



Learn to Breastfeed with an iPhone

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Motivation

- Breast feeding a child dramatically increases their health and immune function.
- Breast feeding is often difficult to learn and can be intimidating.
- Lack of understanding discourages mothers from breastfeeding.
- This game allows women to become more comfortable with breastfeeding.

How it Works

- The iPhone's accelerometer is used to detect the positioning of the doll.

Game Mechanics

- Touch the baby's lip to begin the game
 - Baby's mouth begins to open and close
- Hold the doll face up
 - Baby turns face up (Figure 2)
- Tilt the doll towards your chest
 - Baby turns to side
 - Baby moves toward the nipple according to the tilt of the phone (Figure 3)
- Tilt the dolls chin up and down to position the mouth
 - Baby's head tilts in response
 - Baby latches (Figure 4, 5)



Figure 6: Example of wide-mouth latch

Figure 1:
Start of game.
Touch babies mouth to begin.

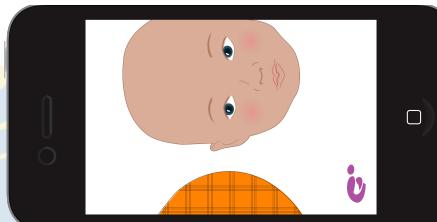


Figure 2:
Breast is uncovered.
Tilt phone to move baby towards breast.

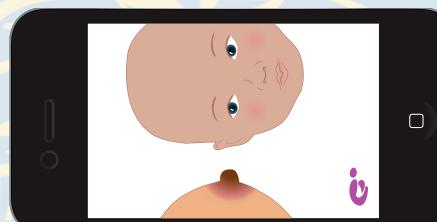


Figure 3:
The baby moves toward the breast in response to the iPhone's tilt.

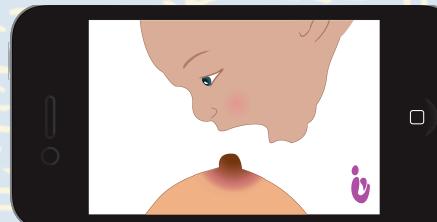


Figure 4:
A good latch.
You win!

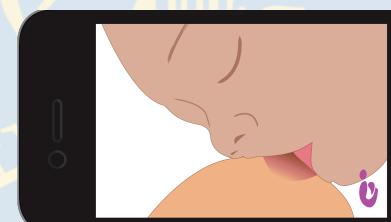
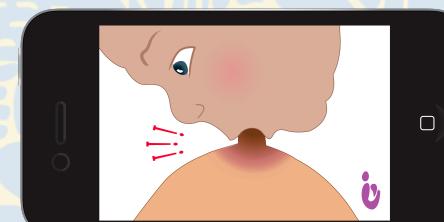


Figure 5:
A bad latch.
That hurts!



Good and Bad Latches

- A good latch is achieved when the baby accepts the breast with an open mouth.
- A bad latch occurs if the baby misses the areola, or gets only a small portion.

References:
1. http://1.bp.blogspot.com/_e77a-XHD6-c/TDperEakm/AAAAAAAABnw/ZSEMOKMg0i0/s1600/baby-nursing.jpg
2. <http://mybreastpumps.com/wp-content/uploads/breastfeeding-position.gif>

What it is

- An iPhone simulation of breast feeding showing the baby's head and mouth position.
- The iPhone is attached to a doll to create a more natural feel.
- The game focuses on the importance of the wide-mouth latch.
- Allows women to practice body and head positioning techniques.



The Doll

- Provides life-like feel
- 7 lbs
- Builds mother's muscles
- Allows mother to practice different positions

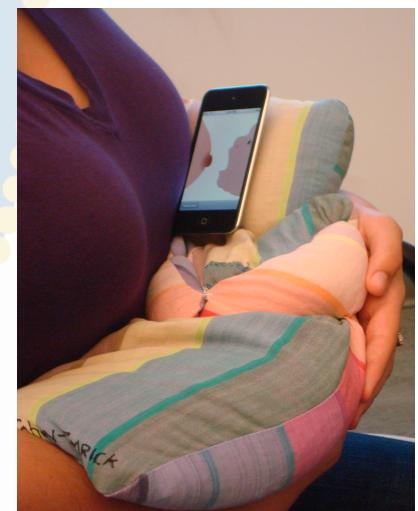


Figure 7: The doll with iPhone attached.

Acknowledgements:
This work was sponsored by the National Science Foundation, SURF-IT (surf-it.soe.ucsc.edu) Research Experience for Undergraduates Program, NSF grant Award No. CNS-0852099. In addition, thanks to the University of California, Santa Cruz.
Thanks to Chloe McLeod, Rachel Rieger, Jessica Cohen, Jeremy Dagon, and Lourdes Morales.