



## Promotion and support to breastfeeding

Breastfeeding is the natural way of feeding a child, and yet, due to organisational obstacles, conflicting information, cultural problems and many other reasons, it does not always prove to be that pleasant and gratifying experience you might have expected.

The family clinic midwives can help you face the first difficulties, in dedicated individual meetings aimed at evaluating the sucking, discussing the baby's rhythms, checking any problems of the breast (linear fissures or other), etc. Through support and information based on scientific evidence, an attempt is made to offer a concrete help to mothers tailored to the characteristics of each specific family unit, in order to make targeted decisions and meet the child's needs in a manageable and effective manner.

## Consultation

The midwives guarantee a freely accessible space within each clinic where you can get to know the family clinic staff, express your doubts and needs on issues relating to the health of mother and baby, and receive information and guidance on the services.

## Happy Mamma

hAPPymamma is *a multilingual mobile application* on the birth process promoted by the Tuscany Region to help women access and use services for pregnancy, childbirth and puerperium until 1 year of the baby's life.

The main features of hAPPy mamma:

- personalised diary with visits/ pregnancy tests and vaccine calendar
- updated and scientifically validated information
- addresses, contact details and services of territorial and hospital facilities
- pregnancy diary in digital format
- connection with the MeS to access the Birth Process survey
- connection with SmartSST to the electronic health record

You can download the hAPPymamma App at:  
<https://www.regione.toscana.it/app/happymamma>