

MCH SMARTPHONE APP

MCH Conference Update

November 2017



WHY DO WE NEED AN APP?

- Victorians now prefer to get information online
- 97% of families with children under 15 have internet access at home (ABS); over 80% have a smartphone



- New smartphone app for families using the MCH Service.

WHAT 100+ FAMILIES TOLD US...

“I need to know what’s accurate”

“I can spare just one thumb”

“I don’t have enough time”

“Make it relevant for my family”



what's best for my baby?

Google Search

I'm Feeling Lucky

MCH APP

[MCH smartphone app](#)

Coming soon to...



Setup your child's profile

Select profile image

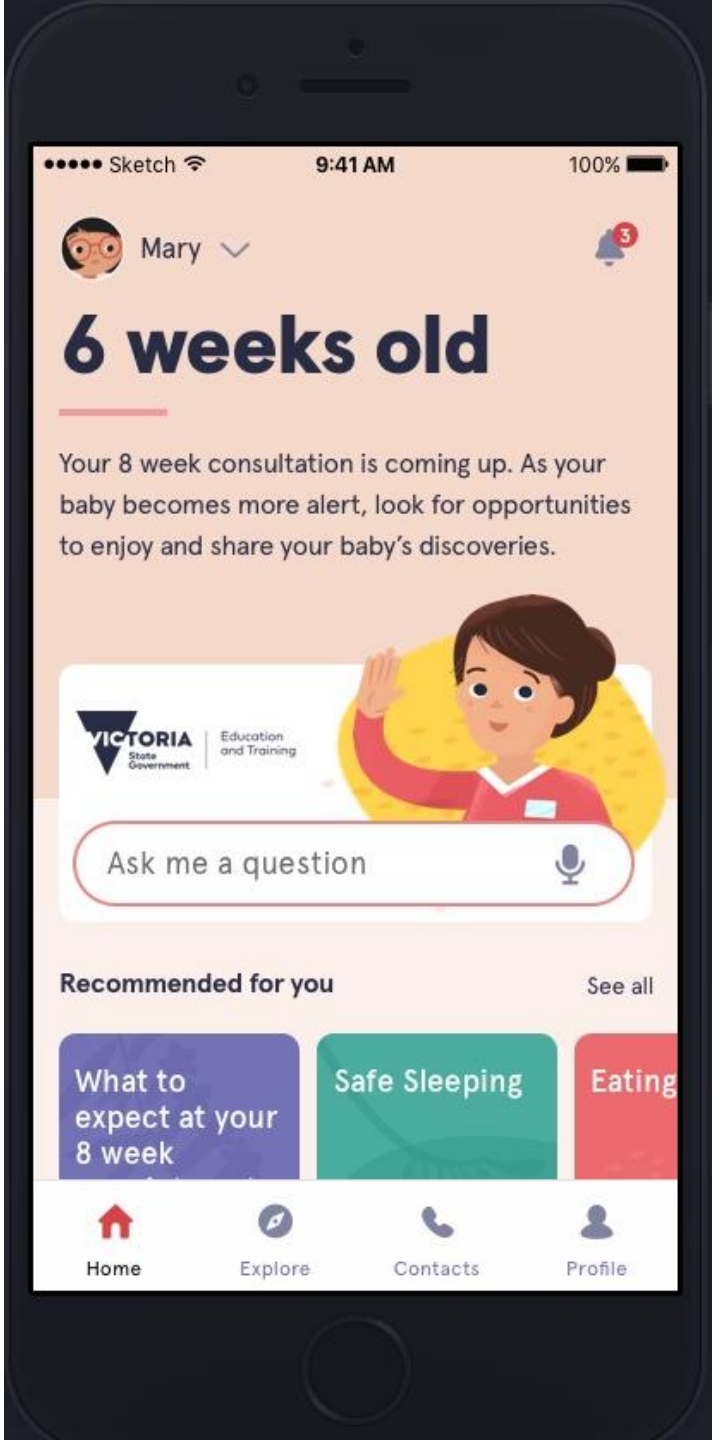


Child's first name or nickname

Child's date of birth



Create



Sketch 9:41 AM 100%

Mary

3

6 weeks old

Your 8 week consultation is coming up. As your baby becomes more alert, look for opportunities to enjoy and share your baby's discoveries.

VICTORIA State Government | Education and Training



Ask me a question

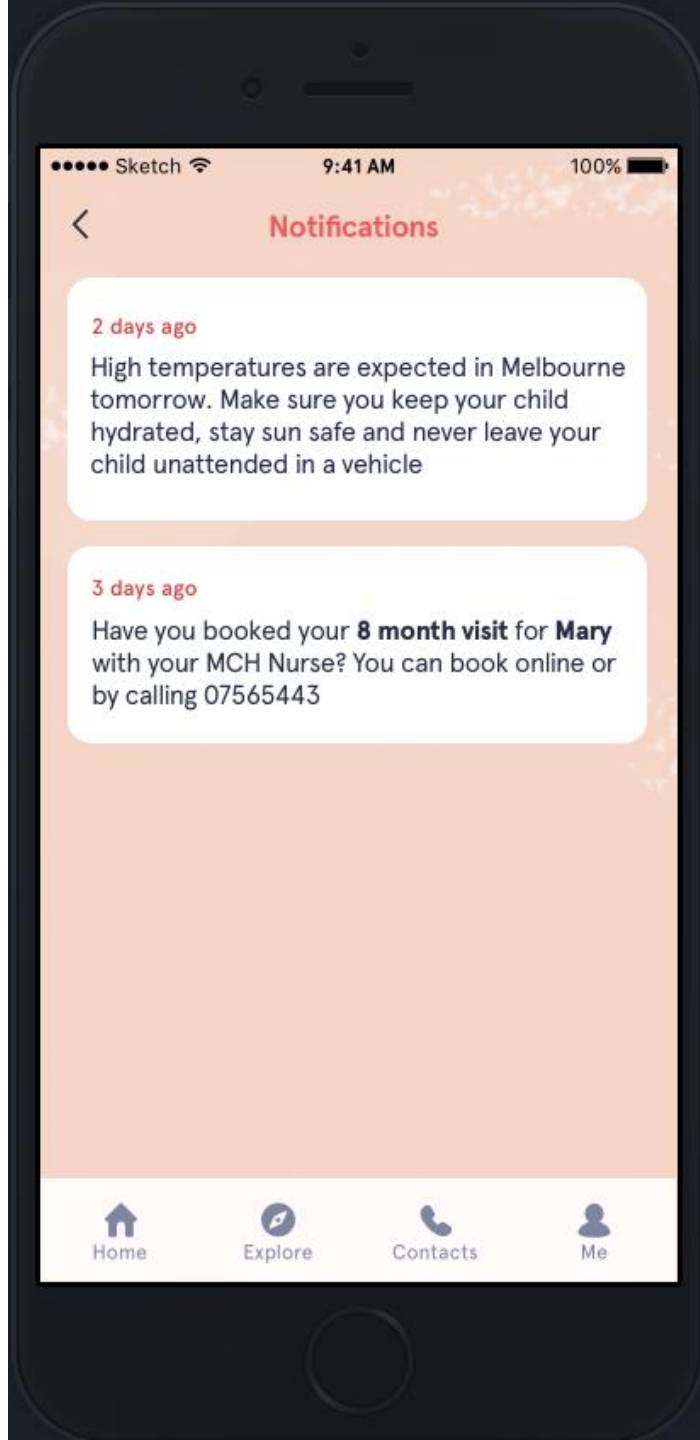
Recommended for you See all

What to expect at your 8 week

Safe Sleeping

Eating

Home Explore Contacts Profile



Sketch 9:41 AM 100%

Notifications

2 days ago

High temperatures are expected in Melbourne tomorrow. Make sure you keep your child hydrated, stay sun safe and never leave your child unattended in a vehicle

3 days ago

Have you booked your **8 month visit** for **Mary** with your MCH Nurse? You can book online or by calling 07565443

- Home
- Explore
- Contacts
- Me

Contacts

Triple-0

Emergency Call Service for urgent medical help

 Call 000

Hours

Available 24 hours a day

The Maternal and Child Health Line

Parents can talk to a maternal and child health nurse about breastfeeding or concerns when the local maternal and child health nurse is not available



Home



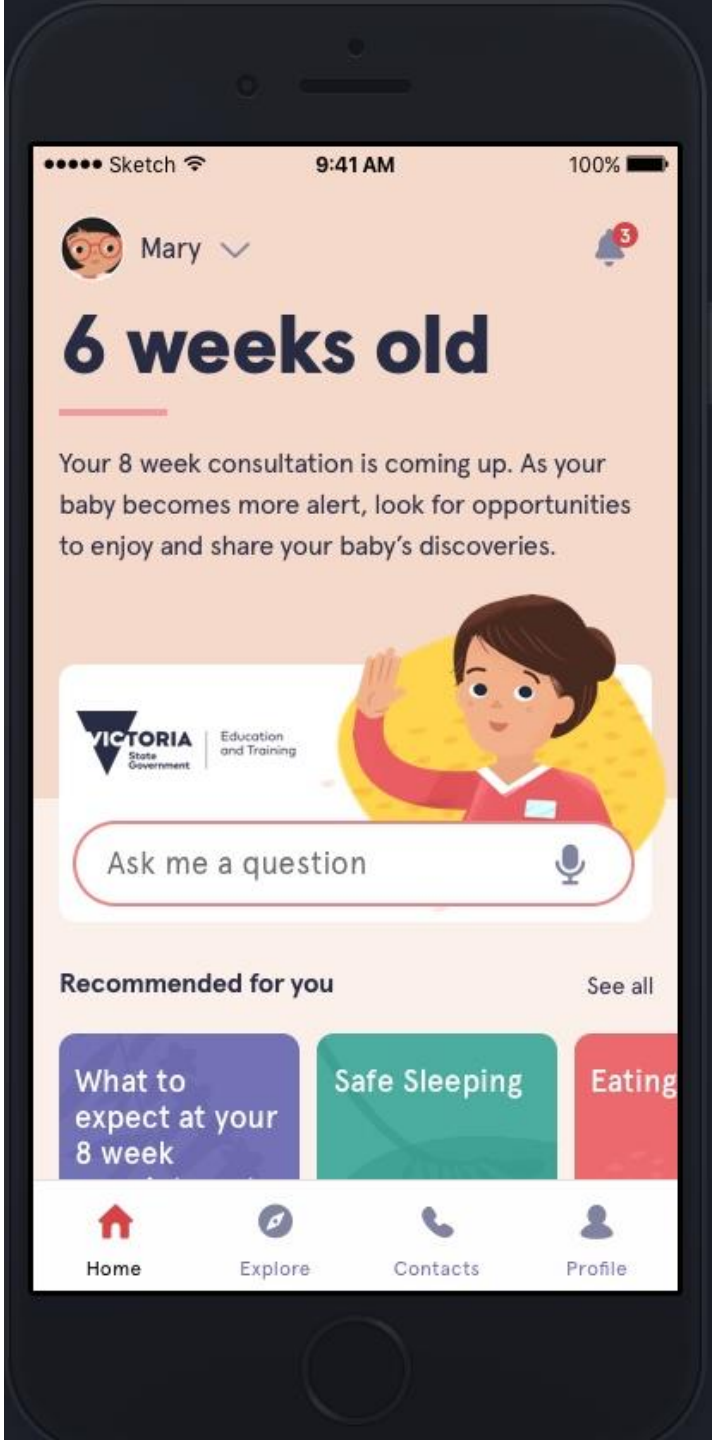
Explore



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Profile



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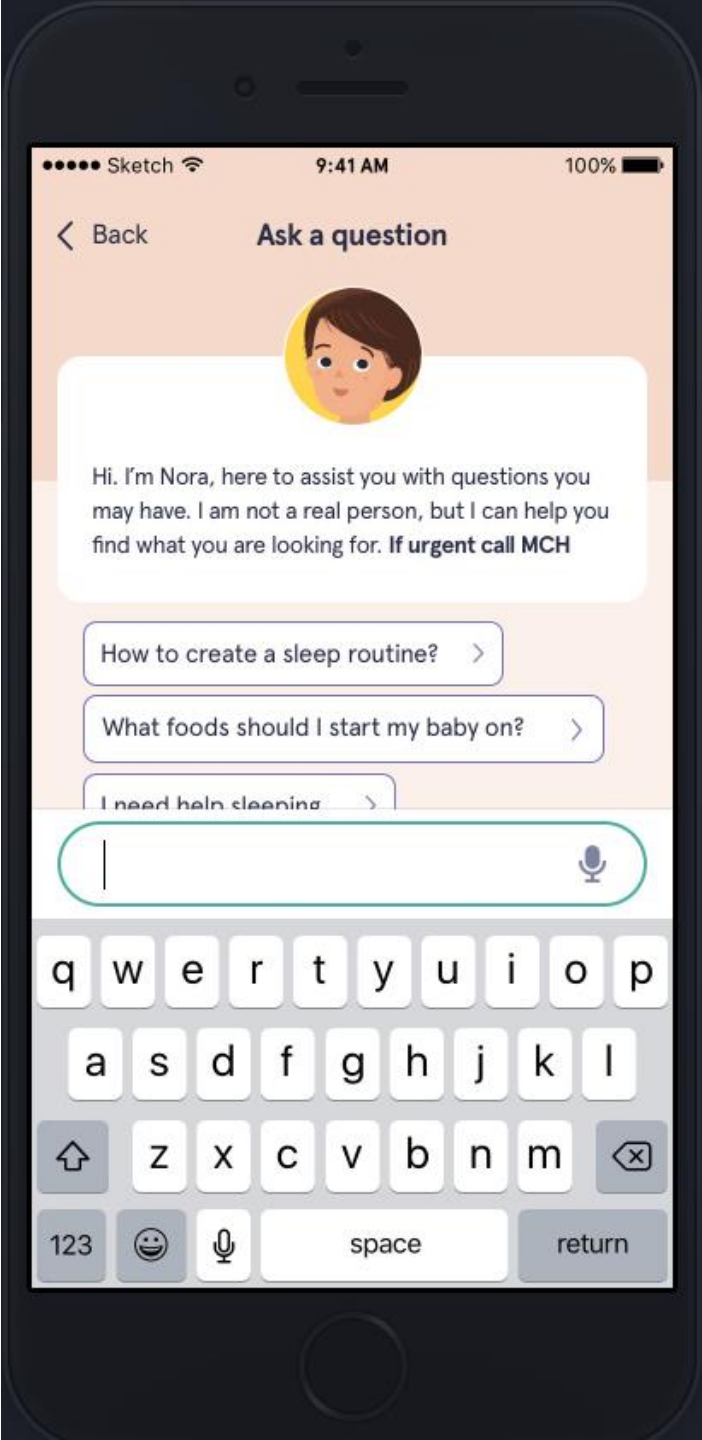
Contacts



Profile



Education and Training



WHAT'S THE PLAN?

- Ready for launch
~ end of 2017
- More features coming in 2018
 - MCH appts
 - Local services locator
 - CALD language support

