



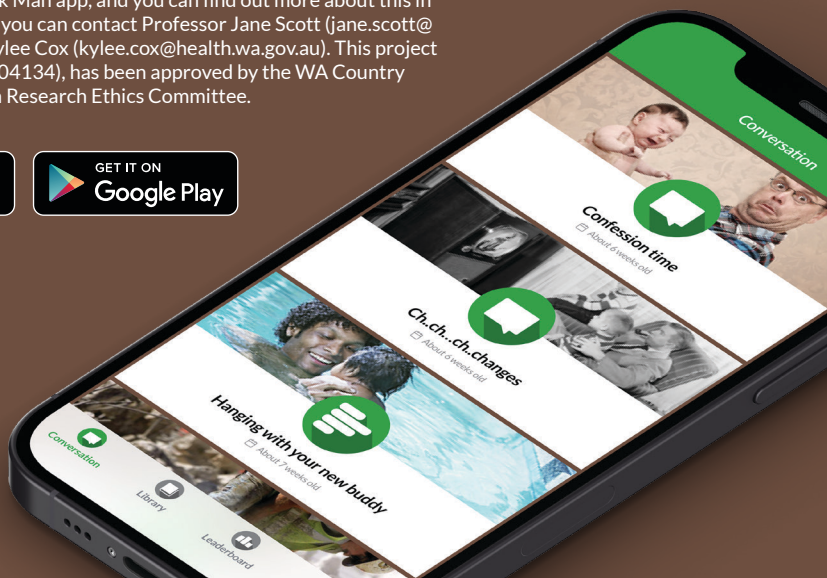
Maaate, your life is about to *really* change

You're about to become a dad. That's huge. There's a lot to learn. All the baby stuff, obviously. But also how to adapt to your new role, how to support your partner, how breastfeeding works, and a million other things.

Don't go it alone. Learn from the experts, and talk to other new and expecting dads who are going through the same things you are.

Download the new Milk Man app, and get started today. It's totally free. Search "Milk Man" on the App Store or Google Play, or just scan the QR code thingo.

Milk Man is part of a research program led by Curtin University in partnership with WA Country Health Services. We're trying to understand the experience of new fathers and find ways to help. Some data are collected from the Milk Man app, and you can find out more about this in the app. Alternatively, you can contact Professor Jane Scott (jane.scott@curtin.edu.au) or Dr Kylee Cox (kylee.cox@health.wa.gov.au). This project (reference RGS0000004134), has been approved by the WA Country Health Service Human Research Ethics Committee.



What have other dads said about the Milk Man app?

The information was useful and especially links to other websites and organisations.



It's helpful to have information at your fingertips. Informative [and] fun.



[Good for] generating discussion for something not normally considered.



It's a reminder that I'm not alone!



[I liked] hearing from other dads; the community feel.



Well designed and very engaging.



Different topics that fathers may not have thought to discuss or read up on.



Helpful tips from other blokes who are in the same position.



Easy to use right on your smart phone to check regularly.



And mums love it too!

It was surprisingly helpful. That first night was such a struggle and our baby and I just didn't understand how to latch. My husband opened the app with the info on how to do this and together he helped us figure it out. Whilst I know he would have been there to help me either way I don't think he would have felt like he could truly help and be involved like he was or have known where to go for this information.



Curtin University



Government of Western Australia
WA Country Health Service