



The UNIVERSITY of OKLAHOMA

Marketing and Communications

(405) 325-1701

OUNews@ou.edu

Contact: April Wilkerson
Media Specialist
University of Oklahoma
Phone: 405-271-2850
april-j-wilkerson@ou.edu

For Immediate Release
May 27, 2026

Oklahoma Breastfeeding Resource Center Launches App

Free OK BF app makes breastfeeding support easy

OKLAHOMA CITY – The Oklahoma Breastfeeding Resource Center (OBRC) has launched an app that gives families quick and easy access to free breastfeeding support.

Called OK BF, the app brings all OBRC services together in one place and is available in English and Spanish. Users can log into the app through Google, Facebook or Apple accounts.

With the OK BF app, users can:

- Access the Breastfeeding Hotline for 24-hour support from International Board-Certified Lactation Consultants with text and call options
- Schedule a breastfeeding telehealth visit with a lactation consultant
- Access a free breastfeeding lesson called “Feeding Your Baby” to help families learn and feel more confident
- Register for Mom’s Milk Circle, a virtual support group (led by lactation consultants) where moms can connect with each other
- Connect with the Oklahoma Mothers’ Milk Bank and the health department’s family services
- Check out other resources such as videos and handouts on many breastfeeding topics

“The OK BF App is designed to help all Oklahoma families and make breastfeeding support easy to access. It makes sure everyone can get support, no matter where they live or what insurance they

have,” said Jaclyn Huxford, assistant director of OBRC and an International Board-Certified Lactation Consultant.

The OBRC is a statewide resource for healthcare providers, organizations and families that works to improve the care of nursing parents and children. OBRC provides breastfeeding advocacy, education, trainings and research to promote innovative and interdisciplinary breastfeeding care throughout Oklahoma. OBRC is a division within the Department of Obstetrics and Gynecology at the University of Oklahoma College of Medicine.

For more information, visit www.breastfeedinghealth.org, call 405-271-6162, or email OBRC@ouhsc.edu.

###

About the University of Oklahoma

Founded in 1890, the University of Oklahoma is a public research university with campuses in Norman, Oklahoma City and Tulsa. As the state’s flagship university, OU serves the educational, cultural, economic and health care needs of the state, region and nation. In Oklahoma City, the OU Health Campus is one of the nation’s few academic health centers with seven health profession colleges located on the same campus. The OU Health Campus serves approximately 4,000 students in more than 70 undergraduate and graduate degree programs spanning Oklahoma City and Tulsa and is the leading research institution in Oklahoma. For more information about the OU Health Campus, visit www.ouhsc.edu.