

Telford and Shrewsbury events celebrate successful launch of Baby Buddy app

The Shropshire and Telford & Wrekin local maternity system (LMS) will be celebrating the successful introduction of the Baby Buddy mobile phone app, which supports new parents, at two special events in Telford and Shrewsbury on Wednesday, October 23.

The events will be taking place at the Willow Women's Fitness and Wellness Studio, in High Street, Dawley, between 10.30am-12.30pm, and at the Radbrook Community Centre, in Calverton Way, Shrewsbury between 2.30-4.30pm.

Everyone is invited to come along and find out how Baby Buddy can be used to support parents and professionals, and the events will also feature an activity taster class, an arm-and-hand massage taster session, baby and child first aid advice, information stands featuring local health and community services, and a buffet and refreshments.

Admission to both events is free and children are welcome but places must be reserved in advance by emailing betterbirths.stw@nhs.net.

Baby Buddy supports parents and parents-to-be during pregnancy, birth and the first six months of a baby's life and was launched locally after the LMS teamed up on the project with the app's developer, national charity Best Beginnings.

The LMS has funded the app to be localised to ensure women and their families have local information and support, and Baby Buddy is accredited by the NHS and features in the new NHS apps library.

Fiona Ellis, Programme Manager for Shropshire and Telford & Wrekin LMS said: "We are absolutely delighted with the amazing start Baby Buddy has had in Shropshire, Telford and Wrekin and want to spread the word as widely as possible among local parents and the professionals who support them.

"Our fun and informal events will give people a chance to experience Baby Buddy for themselves and allow us to say a big thank you to the Baby Buddy Champions who have helped to encourage women to download and use the app, which has made it such a success. The events will also give new parents a taster of some of the other services, activities and support available to them in the area.

"We are proud to be using Baby Buddy because it recognises where parents are going to for their information these days. It acts just like a digital best friend! It goes on your parenting journey with you, giving you useful tips and help anytime you want it."

The Baby Buddy app can be downloaded for FREE on [Google Play](#) and in the [App Store](#), and there is also [a web version of Baby Buddy](#).