

GET HEALTHY IN PREGNANCY AND BEYOND APPLICATION



Application Overview - what's been updated and why

In the last six months, a number of state wide initiatives have further shaped the design and functionality of the application. These updates are reflected below in:

- Consumer-centric content and resources that are aligned with the First 2000 Days and stillbirth prevention messages
- Impactful, non-judgmental delivery advice from the Reframing Parenting research, empowering women to make informed decisions which support their child's health and development
- Best practice timing for push-pull delivery of evidence-based health and wellbeing information to support pregnant women and their babies
- Information and strategies to address primary and secondary modifiable lifestyle risk factors to reduce health impacts on mothers and their babies including: gestational diabetes; obesity; smoking; stillbirth; safe sleeping and postnatal depression
- Inclusion of consumer prompts to key services and settings for supporting behaviour change including: Get Healthy in Pregnancy; Quitline; GPs; Maternity; and Child & Family Health services
- Integration with social media platform (facebook) for pregnant mothers and new parents to share key milestones/highlights to enhance engagement, community awareness and promote usage
- Improved readability of the content, which is now a maximum Year 8 level (13yrs), and minimised data usage to address consumer access, equity and health literacy considerations

- Updated logo which reflects the contribution of the Healthy Beginnings project and the new application name is aligned with identified customer preference for a descriptive name that builds trust and complies with trademarking requirements.

Timeframes 2020/21

The application is nearing the end of Phase 1. We are preparing for testing with key clinicians and consumers (May 2020) and penetration testing (June 2020) to ensure privacy and security functionality is inline with eHealth requirements. Customer experience evaluation (June 2020) will help to finalise the application, ready for deployment around the end of financial year. Phase 2 will see extension of content to include 1-2yr olds and collection of evaluation data. Planning for Phase 3 will be based on evaluation findings and will include translation of content into community languages.

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