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.

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.

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 doll’s chin up and down to position the mouth
  • Baby’s head tilts in response
  • Baby latches (Figure 4, 5)

The Doll
• Provides life-like feel
• 7 lbs
• Builds mother’s muscles
• Allows mother to practice different positions

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.

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References:
1. http://1.bp.blogspot.com/_e77a-XHD6-c/TDpsrtEakmI/AAAAAAAABnw/Z8EMOUKMgv0/s1600/baby-nursing.jpg

Figure 1: Start of game. Touch baby’s 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!

Figure 6: Example of wide-mouth latch

Figure 7: The doll with iPhone attached.