

Addressing First Food Deserts

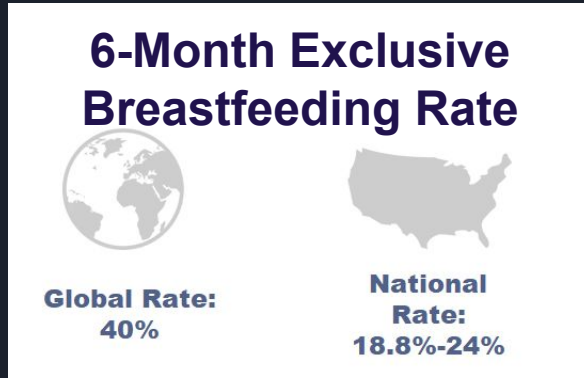


Team 10



Dramatization: Mother and Mother-to-be discuss
breastfeeding

Access to First Food is a Challenge Across the Nation




Breastfeeding benefits:

1. Reduction in mother's risk of breast cancer
2. Reduction in infant mortality due to diarrhea and pneumonia
3. Enhancement of infant growth, immunity, and development
4. Free source of highly nutritious food for infant and, facilitation of mother-child bonding

Services do exist that facilitate breastfeeding uptake: IBCLCs, ILCAs, Baby Friendly Hospitals, Baby Cafes, La Leche Leagues, HMBANAs

Except these services exist in silos

There is a disconnect between users and providers; and between providers themselves



An web-based app will help parents and providers access resources and continually improve services.

Parents Need:

- 1. Help finding local resources**
- 2. Access to virtual resources**
- 3. Trusted, online literature**

Health Providers Need:

- 1. To understand the local ecosystem**
- 2. Feedback on the resources their community needs**
- 3. Trusted, online literature for patients**

Parents Interface

Map of Resources

Zip code

Available Services:

Baby-Friendly Hospitals

a) University Hospital

Lactation Consultant Helpline

a) Jane Doe

jane.doe@gmail.com

888-234-7658

La Leche Leagues



Help Line

Zip code

Missing Services? Let us know.

- ☐ Baby-Friendly Hospitals
- ☐ Lactation Consultant
- ☐ La Leche Leagues
- ☐ Baby Cafes
- ☐ Human Milk Banking Association

SUBMIT

Need Help?

1-888-572-9999

I can be a Resource or refer someone!

CLICK HERE

Resources

General Information about Breastfeeding

Resource A

www.breastfeeding.com

Rate Your Provider/Resources

Dropdown Button

Dropdown One

Dropdown Two

Dropdown Three

Provider Interface

Network

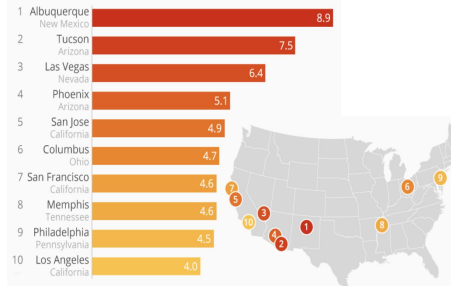
List of LCs,
Doctors and other
health providers in
the area to pair
with:

1. [Doctors](#)
2. [LCs](#)
3. [IBCLCs](#)
4. [Pre-Natal Groups](#)
5. [Breast Pump Sellers](#)






Demand of Services

Albuquerque needs LCs!
Tucson needs more Baby Friendly Hospitals!
Las Vegas needs more places where babies can be nursed!




Resources/Ratings

Top 3 providers

1. Boston Medical Center

2. Chicago LC Corp

3. LA BP Sellers


*** List of All Providers ***



With this app, parents and providers will have a greater ability to make a first food choice.

1

Identify a partner foundation to support the app's development and maintain long-term management of the data.

2

Collect and refine underlying data to support app information.

3

Share app with providers and parents to introduce them to the platform and increase the value of the information.