

Changing the landscape of parenting and breastfeeding support.



Here for every parent

Our Founder, Dr. Chen Mao Davies, knows first-hand what a lack of support feels like for a new parent. After a career in Hollywood special effects, the dreams of nursing bliss evaporated after the birth of her first child. Instead she experienced intense pain, and her emotions and thoughts spiralled downwards into depression. That's when she decided to use her skills to develop an app to help all parents to be confident and to breastfeed successfully.

Our goal is that every parent in the UK can be supported with the Anya app provided by the NHS, alongside local services and ongoing perinatal care.

Our unique support app is proven to double feeding rates at 6-8 weeks post birth to support Baby Friendly Initiative targets. It's available 24/7 on your users' phones when they need extra help. Users can personalise avatars, skin tone, angles and holds in the LatchAid 3D breastfeeding and chestfeeding support tool.



It's so much easier to talk to the Anya AI than a real person because they won't judge you. Anxiety was the big thing and I think it's kind of normalised that it's expected because you are a first time mum, and that's the reason to be so anxious, but actually I had quite bad postpartum anxiety.

Parent - Anya User

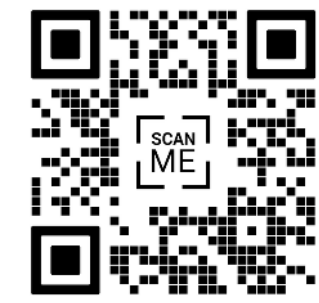
How you can use Anya as a peer supporter

- Help parents find support for mental and physical health for 1,001 days
- Find credible and inclusive pregnancy and parenting information you can trust to share with families
- Help families connect to a Specialist when support is out of remit
- Help families learn feeding skills with the LatchAid 3D breastfeeding tool
- Encourage parents to build peer support networks in virtual communities
- #AskAnya the AI virtual supporter questions, 24/7
- Explore a wide range of resources for all learning styles to further your own knowledge



A huge part of our workload at the birth centre is answering questions on the phone, but with no time allocated for this... If some of these questions can be answered by Anya then this reduces pressure on our workload.

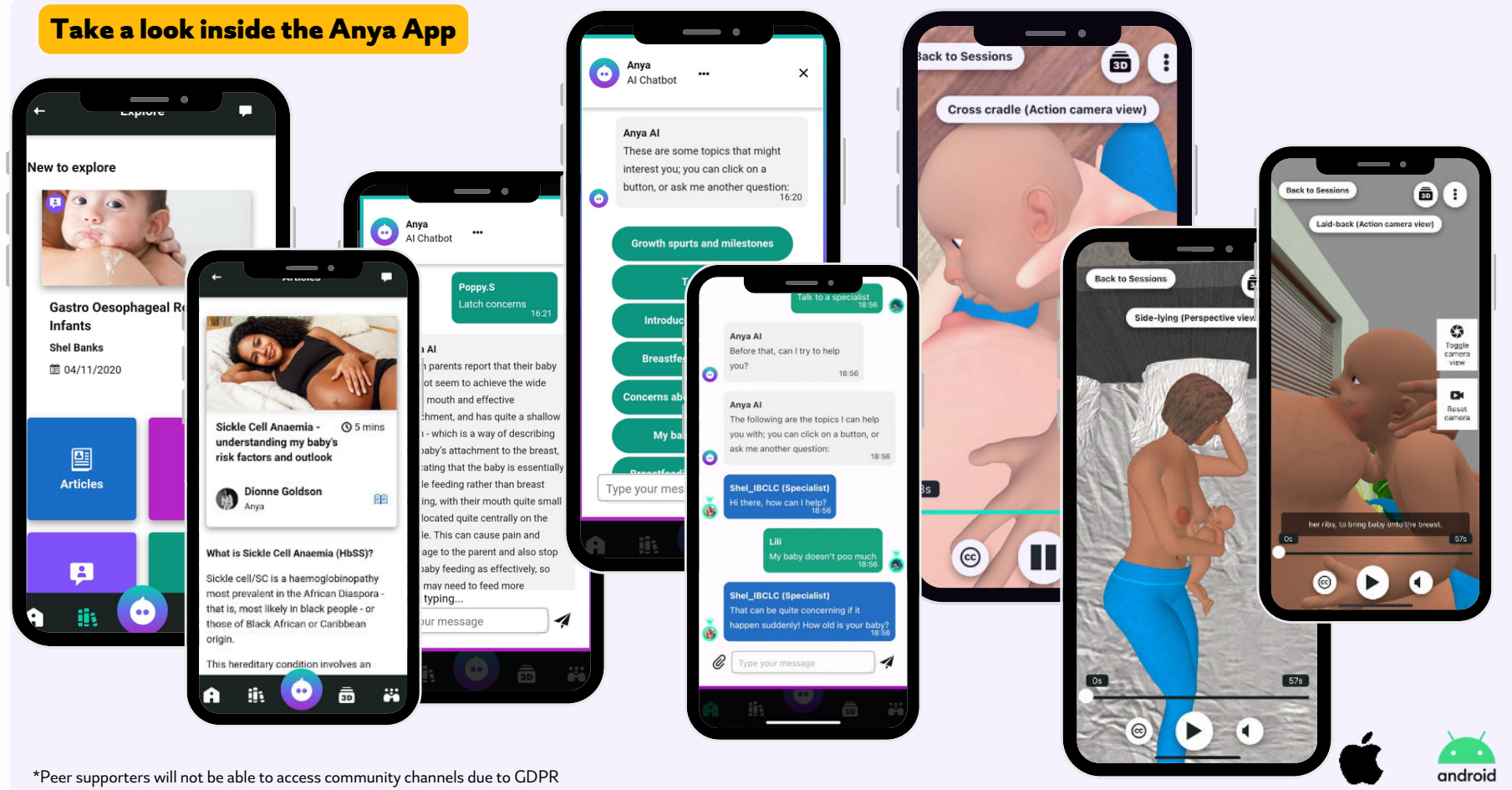
Midwife, BANES



Scan the QR code to download the app now and try it for yourself

- Register as a Healthcare Professional
- Select 'Breastfeeding Peer Supporter' when prompted for your job role
- Enter the code **ABM_2023** in the 'my subscription' page for 1 month's free Premium access

Take a look inside the Anya App



*Peer supporters will not be able to access community channels due to GDPR

Pilot results

