywhere in the UK

[www.Feed-Finder.co.uk](http://www.Feed-Finder.co.uk)



# Key findings

- Supportive health technology
- Increases confidence for mums going out in public for the first time
- Data 'locked' in the app
- Should provide free information for businesses



SUPPORT BRAS

GEMMA CORRELL

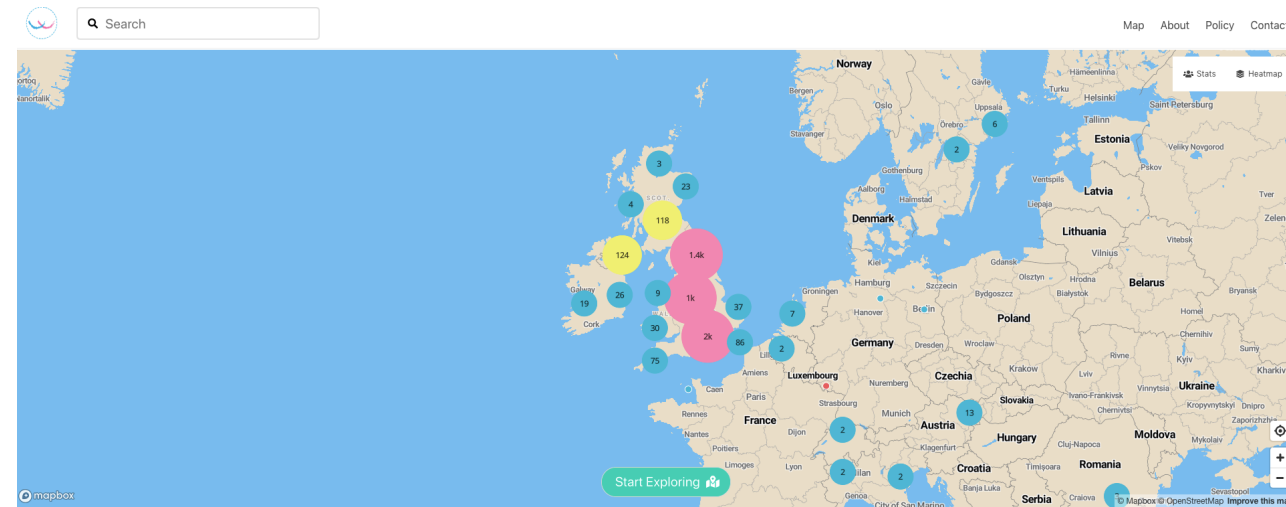
# Exploring FeedFinder Data

Prototype 1



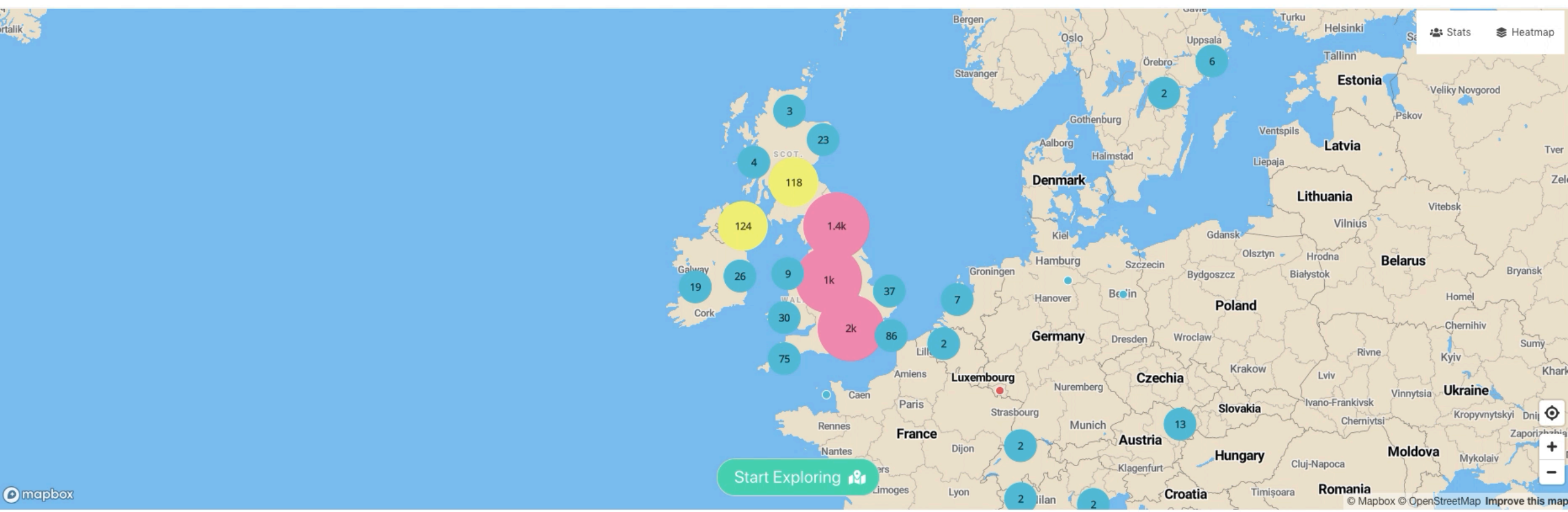
# Who are the users?

- Parents
- Public Health/Breastfeeding support
- Local businesses
- Policy makers
- Researchers



Welcome to the FeedFinder dashboard  
Find highly reviewed, suitable breastfeeding locations from the FeedFinder mobile application  
Use our data dashboard to uncover government public health information about breastfeeding friendly areas

[www.feed-finder.co.uk](http://www.feed-finder.co.uk)



## Welcome to the FeedFinder dashboard

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# Workshop Activities

# Activity 1: Testing the functionality

- Chromebooks

<https://feed-finder.co.uk>

- Scenarios
  - Read through and perform tasks.
  - Note good/bad
  - How might you use the dashboard/data?
- Report bugs

# Activity 2: How useful is this as a service?

- Sort task/data cards
  - How useful
  - How happy you would be to perform task/use data
  - Add further cards if needed (post its)