

GGD Amsterdam

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www.groeigids.nl

Growth Guide

The GrowthGuide and App:

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


Eusuhm, 5 June 2015
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, 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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Preventive care starting in pregnancy



Informing and coaching parents : optimal health of the children!

GroeïGids
een handreiking bij opgroeien

Start early, Gain much!



Growth Guide



Kinderwens Zwangerschap Kraam Borstvoeding 0-4 jaar 4-14 jaar Jong volwassen



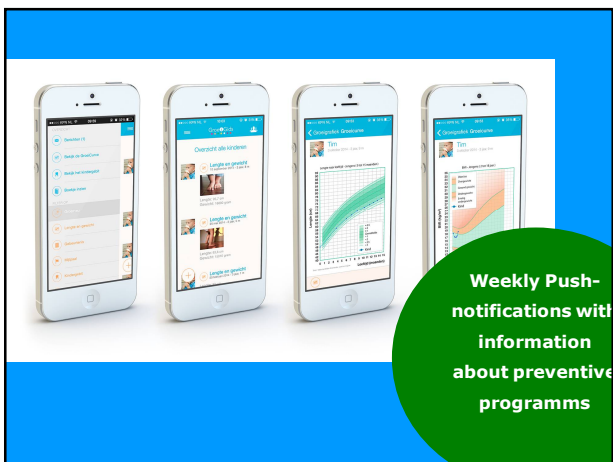
Reliable information, off- and online

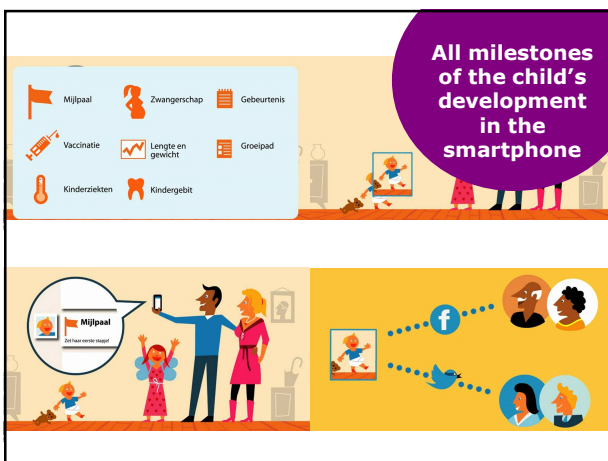


GOEKEURDE INFORMATIE Stichting Opvoeden.nl










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?

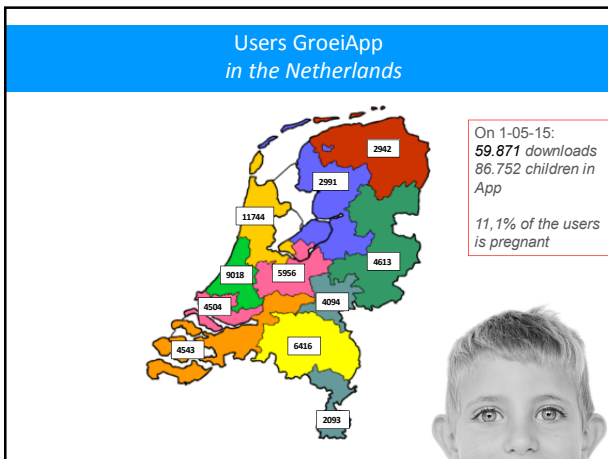
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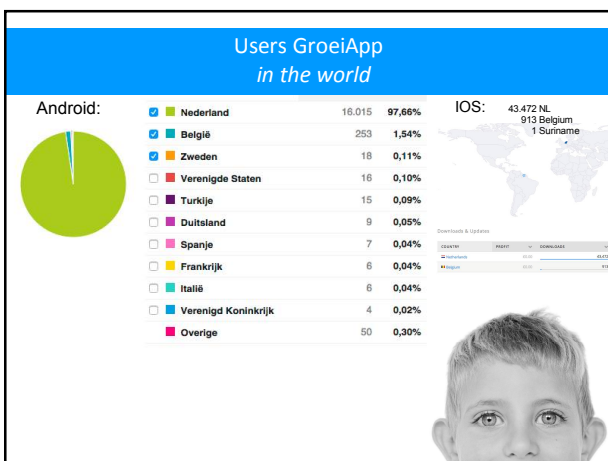



Research

- 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







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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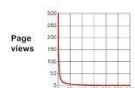


Surveys on the nation-wide content

• 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



PDF Generation

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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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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**









Slide 25

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

Slide 27

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