

# Feeding Support with the FLO text message service

Information and advice for women

## Infant Feeding



### Supporting you to get off to a good start with your baby

Breastfeeding is normal and natural but not always easy.

FLO can help by sending regular reassuring and supportive text messages, starting from week 28 of your pregnancy, and continuing after your baby arrives.

To sign up to this free service, speak to your midwife or maternity support worker.

### How does Florence (Flo) work?

Once you have asked your midwife to join Flo, a few of your details will be added to the Flo system. You will then receive an 'opt in' text message. You simply reply 'Yes' to consent. By doing this, you are giving permission to share your information across the teams that help to provide your care. If for any reason you decide you want to opt out of the service, you just text STOP at any time and you will not receive any more messages. It's as easy as that!

Flo will then send you text messages throughout the remainder of your pregnancy, with hints, tips, and advice on how to get off to a good start with breastfeeding, as well as safe sleep advice and bonding. When your baby arrives, you must reply to the Flo text number with **BIRTHDAY**, followed by their date of birth, so Flo can continue to support you and your baby postnatally. If at any point you need further support, you can text '**HELP**' and you will receive a message on how to access it.

FLO will send text messages for up to 6 weeks after the birth of your baby.

# Feeding Support with the FLO text message service

Information and advice for women

## Infant Feeding

### What is the cost?

Flo is completely **FREE** if you are receiving or replying to text messages within the UK. You can even use Flo if you have no credit. Mobile phone data may be used if you follow the links within the text messages.

### How we use your information

Your personal data is gathered and held specifically to provide you with the Flo text messaging service. Consent is required for Sandwell and West Birmingham Hospitals NHS trust to process your sensitive personal data and must be explicitly given. Your first and last name, NHS number, mobile number and how many weeks pregnant you are at the time you join FLO will be shared with the company so that you can be sent appropriate information about your baby. You can request that all your personal data be deleted at any time, otherwise your data will be held for 6 years. All data given will be transported and stored securely. For more information regarding the data retention policy, please visit <https://generatedhealth.com/wp-content/uploads/2022/09/TermsConditionsQ42022.pdf>.

If you would like to suggest any amendments or improvements to this leaflet please contact SWB Library Services on ext 3587 or email [swbh.library@nhs.net](mailto:swbh.library@nhs.net).



A Teaching Trust of The University of Birmingham  
Incorporating City, Sandwell and Rowley Regis Hospitals  
© Sandwell and West Birmingham Hospitals NHS Trust

ML6737  
Issue Date: April 2023  
Review Date: April 2026