SmartMom: Teaching Hard to Reach Populations by Texting

Presentation by:
Dr. Patricia Janssen, UBC School of Population and Public Health
No Conflicts to Declare
BACKGROUND

- Less than one third of Canadian parents attend prenatal education classes.
- Randomized controlled trials have demonstrated the benefit and impact of text messaging in provoking behavior change.
- SmartMom is designed to increase access to evidence-based prenatal health information to support healthy pregnancies.
- SmartParent is designed to increase access to evidence-based information for parents to support the health of children from birth to one year of age.
GAPS IN PRENATAL KNOWLEDGE

- A 2009 study in Toronto reported that 80% of survey respondents believed that an influenza vaccine given during pregnancy caused birth defects.
  

- Ontario population-based survey with a 93.6% response rate indicated that only 25% of respondents had been informed that there are risks associated with inappropriate weight gain during pregnancy.
  

- An overview of 370 apps found through the Google Play Store reported that only three apps documented having a scientific board.
  
WHAT IS SMARTMOM?

SmartMom is Canada’s first prenatal education program via text messaging that sends women text messages to:

- Provide information
- Link to evidence-based sources of online information
- Suggest topics of conversation with providers
- Direct women to local resources


Do you know why eating deli meats or soft cheese is not advised? [http://bit.ly/1gL8Fm5](http://bit.ly/1gL8Fm5)

Your body knows how to nourish and grow your baby. Keep up the good work! You are giving your baby the best start to life!
Great beginnings

14/04/2016 9:00:00 AM | 0 comments

Putting your child on the path to health for life: from their first years to their golden years.

Chilliwack’s Michelle Greenwood always considered herself the picture of health. The 40-year-old mother of two hits the gym regularly, started running 10Ks in her 20s and enjoys boot camp fitness classes. Since childhood, she’d eaten an apple a day with lunch and rarely had a meal without fruits or vegetables.

So when Michelle was diagnosed with gestational diabetes while carrying her second child, it came as a shock. Her high blood sugar levels – a precursor to diabetes – persisted after the birth. Her family doctor cautioned her to pay even closer attention to her diet and exercise. “It was definitely a big reality check for me,” she recalls. “I always thought I was pretty healthy, but it made me realize how easy it is for things to slip.

The Greenwoods: “I want my kids to make good choices for their whole lives”, says Michelle.
SmartMom was developed by Optimal Birth BC in response to a request from the NHA Perinatal program to develop an accessible means of providing prenatal education.

Messages are based on current peer-reviewed research. They are tailored to gestational age and include links to websites, phone numbers and videos on topics such as fetal growth and development, options for screening in pregnancy, and preparation for labour and delivery.
HOW DOES SMART MOM CHANGE PRENATAL EDUCATION?

Through our partnership with the Canadian Wireless Telecommunications Agency, SmartMom is delivered **free of charge** to all women.

Prenatal education is available to everyone. More women have access to text messages than the internet.

SmartMom is interactive. Women take quizzes, learn to count calories and calcium intake, and practice position changes and labour and coping strategies with videos.

SmartMom can be **tailored to individual needs**. Women can opt to receive supplemental messages for individualized concerns, e.g. smoking cessation.
HOW IS SMART MOM BEING IMPLEMENTED?

Northern Health

Nurses are provided with enrollment guides, including a script for introducing SmartMom at the first prenatal visit.

Local care providers are sent a SmartMom briefing of “Key Messages” so they can become familiar with the program.

Fridge magnets are placed in prenatal care packets for women

Posters are distributed in the community
Best Beginnings program provides public health services to pregnant women, new moms, babies and children to age 2. Complete this 5-minute form to get connected with resources and supports for a healthy pregnancy and baby.
Prenatal Connections

Connect with supports and services to improve the health of you and your baby.

Healthy From The Start

When you connect with Healthy From The Start, you will speak to a public health nurse, receive prenatal information, ask questions and get connected to resources in your community. Sign up with our confidential e-form or call our toll free number at 1-855-660-7710 as early in your pregnancy as possible.

View our standard prenatal resources.

SmartMom

SmartMom is a free text-messaging prenatal education program that sends women text messages with information you can trust to help guide you through the weeks of your pregnancy:

- Messages are tailored to your weeks of pregnancy
- Helpful hints to have a healthy pregnancy
- Send links to resources that shows how your baby is developing
- Information and tips on how to manage your labour and prepare your mind and body for birth.

Sign up anytime in your pregnancy by visiting SmartMomCanada or by texting "Interior" to 12323.
Register for SmartMom

SmartMom is a free Canadian text messaging program that sends pregnant women evidence-based information tailored to their stage of pregnancy. You’ll receive helpful messages with links, phone numbers and videos about fetal growth, options for screening in pregnancy, and preparation for labour and delivery, all delivered to your phone at the right time in your pregnancy. All information is free and from sources you can trust.

Enroll in SmartMom today by:
1. Texting "VCH" to 12323
2. Or visiting smartmomcanada.ca and click "Enroll Now"
HOW TO ENROLL ON THE PHONE

1) Text “SmartMom” to 12323
2) Reply “Yes” to enroll

3) View Terms of Consent or call the toll-free number. Reply “Accept”

4) Enter gestational age
HOW TO ENROLL ON OUR WEBSITE
Your Profile

You can update your information at any time. If your mobile number changes or if your due date changes, update them below and then click on the ‘Update’ button near the bottom of the page. To update the days and times you get your messages, click on the ‘Go to Schedule’ button below.

(∗ indicates mandatory field)

Mobile Number:∗ (604) 555-5555

Cell Phone Carrier:∗ TELUS (Including Koodo)

Time Zone:∗ (GMT -7:00) Mountain Time

Due date:∗ 2020 February 1

Please choose your health authority: Northern Health

How many weeks pregnant are you?∗ 18

Supplementary Messages

SmartMom sends extra text messages (one per week, for ~3-5 weeks, per topic) focused on topics you’d like to hear more about.

Your current selections are marked below and your list of supplementary messages can be viewed at the bottom of the page.

Changed your mind? To update your selections, use the check boxes to select or unselect the topics you’d like to add or remove and then click the ‘Update’ button below.

- Having a first child after the age of 35
- Having a vaginal birth after a previous cesarean section
SUPPLEMENTAL MESSAGES

- Smoking
- Alcohol/Substance use
- Depression
- Planning a vaginal birth after a previous cesarean delivery
- Weight management/Nutritional support
- Pregnancy loss
- New Immigrants
- > 35 Years
- Exposure to Violence

Do you have questions about smoking and pregnancy? Join the discussion @ bit.ly/1LDLTqQ

Mood swings are normal during pregnancy – how mild or intense are your symptoms? Find out if depression is beginning @ bit.ly/1OGWcil
Welcome, you are now enrolled in SmartMom!

Would you help us by doing our survey? It can help tailor the program to identify more relevant information for your goals and needs. It will take 10 minutes and you could win a $100 gift certificate.

SmartMom is being developed for women like you and to do that, we are collecting information to constantly improve the program. We collect the information anonymously – without being able to identify you.

Yes, I’d like to do the survey
ENROLLMENT SURVEYS

- Demographic information
- Informational preferences
- Knowledge test
- Feelings about pregnancy and childbirth

SmartMom

POP QUIZ: Step 2 of 3

Take our pop quiz and find out what you already know about pregnancy and birth!

1. Breast milk can protect your baby from getting infections.
   - True
   - False

2. Getting enough folate (B vitamin) early in pregnancy prevents some birth defects.
   - True
   - False

3. Getting the flu shot while pregnant is unsafe.
   - True
   - False

4. First labours on average last 10-14 hours once contractions are regular.
   - True
   - False
Part 3 of 4: How Are You Feeling?

This questionnaire, the Edinburgh Postnatal Depression Scale, is commonly used to see how women are coping with the life changes of pregnancy and childbirth. Please select the answer which comes closest to how you have felt in the past 7 days – not just how you feel today.

I have been able to laugh and see the funny side of things
- As much as I always could
- Not quite so much now
- Definitely not so much now
- Not at all

I have looked forward with enjoyment to things
- As much as I ever did
- Rather less than I used to
- Definitely less than I used to
- Hardly at all
Part 4 of 4: Your Feelings about Labour and Birth

We want to have a sense of how you are feeling about labour and birth at this stage of your pregnancy.

I am worried that labour pain will be too intense.
- strongly disagree
- disagree
- somewhat disagree
- somewhat agree
- agree
- strongly agree

I feel that I will be able to handle the pain of childbirth.
- strongly disagree
- disagree
- somewhat disagree
- somewhat agree
- agree
To review the SmartMom messages:

Sign in @ www.smartmomcanada.ca

Username: Careprovider

Phone Number: 604 555 5555

Click on ‘Messages’
SmartMom Messages

Here is a complete list of your SmartMom messages. Use this list to find messages you may have missed or want to review again.

<table>
<thead>
<tr>
<th>Week</th>
<th>Msg</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sign up at your local prenatal registry for the best possible support &amp; find a copy of Baby’s Best Chance. @ bit.ly/2aL1zQ7 - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The Pregnancy Passport is your health record to plan your birth. Ask your care provider for a copy or find @ bit.ly/2aL3bsM - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Have you taken our survey? Sign in to your account to take it &amp; find out how ready you are for pregnancy @ bit.ly/2P0poHq - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>80% of pregnant women suffer nausea &amp; vomiting, or ‘morning sickness’. Try these tips: bit.ly/2aNlf64h &amp; bit.ly/2Ohdypr - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Prevent infections: Avoid kids with rashes &amp; call your doctor ASAP if you’ve had contact with chicken pox. bit.ly/2asszFK - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Prenatal multivitamins with folic acid protect against birth defects. Ask if you qualify for free vitamins @ bit.ly/2aQ15Zy - DataRatesApply</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Do you have a cat? These tips reduce your risk of infection with toxoplasmosis: bit.ly/2aOhf6o - DataRatesApply</td>
<td></td>
</tr>
</tbody>
</table>
CONNECTING TO COMMUNITY RESOURCES
Access pregnancy and parenting health information at your fingertips:

https://www.fraserhealth.ca/health-topics-a-to-z/pregnancy-and-baby#.XGL-t-aou3A

Trying to eat healthy on a budget? Check out our listings for free/low cost meal

https://www.fraserhealth.ca/health-topics-a-to-z/free-and-low-cost-food-directory#.XGL_DOaou3A

Protect you & your baby - ensure your immunizations up to date. Most vaccines are safe for pregnancy

https://www.fraserhealth.ca/health-topics-a-to-z/immunizations/infants-and-toddlers-immunizations#.XGL_beaou3A

Anxious? Excited? View our maternity tours online to learn what to expect during your hospital stay

https://www.fraserhealth.ca/Service-Directory/Services/maternal-fetal-infant-services/maternity-units#.XGL_seaou3A

Did you know we offer free 2-hour prenatal breastfeeding classes? Find a class in your community

https://www.fraserhealth.ca/health-topics-a-to-z/pregnancy-and-baby/pregnancy/prenatal-classes#.XGMBK-aou3B

A nurse will call you 1-2 days after you get home. If not, contact your local health unit:

https://www.fraserhealth.ca/health-topics-a-to-z/pregnancy-and-baby/labour-birth-and-early-postpartum/first-days-at-home#.XGMA6-aou3A
<table>
<thead>
<tr>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gestational diabetes (high blood sugar during pregnancy) increases your risk of type 2 diabetes. Learn more @ bit.ly/2oiPAWI.</td>
</tr>
<tr>
<td>Please book a diabetes test (oral glucose tolerance test) 6 weeks after your baby's birth to ensure your blood sugar has returned to normal.</td>
</tr>
<tr>
<td>An oral glucose tolerance test takes 2 hours to complete. No food or drink for 8 hours before the test, except sips of water.</td>
</tr>
<tr>
<td>15-50% of women with gestational diabetes go on to have diabetes after pregnancy. Learn more @ bit.ly/2oiPAWI.</td>
</tr>
<tr>
<td>Have you booked your diabetes test six weeks after your baby's birth? Please contact your local lab to schedule your test.</td>
</tr>
<tr>
<td>If you have already gone for the test, answer three questions for a chance to win a $50 gift card @ bit.ly/2ZgT8lv.</td>
</tr>
<tr>
<td>Protect your health now and for future pregnancies after you have gestational diabetes. Learn more @ bit.ly/2oiPAWI.</td>
</tr>
<tr>
<td>Did you have your oral glucose tolerance test yet? Just checking — it is important.</td>
</tr>
<tr>
<td>If you've had your diabetes test, answer 3 questions for a chance to win a $50 gift card @ bit.ly/2ZgT8lv.</td>
</tr>
<tr>
<td>Answer three short questions for a chance to win a $50 gift card @ bit.ly/2ZgT8lv.</td>
</tr>
</tbody>
</table>
WHY WOULD TEXT MESSAGES CHANGE BEHAVIOUR?

Social Cognitive Theory
Modeling healthy behaviours through messages delivery promotes self-efficacy.
Message content promotes engagement with the program.

Health Belief Model
Text messages serve as a cue to action with salient information providing just-in-time tips.

The Theory of Planned Behavior
Beliefs and attitudes change when messages are received at the point of decision-making.

Situational Theory of Publics
- Personal relevance - increases the likelihood of attending to messages.
- Problem recognition - something needs to be done.
- Behaviour constraints – can be overcome, i.e. poor access to health care and low health literacy.
Text Messaging as a Tool for Behavior Change in Disease Prevention and Management

Heather Cole-Lewis and Trace Kershaw

Abstract

Mobile phone text messaging is a potentially powerful tool for behavior change because it is widely available, inexpensive, and instant. This systematic review provides an overview of behavior change interventions for disease management and prevention delivered through text messaging. Evidence on behavior change and clinical outcomes was compiled from randomized or quasi-experimental controlled trials of text message interventions published in peer-reviewed journals by June 2009. Only those interventions using text message as the primary mode of communication were included. Study quality was assessed by using a standardized measure. Seventeen articles representing 12 studies (5 disease prevention and 7 disease management) were included. Intervention length ranged from 3 months to 12 months, none had long-term follow-up, and message frequency varied. Of 9 sufficiently powered studies, 8 found evidence to support text messaging as a tool for behavior change. Effects exist across age, minority status, and nationality. Nine countries are represented in this review, but it is problematic that only one is a developing country, given potential benefits of such a widely accessible, relatively inexpensive tool for...
PREGNANCY

- Improved attendance at prenatal care and lower risk of LBW - (RR: 0.14, 95% CI: 0.02–1.07). Retrospective cohort, n=900, South Africa
  

- Reduction in perinatal mortality - (OR: 0.50, 95% CI 0.27-0.93). Cluster randomized controlled trial, n=2550, Zanzibar.

WHAT DO WOMEN SAY?

“The information from SmartMom is better than any other baby app I’ve signed up with. You get very localized information to read versus mass amounts of tips. I like that I can sit down and read just one tip. I am a busy mom with a busy toddler so simple messaging is important for me.”

“[SmartMom] is a reliable source and you can trust that. When you go to Google, you can find anything. It [the Internet] is very scary sometimes. But if you have a reputable text and you know where it’s coming from and you trust the source, then you’re more likely to go to that resource and believe it and seek it out.”

“I like that the one text was about making a list [of questions]. Because when you do have your prenatal appointments you maybe would feel a bit more prepared with some questions, things that had been brought up in the text messages. As opposed to trying to think of all the things that you want to ask your doctor at your one appointment. Because it’s not easy to just go in and ask a question, right?”
WHAT DO CAREGIVERS SAY?

“I see a lot of prenatal women in early pregnancy, and many are already using a variety of pregnancy phone apps. While I know that some of that information is accurate, it’s helpful for me to have an evidence-based resource to offer these moms!” Stephanie Cardinal, RN, BSN, Primary Care Nurse, Vanderhoof BC

“SmartMom is a great service! It has clear messaging for moms to share with their families. With everyone...using smartphones, it is very convenient. Since it is portable, women are not dragged to a computer to look up information. As a nurse, I am pleased with this option for self-education. It is empowering for women to get the information on their own.” – Pene Bethelsen, Primary Care Nurse in Fort St. James
SmartMom Evaluation

- 6523 women have enrolled in SmartMom
- 971 have completed surveys.

<table>
<thead>
<tr>
<th>Heard About SmartMom From</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse</td>
<td>28.6</td>
</tr>
<tr>
<td>Doctor</td>
<td>14.6</td>
</tr>
<tr>
<td>Midwife</td>
<td>5.0</td>
</tr>
<tr>
<td>Doula</td>
<td>0.3</td>
</tr>
<tr>
<td>Community</td>
<td>11.3</td>
</tr>
<tr>
<td>Friends</td>
<td>8.6</td>
</tr>
<tr>
<td>Facebook</td>
<td>14.6</td>
</tr>
<tr>
<td>Magnet</td>
<td>0.5</td>
</tr>
<tr>
<td>Poster</td>
<td>4.0</td>
</tr>
<tr>
<td>Other</td>
<td>14.6</td>
</tr>
</tbody>
</table>
SmartMom Evaluation

### Maternal Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>%</th>
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<tbody>
<tr>
<td>11-18</td>
<td>8.1</td>
</tr>
<tr>
<td>19-24</td>
<td>10.6</td>
</tr>
<tr>
<td>25-29</td>
<td>27.1</td>
</tr>
<tr>
<td>30-34</td>
<td>34.5</td>
</tr>
<tr>
<td>35-39</td>
<td>19.6</td>
</tr>
</tbody>
</table>

73% of respondents were nulliparous.
6% were single parents.

### Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>European</td>
<td>60.7</td>
</tr>
<tr>
<td>Aboriginal</td>
<td>8.7</td>
</tr>
<tr>
<td>East Asian</td>
<td>8.2</td>
</tr>
<tr>
<td>South Asian</td>
<td>7.1</td>
</tr>
<tr>
<td>Other</td>
<td>15.3</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Grade 12</td>
<td>3.8</td>
</tr>
<tr>
<td>Grade 12</td>
<td>13.7</td>
</tr>
<tr>
<td>Technical/Trades or College Diploma</td>
<td>21.9</td>
</tr>
<tr>
<td>Some University</td>
<td>12.1</td>
</tr>
<tr>
<td>University Degree or Higher</td>
<td>48.4</td>
</tr>
</tbody>
</table>
## SmartMom Evaluation

<table>
<thead>
<tr>
<th>Current Source of Information about Pregnancy</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes</td>
<td>52.3</td>
</tr>
<tr>
<td>Books</td>
<td>59</td>
</tr>
<tr>
<td>TV/DVDs</td>
<td>11.3</td>
</tr>
<tr>
<td>Family</td>
<td>60.6</td>
</tr>
<tr>
<td>Friends</td>
<td>60.3</td>
</tr>
<tr>
<td>Nurse</td>
<td>32.7</td>
</tr>
<tr>
<td>Midwife</td>
<td>29.3</td>
</tr>
<tr>
<td>Doctor</td>
<td>62.5</td>
</tr>
<tr>
<td>Doula</td>
<td>1.6</td>
</tr>
<tr>
<td>Baby's Best Chance</td>
<td>36.0</td>
</tr>
<tr>
<td>Healthy Families BC Website</td>
<td>45.1</td>
</tr>
<tr>
<td>Google</td>
<td>48.2</td>
</tr>
<tr>
<td>Other Websites (MotherRisk, Kellymom)</td>
<td>2.6</td>
</tr>
<tr>
<td>Telephone Apps (Baby Center, Baby Bump, What to Expect, Ovia, Pregnancy Plus)</td>
<td>12.9</td>
</tr>
</tbody>
</table>
Women indicated that receiving evidence-based information and tips were very important as well as the convenience of the program. Information about local resources, reminders, and the fact that it is available without charge were important reasons to use SmartMom. Recommendations from a physician or peers or lack of access to classes were the least important.
Supplemental Streams

Women most often sought additional information about healthy weight gain followed by birth after age 35 and violence exposure during pregnancy.
SMARTMOM EVALUATION

Messages Read (%)

% of Messages Containing New Information
% of Time Links in Messages were Followed

- 0-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
SmartMom Evaluation

Topics most often read

- Prenatal Resources
- Community Resources
- Nutrition
- Food Safety
- Screening
- Stages of Pregnancy
- Environmental Health
- Mental Health
- Physical Activity
- Breastfeeding
- Encouragement
- Labour & Delivery

%
SmartMom Evaluation

Pretests
• Participants completed a 10-item quiz at enrollment.
  • 41.9% had a score of 7 or lower
• Women also completed a 10-item standardized fear of childbirth scale. Scores ranged from 10 to 60, with a higher score meaning more fear.
  • 45.7% had a score over 30
  • 8% had a score over 40.
• On the Edinburg Postpartum Depression scale:
  • 30% had a score $\geq 9$ – possible depression
  • 13.7% had a score $\geq 12$ – probable depression
  • 8.4% had a score $\geq 14$ – further diagnostic testing advised
# SmartMom Evaluation

## Pretests

<table>
<thead>
<tr>
<th></th>
<th>Enrollment</th>
<th>Completion</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge test</td>
<td>7.8 (1.1)</td>
<td>8.5 (1.0)</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Fear of Childbirth</td>
<td>28.6 (6.7)</td>
<td>25.9 (7.7)</td>
<td>.001</td>
</tr>
<tr>
<td>EPDS (depression)</td>
<td>6.2 (4.2)</td>
<td>5.2 (4.1)</td>
<td>.01</td>
</tr>
</tbody>
</table>
HOW WOULD YOU RATE THE QUALITY OF MESSAGES?

Excellent
Good
Satisfactory
Not very Good
Bad
## DURING PREGNANCY, TOP 3 SOURCES OF INFORMATION

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SmartMom</td>
<td>54.3%</td>
</tr>
<tr>
<td>Physician</td>
<td>39.9%</td>
</tr>
<tr>
<td>Classes</td>
<td>28%</td>
</tr>
<tr>
<td>Midwife</td>
<td>27.7%</td>
</tr>
<tr>
<td>Baby’s Best Chance</td>
<td>28.4%</td>
</tr>
<tr>
<td>Google</td>
<td>26.8%</td>
</tr>
</tbody>
</table>
SmartMom Evaluation

Would you recommend SmartMom to a friend?

Yes – 93.3%
# THE SMARTMOM TEAM

<table>
<thead>
<tr>
<th>Lead Partners</th>
<th>Prenatal health experts</th>
<th>Technology partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="northern health" /></td>
<td><img src="image" alt="Perinatal Services BC" /></td>
<td><img src="image" alt="MEMOTEXT" /></td>
</tr>
<tr>
<td><img src="image" alt="optimal birth bc" /></td>
<td><img src="image" alt="First Nations Health Authority" /></td>
<td><img src="image" alt="IMPACTMOBILE" /></td>
</tr>
<tr>
<td><img src="image" alt="BRITISH COLUMBIA" /></td>
<td><img src="image" alt="CHILD HEALTH bc" /></td>
<td><img src="image" alt="BCAPOP" /></td>
</tr>
<tr>
<td><img src="image" alt="CanFASD" /></td>
<td><img src="image" alt="Patient advocate" /></td>
<td><img src="image" alt="cwta" /></td>
</tr>
</tbody>
</table>

**Funded by:**

![BC Children's Hospital](image)  ![WALL](image)  ![The Alva Foundation](image)
SO, WHY ARE WE DEVELOPING SMARTPARENT?

- The Canadian Maternity Experiences Survey reported that there are significant gaps in parent’s access to health education and health care for their infants.

- Just under half (48.8%) saw a doctor for non-routine care. 13.1% of those parents indicated that they had difficulty accessing a health care provider.

- Parents are using to online sources of information for infant care, but most have been developed for commercial interests or by consumers with potentially inaccurate information.
WHAT IS SMARTPARENT?

SmartParent is Canada’s first parenting education program via text messaging that sends parents text messages to:

- Provide information
- Link to evidence-based sources of online information
- Suggest topics of conversation with providers
- Direct parents to local resources

Remember: Back to sleep! Put your baby on their back to sleep. Learn about this and other sleeping safety tips @______

Have you had the baby blues for 2+ weeks? Depressed mood is common - consult a healthcare provider and learn more @________________
SmartParent Goals

1. Compare parenting health knowledge, self-reported confidence and competence among parents enrolled vs not enrolled in SmartParent.

2. Determine if SmartParent increases access to local resources and decreases use of emergency services.

3. Compare health outcomes among children whose parents are enrolled in SmartParent vs not enrolled.
ENROLLMENT SURVEYS

- Demographic information
- Informational preferences
- Knowledge test
- Parenting confidence
- Parenting competence

<table>
<thead>
<tr>
<th>SmartParent</th>
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<tbody>
<tr>
<td>Babies should sleep on their backs.</td>
</tr>
<tr>
<td>True</td>
</tr>
<tr>
<td>False</td>
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<tr>
<td>It is okay to jog with 3-month-old baby in a stroller.</td>
</tr>
<tr>
<td>True</td>
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<tr>
<td>False</td>
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<tr>
<td>Parents should use a rear-facing car seat for babies under 12 months.</td>
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<tr>
<td>True</td>
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<tr>
<td>False</td>
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<tr>
<td>Baby bath seats put babies at risk of drowning.</td>
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<tr>
<td>True</td>
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<td>False</td>
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</tbody>
</table>
Parenting Competence

The problems of taking care of a baby are easy once you know how your actions affect your baby, an understanding I have acquired.

I do not know why it is, but sometimes when I am supposed to be in control, I feel more like the one being manipulated.

Parenting Confidence

a. I am confident about feeding my baby
   (1) No, hardly ever (2) No, not very often (3) Yes, some of the time (4) Yes, most of the time

b. I can settle my baby

c. I am confident about helping my baby to establish a good sleep routine
   (1) No, hardly ever (2) No, not very often (3) Yes, some of the time (4) Yes, most of the time
THE SMARTPARENT TEAM

<table>
<thead>
<tr>
<th>Lead Partners</th>
<th>Prenatal health experts</th>
<th>Technology partners</th>
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Funded by:
ADVISORY COMMITTEE

• Health Authorities in BC
• First Nations Health Authorities
• BC Women’s Hospital
• Child Health BC
• Perinatal Services BC
• FASD Canada
• BC Association of Outreach Pregnancy Programs
• KidCare Canada
CONTACT INFORMATION

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• Wendy Hall, wendy.hall@ubc.ca
• SmartMom Program Staff: Shaina Pennington, Shaina.Pennington@ubc.ca
The program is now implanted in the Northern, Fraser Health Authorities, and Interior Health Authority in partnership with the Ministry of Health.

Vancouver Coastal will be implementing in February and the NWT in early spring.