

MCH Handbook: GrowthGuide and app:

Essential tool of prevention in the first 1000 days up to the adolescence, in the Netherlands

Bangkok, Dec 2018

Anneke Kesler

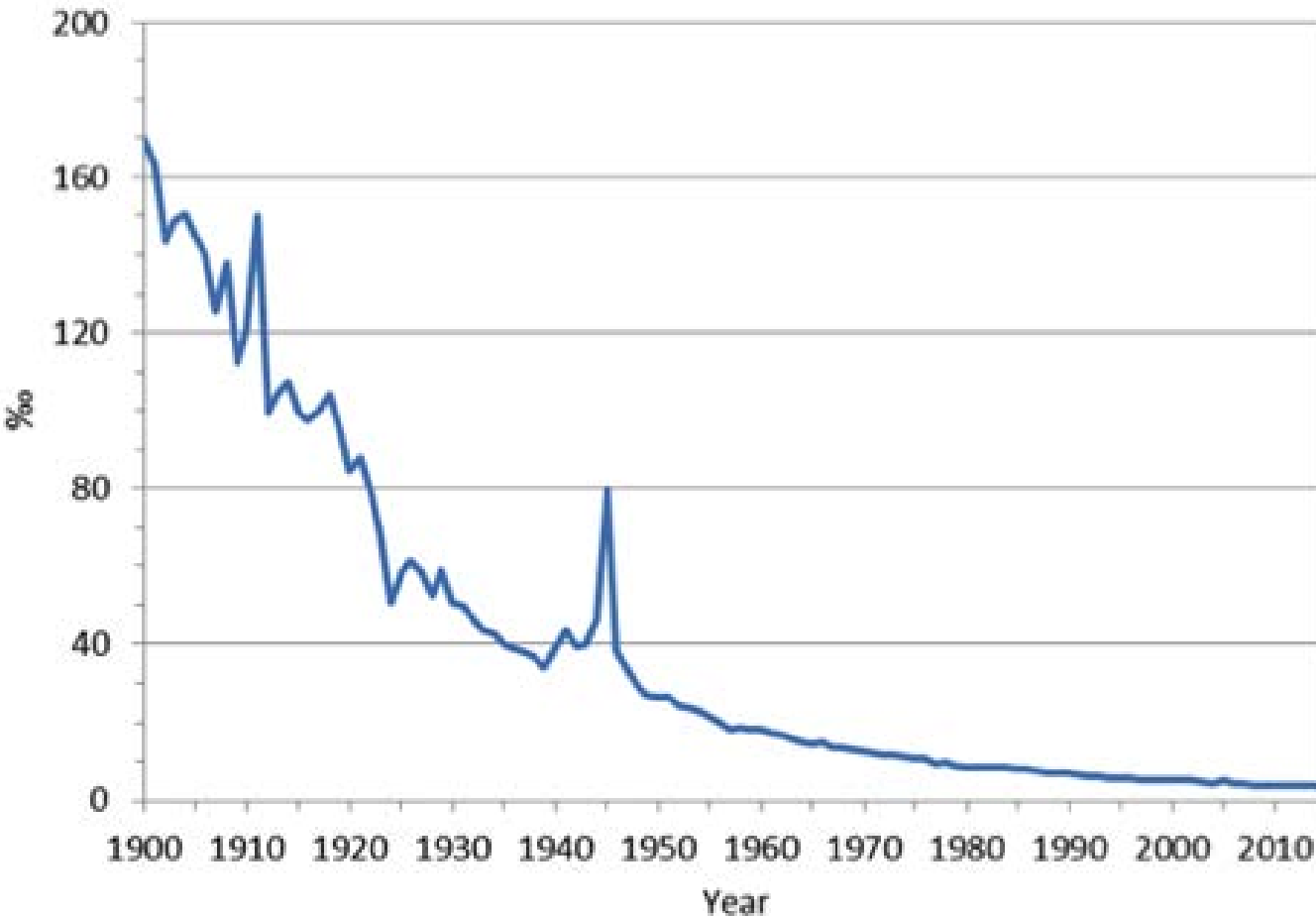


Presentation

- Figures of the Netherlands
- Basic Youth Health Care in the Netherlands
- Off- and on-line information: what's new and what's cool
- Research
- Video-clip about the GrowthGuide app



Infant mortality per 1000 live birth



Infant mortality decreased from 170 per 1000 live births in 1901 to around 3.6 in 2015, 3.0 in 2017

General information about the Netherlands

- Geography
- 17,1 million inhabitants,
- 35.000 immigrants a year
- 160.000-200.000 births a year
- 4.2 million children (0-18 years)



Basic Youth Health Care in the Netherlands

- Parent and child Centres in 2004
- The GrowthGuide in 2006
- Legal foundations for preventive care in 2013



Seven booklets, complementary website, application

- Planning for parenthood
- Pregnancy
- Breastfeeding
- Postnatal care
- Ages 0-4
- Primary schoolchild
- Puberty
- **New**



GroeiGids
Groei met je mee

account+

inbox

groei-pad

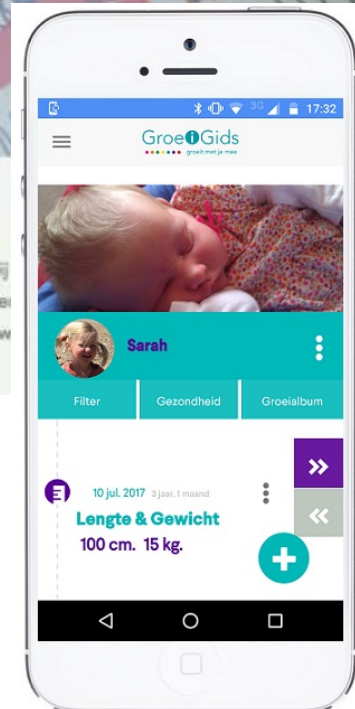
groei-info

info-



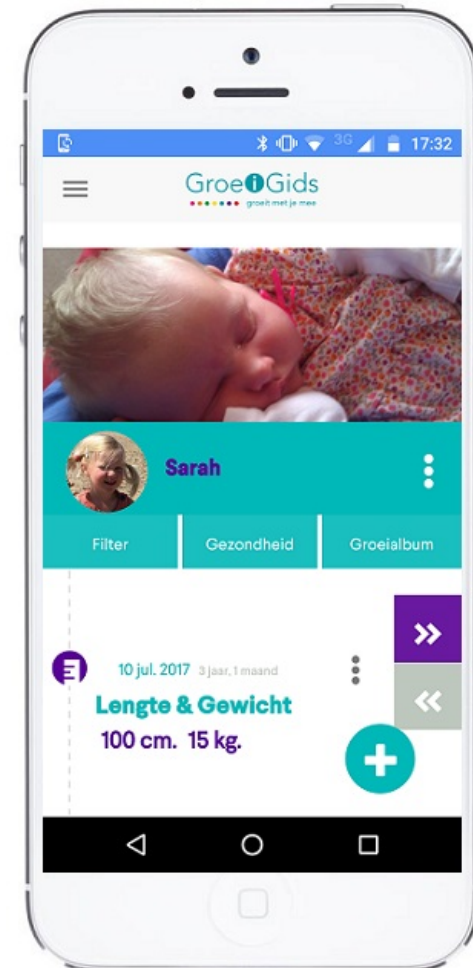
Welkom bij GroeiGids

Het platform dat (aanstaande) ouders inzicht geeft bij en opvoeding van hun kind. Vanaf het moment van een zwangerschap tot de puberteit. Een lange tijd dus, waarin zich steeds nieuw voordoet.

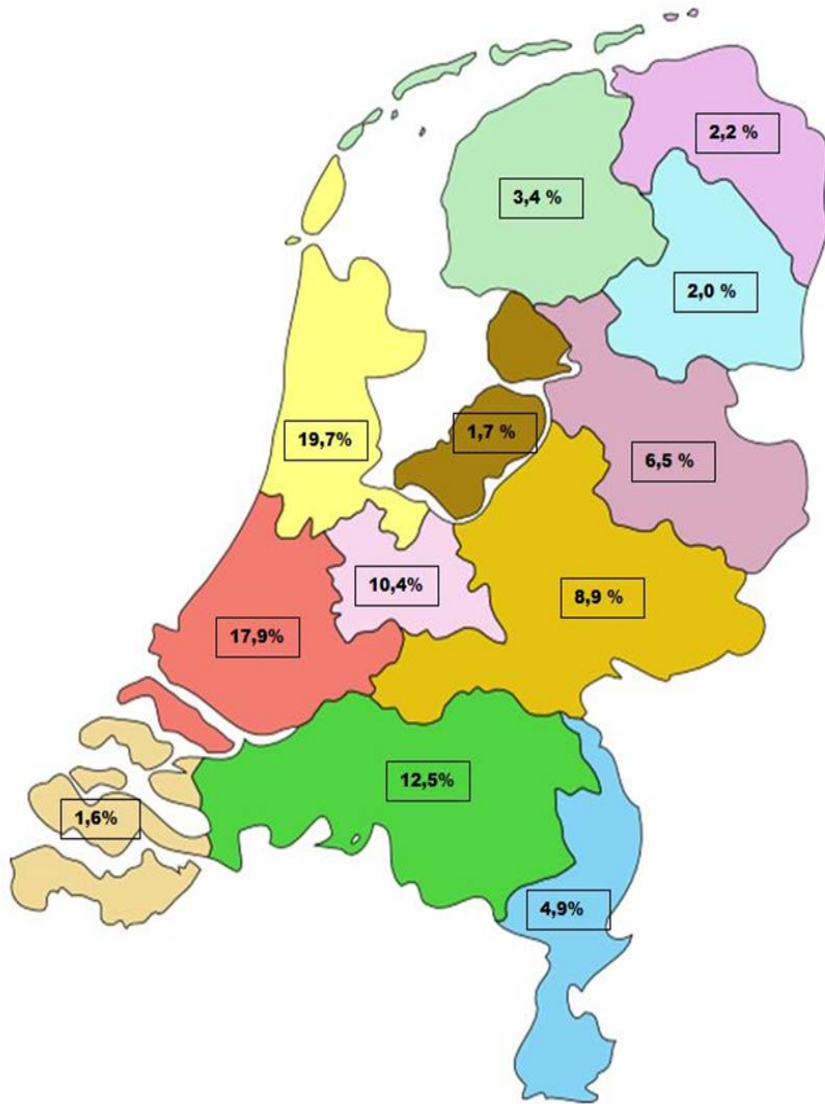


The GrowthGuide app

- Part of the **GrowthGuide concept**
- To **inform ánd involve** parents on health of their child(ren) and parenting issues
- **Easily accessible:** free of charge, through smartphone (mobile app) or computer (website)



Over 211.000 users across the Netherlands



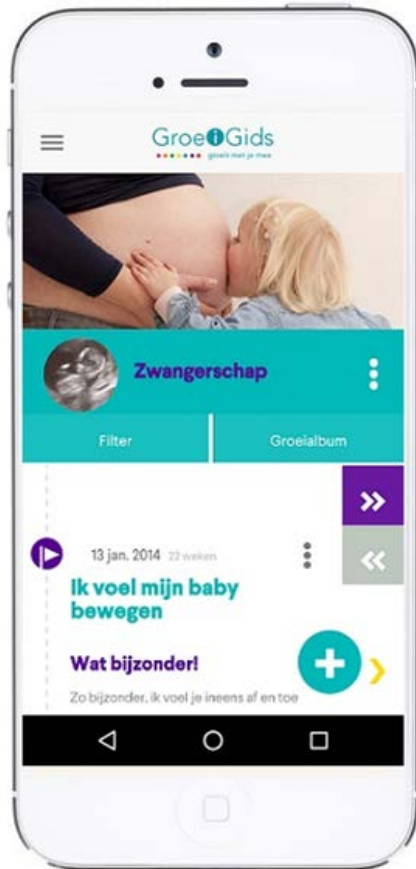
- Use of Smartphones is high
- 99% have access to the internet (CBS, 2016)
- Each month 3500-4000 registrations
- App. 24% of all newborn parents

Functionalities GrowthGuide app



- Tracking
 - growth
 - development
 - diseases
 - vaccinations
 - teeth
 - nice moments
- Making an album with all entries as a memory

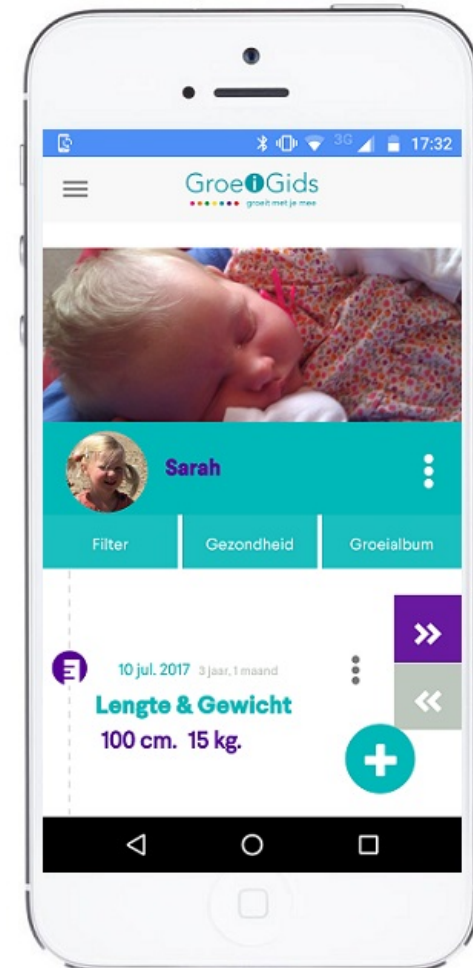
Preventive messages with information on health and development



- In-app messages based on duration of pregnancy or age of the child
- Clicking through to personalized website content
- Messages on postal code
- On a theme extra messages

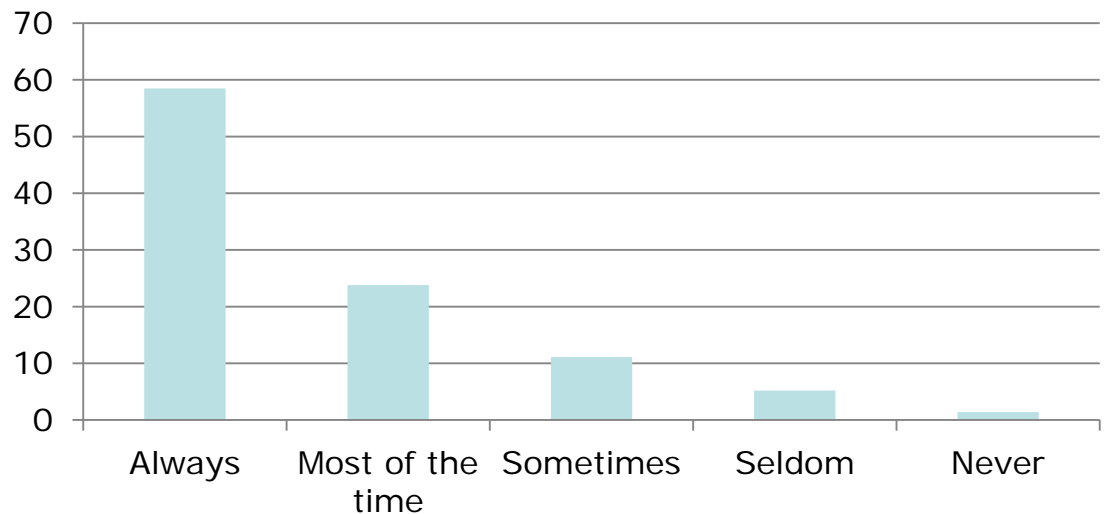
Newest channel: Chat

- Part of the **GrowthGuide** concept
- Possibility to chat between 8.00 am-8.00 pm with a youthhealthcare nurse about items of a 0-6 year old child



Enthusiastic users

- Parents rate the app with the 7,6*
- 98.6% uses the app through iOS or android, 1.4% through website*
- 82% of parents reads the in-app messages most of the time or always



“Very nice app! Nice memory for when my child is grown-up!”

“Messages are informative and appropriate to the age of my child!”

Result of study on impact and behaviour

Higher knowledge

The group of GrowthGuide App users had higher knowledge than

non-users on*:

- Vitamin D (58 vs. 43%)
- Oral care (88 vs. 78%)
- Use of stair gates (96 vs. 89%)

Healthier behaviour

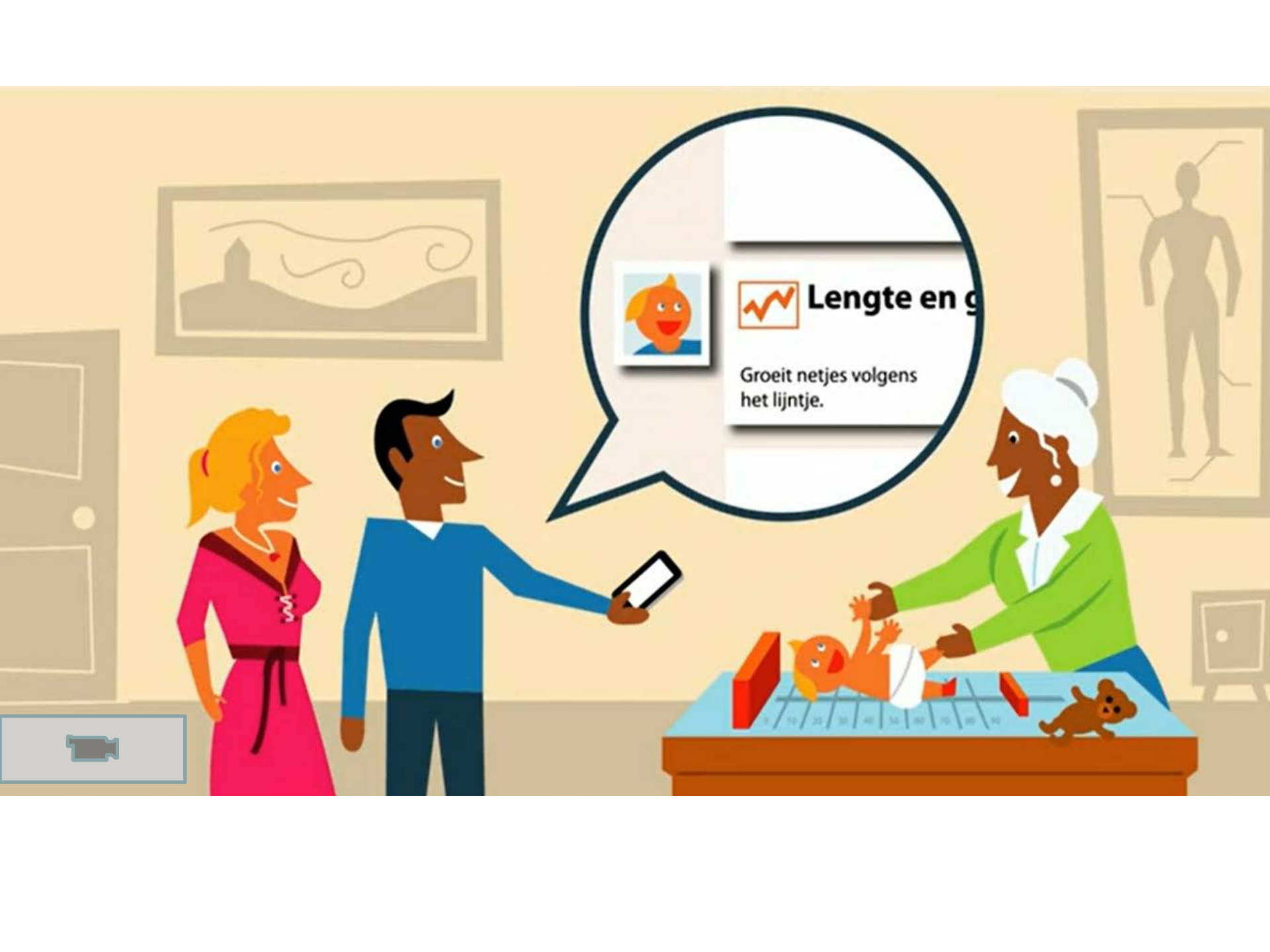
The group of app users brushed more often the teeth (83 vs. 62%) and gave more often vitamin D to their child (83 vs. 72%)*

2018: RCT study on app messages

Two year RCT study among parents with a child of 14-20 months old.

Outcome measures:

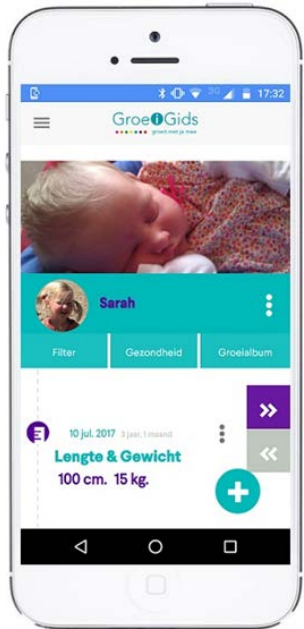
Knowledge, attitude and behaviour on Vitamin D supplementation, oral care and drinking water (non-sweetened beverages).



Lengte en g

Groeit netjes volgens het lijntje.





MCH Handbook: GrowthGuide and app:

**Essential tool of prevention in the first
1000 days till the adolescence,
in the Netherlands**