

GGD Amsterdam

# De Groe*i*App

www.groeiigids.nl

Growth Guide

**The GrowthGuide and App:**

Preventive information to parents, from pregnancy until adolescence, in the Netherlands

Eusuhm, 5 June 2015  
Anneke Kesler



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## Presentation

- Figures of the Netherlands
- Basic Youth Health Care in the Netherlands
- Off- and on-line information: what's new and what's cool, 3xP!
- Research
- Video-clip of the Growth App

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## General information about the Netherlands

- Geography
- 16.9 million inhabitants,
- 35.000 immigrants a year
- 160.000-210.000 births a year
- 4.2 million children (0-18 years)



- National healthcare, *preventive* programmes concerning health and upbringing

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✘ GGD  
✘ Amsterdam  
✘

Preventive care starting in pregnancy



Informing  
and coaching  
parents :  
optimal  
health of the  
children!

**GroeiGids**  
 een handreiking bij opgroeien

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Start early,  
Gain much!



Growth Guide

PREGNANCY



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http://www.groeiGids.nl/algemeen

Reliable  
information,  
off- and  
online











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GGD  
Amsterdam



Free of charge for all Dutch speaking (future) parents in the world

Available on the App Store

ANDROID APP ON Google play

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Weekly Push-notifications with information about preventive programs

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All milestones of the child's development in the smartphone



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What's new and what's cool

- Prenatal  
– source to future parents
- Partners/Fathers  
– they like to download the Growth-App
- Push-notifications  
– on age-specific moments,  
– on municipality, to a special group

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Ben ik in beeld?

Am I in the picture?

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Research

- Downloads of the Growth App in the Netherlands and worldwide
- Survey among 300 parents of new-born babies
- Surveys of the nation-wide content on the internet
- The effect of the push-notifications on knowledge and behavior



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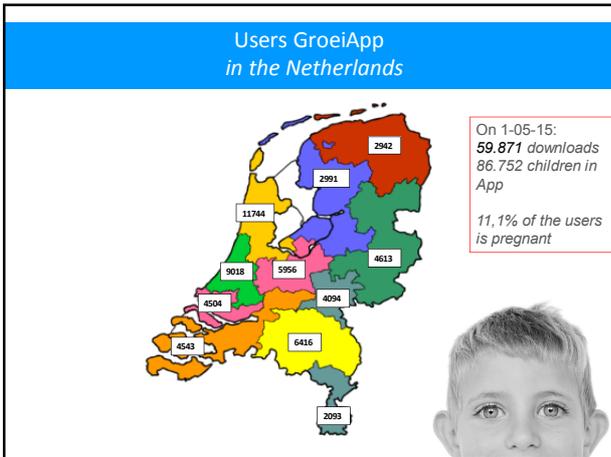
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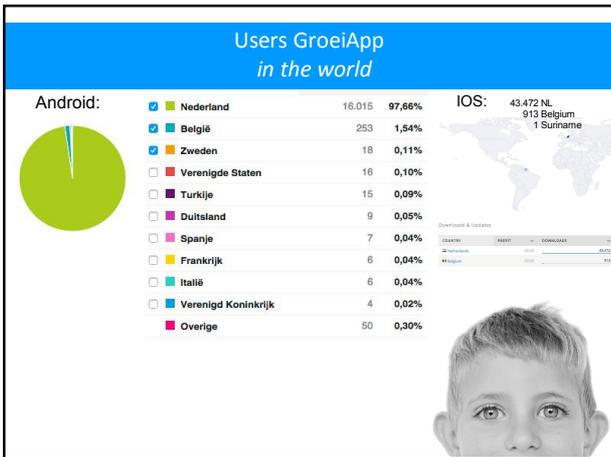
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### Survey among 300 parents of new-born children

- Did they receive the booklets?
- What percentage did they read?
- Parents appreciation on the first 4 books
- Do they search on internet and do they know of the reliable website?
- Did they download and use the App?

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Survey among 300 parents in Amsterdam

- Did they receive the booklets? **Almost everyone did receive the booklets**

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Survey among 300 parents in Amsterdam

- Did they receive the booklets? **Almost everyone did receive the booklets**
- What percentage did they read? **Growth Guide Pregnancy, when read: 59% did read 100% of the book;**

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Survey among 300 parents in Amsterdam

- Parents appreciation on the first books:
  - Pregnancy: 7,71
  - Breastfeeding: 7,76
  - Postnatal care: 7,87
- Do they search on internet and do they know of the reliable website?
- Did they download and use the App?

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Survey among 300 parents in Amsterdam

- Do they search on internet and do they know of the reliable website?
  - 15% never searching online if one has a question
  - 40% more than once a week looking for answers on the internet
  - 83% doesn't know the reliable site
- Did they download and use the App?



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Survey among 300 parents in Amsterdam

- Did they download and use the App?
  - 17% did installate the App
  - 83% didn't (know)



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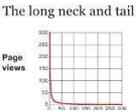
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Surveys on the nation-wide content

- Top 5 concerns in phases of baby, toddler and primary school
  - Long Neck strategy of McGovern: top 5 of subjects
  - Ranking in the different phases
  - Improve findability and usability
  - New phase: Parenthood



The long neck and tail



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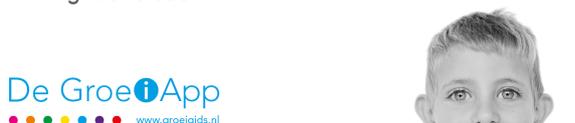
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### Researches in 2015 and 2016

- User profile of parents using the App
- Health-messages, tailored to the duration of the pregnancy or age of the child:

*the aim is to stimulate healthy behavior by empowering parents to make the right choices.*



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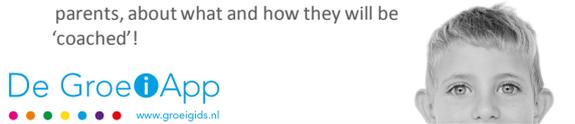
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### Smart and connected!

- We give parents more possibilities for 'self-management', including the fathers!
- Youth Health Care changing from caring to coaching
- Tailored preventive coaching
- Unprecedented opportunities, together with the parents, about what and how they will be 'coached'!



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Better communication between parents and professionals

Lengte en gewicht  
Groei netjes volgens het lijntje.

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## Slide 25

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**JH3** misschien helemaal naar eind verplaatsen van de presentatie  
Jansen, Jessica; 9.1.2014

## Slide 27

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**JH5** misschien helemaal naar eind verplaatsen van de presentatie  
Jansen, Jessica; 9.1.2014