

What is **baby buddy** ?

Your personal baby expert and virtual friend who will guide you through pregnancy. An innovative web-platform with information for pregnancy, birth & mother-baby care – the first of its kind in Cyprus & Greece!

What information is included in **baby buddy** ?

Bite-sized and easy-to-understand information you can trust based on evidence and best clinical practice.

What language does it speak, this **baby buddy** ?

All material is available in Greek, English, Turkish, Russian and Arabic (*for the time being!*).

How long will I have this **baby buddy** ?

Day-to-day on your «**journey to parenthood**», with a new «**daily message**» just for you, every day ... from early pregnancy to the 6th months of the baby's life.

What else does it offer, this **baby buddy** ?

Suggested topics you might want to discuss with your healthcare providers, answers to a wide range of **Frequently Asked Questions**, and a growing range of short **videos** with experts from Cyprus and the UK offering advice and parents sharing their own experiences to help you look after yourself and your baby.

Which topics are covered in **baby buddy** ?

All the topics you suggested! We have asked both experts and parents for their suggestions. Combining **expertise** and **experience**, we shaped the content to address the real needs and expectations of parents-to-be. More than 700 health professionals and parents participated in this co-creation process.

What is so special about **baby buddy** ?

It was created by professionals and parents for parents! So you can trust it! It was created in consultation with all relevant scientific bodies in Cyprus, following on the experience of the multi-award winning original Baby Buddy app, which is recommended by the NHS and endorsed by all UK's Royal Colleges.

Who funded **baby buddy** ?

The EU Erasmus+ programme as part of the **Baby Buddy Forward** project coordinated by the Department of Nursing, School of Health Sciences, Cyprus University of Technology (www.babybuddyforward.com).

Who participated in the development of **baby buddy** ?

The partnership consists of three Universities and three organizations spanning four European countries as well as all relevant scientific bodies and associations here in Cyprus: Cyprus Gynaecological and Obstetrics Society, Midwives Committee of the Cyprus Nurses and Midwives Association, Society for Perinatal Medicine, Cyprus Paediatric Society, Ministry of Health and the National Breastfeeding Committee.

Is there a fee to use **baby buddy** ?

No, it is totally free. You simply need an email address to register and create your own profile on the site ... and Baby Buddy will be your daily companion on your journey to parenthood.

So, is there anything it cannot do, this **baby buddy** ?

Well, it doesn't do everything! But, it will bring you pregnancy and parenting **information** daily in an easy-to-understand and relatable way, offer **practical advice** to support and **empower** you emotionally and it will always remind you of the importance of direct **communication** with your healthcare providers.

Where do I register to use **baby buddy** ?

Go to babybuddy.com.cy to join and the big Baby Buddy family will be...

BY YOUR SIDE ON YOUR JOURNEY TO PARENTHOOD.



Cyprus
University of
Technology



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