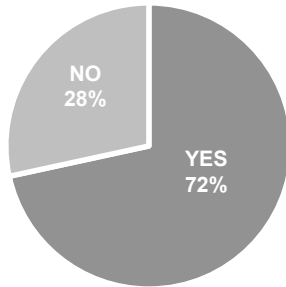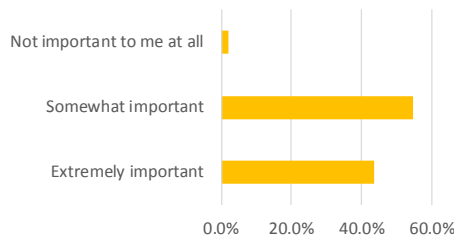# medela

Australian Mum's attitudes towards support networks and sourcing parenting information

Are you a member or subscribed to a parenting online support network, website, forum or app?

NO 28%
YES 72%

What value do mums place on these?

- Not important to me at all
- Somewhat important
- Extremely important

0.0% 20.0% 40.0% 60.0%

Where do mums turn to for pregnancy, newborn and baby advice?

Most popular resources, in order of popularity:

1. Midwife/ Doctor
2. Online communities/ Websites/ Apps/ Downloadable tools
3. Mum/ Friend

Why is sourcing information online or via Apps so popular?

#1 benefit of sourcing information online or via Apps was the ability of having 24/7 access (68%)
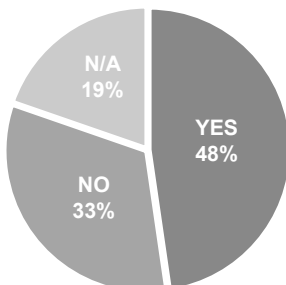
Followed by..

- Having expert advice at your fingertips (9.4%)
- Connecting with like-minded people (9.2%)

Is there simply too much parenting information and advice available online?

61% of mums that were surveyed felt slightly overwhelmed with the amount of information available online, but still satisfied they could find what they were looking for.

Only 10% felt overwhelmed and confused.

Post giving birth did you ever experience 'baby blues' (negative feelings and/ or mood swings)?

N/A 19%
YES 48%
NO 33%

What helped you overcome these periods?

Top 3

1. Talking to family/ friends/ partner
2. Reading other peoples' experience on online support groups, forums, websites
3. Consulting a Doctor/ Midwife

About Medela:

Medela provide breastfeeding mums, families and communities with the leading breastfeeding products, expert insights, and ongoing research and education to support the breastfeeding journey. Medela Australia have now launched MyMedela, a personal digital companion, providing practical advice, tips and tricks from experts on pregnancy, birth and breastfeeding.

MyMedela app is available free on the Apple Store & Google Play Store.

www.mymedela.com.au I www.medela.com.au
#medelaAu #myMedela