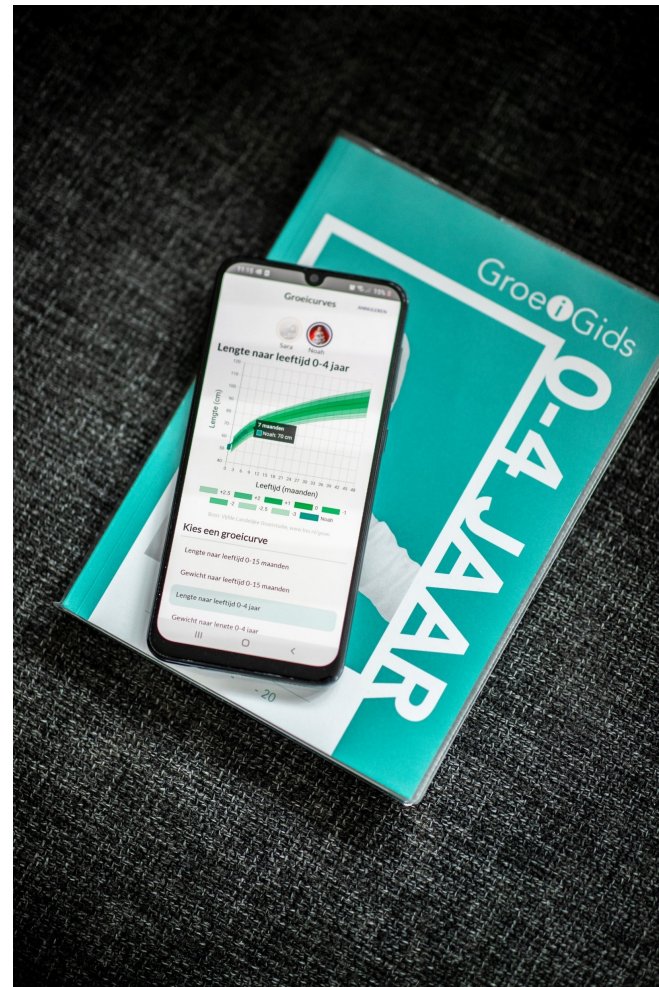
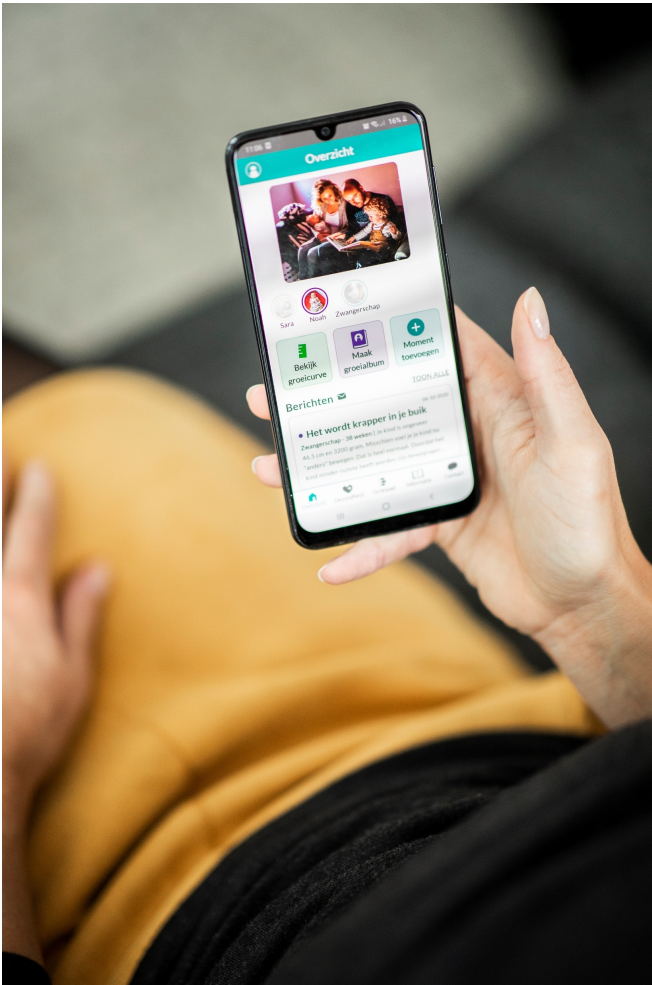


The Growth Guide app keeps growing



About the GrowthGuide app

Main functions:

- Tracking growth and development
- Message service
- Information about health and parenting
- Making memories (album)

Aim:

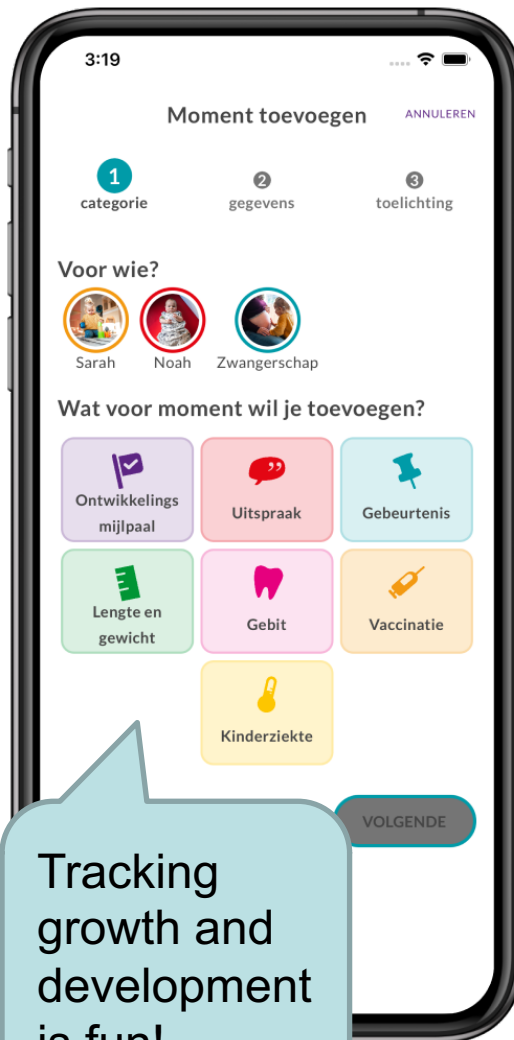
- Providing parents (to-be) with validated information
- Empowerment of parents

Current use

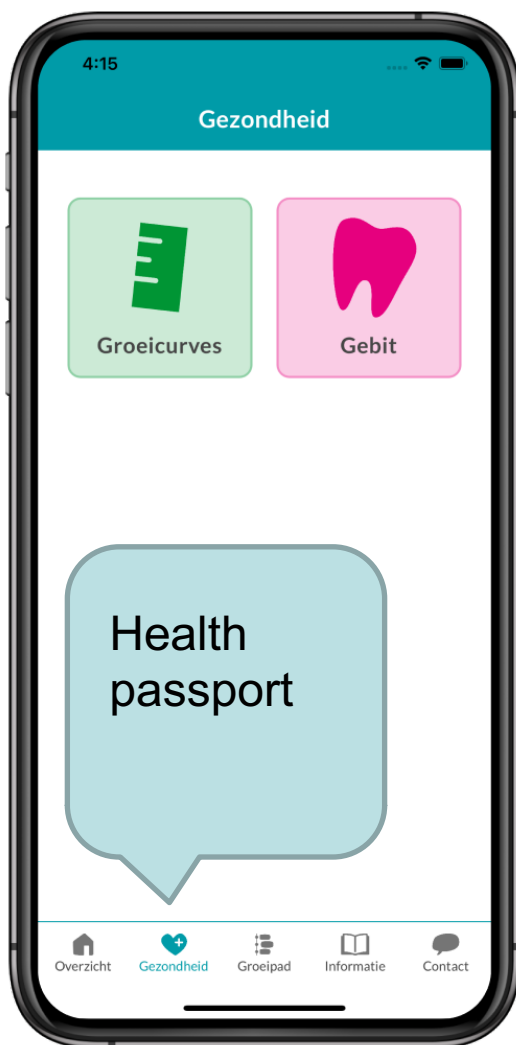
- > 60.000 parents use the app in the Netherlands
- 26% of new parents download the app
- 390.000 messages opened in 2021



About the GrowthGuide app



About the GrowthGuide app



New functions: selected articles and thematic message services



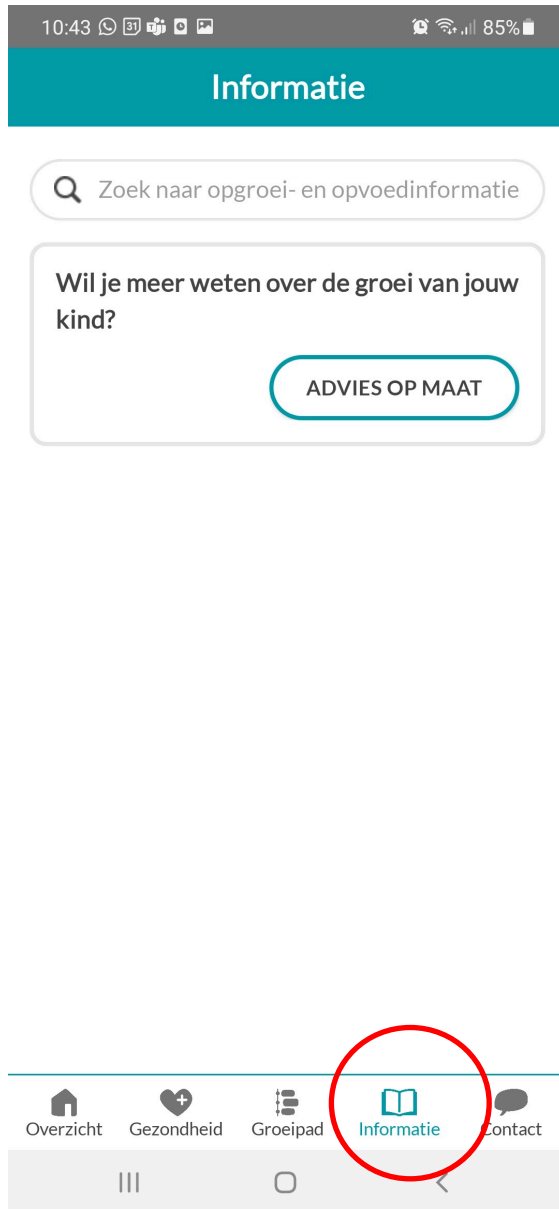
Information based on age / duration of pregnancy



4 themes to choose from:

- Parenthood and work
- Nutrition
- Media usage
- Safety

New function: automatic generated advise



Parents **enter**
child-data in
the app

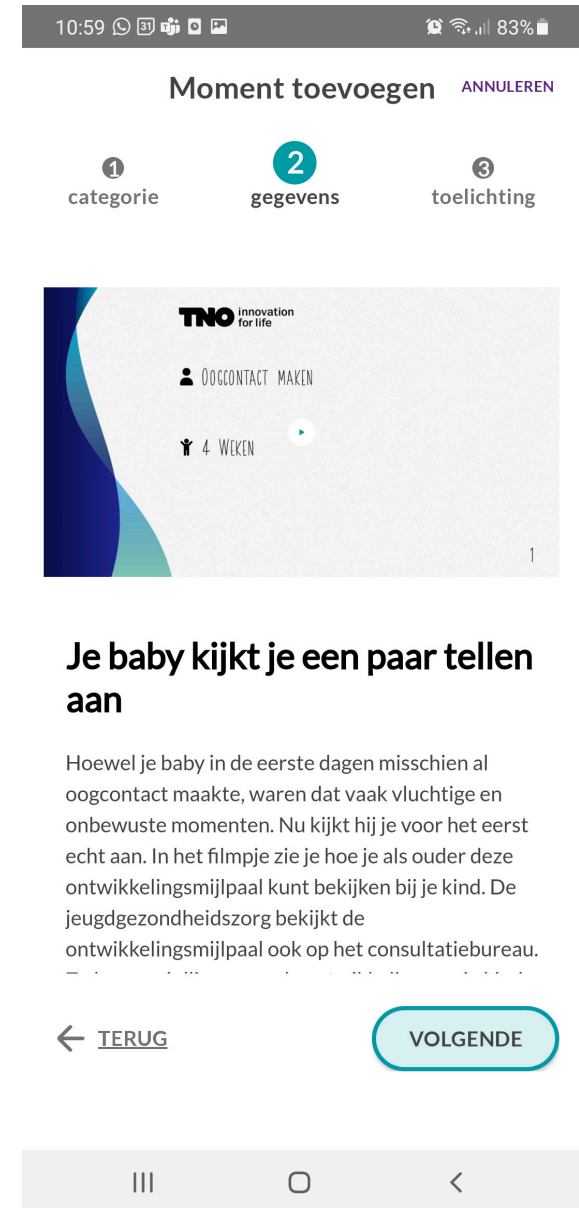
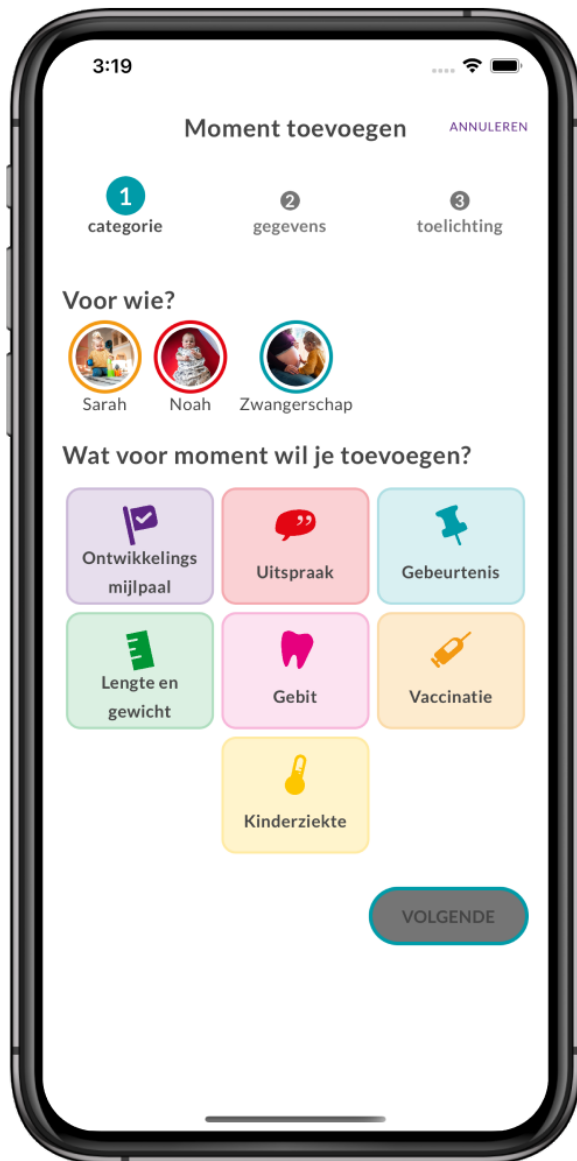
TNO

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Do it yourself – tracking development supported by videos



Extra information on milestones



Research on new functions

Research together with TNO Research institute in 4 regions in the Netherlands

Intervention group got the chance to use the new functions during 4 weeks.

195 Parents filled in two questionnaires, pre- and post-test.

Preliminary results:

- Parents would like to keep using the new functions
- Parents in the intervention group rate the app higher on usability (SUS) and on empowerment score (FES)
- The effect seems stronger for lower educated parents



TNO

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Thank you for your attention!



Want to get in touch?
Contact us at info@groeigids.nl

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