**Additional file 1: Data reports and studies provided by Best Beginnings**

1) Focus groups and interviews conducted by Alex Walley Research (2012) to test assumptions and concepts (unpublished observations)

2) Focus groups and interviews conducted by Alex Walley Research (2014) to test app prototype (unpublished observations)

3) Focus groups conducted by Alex Walley Research (2014) post launch

Qualitative research (unpublished observations)

4) App Pilot Evaluation Report: National in-app data & in-app data from Guys and St Thomas’ and Blackpool (2014-2015) [[1](#_ENREF_1)]

5) Report on the Evaluation of Baby Buddy M-Health Intervention with a focus on the GSTT Pilot Embedding Site (2016) [[2](#_ENREF_2)]

6) The BaBBLeS study (Bumps and BaBies Longitudinal Study)

(2016) [[3](#_ENREF_3), [4](#_ENREF_4)].

7) Process evaluation using ethnographic methods (observations and interviews), surveys, monitoring and outcome data analysis by University of Central Lanchashire (2017). (unpublished observations)

8) Embedding Supportive Parenting Resources into Maternity and Early Years Care Pathways: a Mixed Methods Evaluation. Crossland N, Thomson G, Moran VH.[[5](#_ENREF_5)]

9) Self Care Project for Parents using Just One Norfolk website and the Baby Buddy app (Final report) (2020). The University of Essex Health and Care Research Service (HCRS).[[6](#_ENREF_6)]

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5. Crossland N, Thomson G, Moran VH: **Embedding supportive parenting resources into maternity and early years care pathways: a mixed methods evaluation**. *BMC Pregnancy and Childbirth* 2019, **19**(1).

6. Service TUoEHaCR: **Self Care Project for Parents using Just One Norfolk website and the Baby Buddy app (Final report)**. In*.* UK: The University of Essex; 2020.