

# Exploring Virtual Support for FTD Parents in Bandwidth-Constrained Communities

## INTRODUCTION

Digital health interventions (DHI's) are a means to encourage healthy behaviours, manage, monitor health conditions and improve health literacy among parents and the wider community. We focus on DHI's design specifically to support parents within the first thousand days (FTD) of a child's life, as they seek pregnancy, birth, nutrition, and childcare related information online.

(Murray et al., 2016); Pentecost and Ross, 2019)

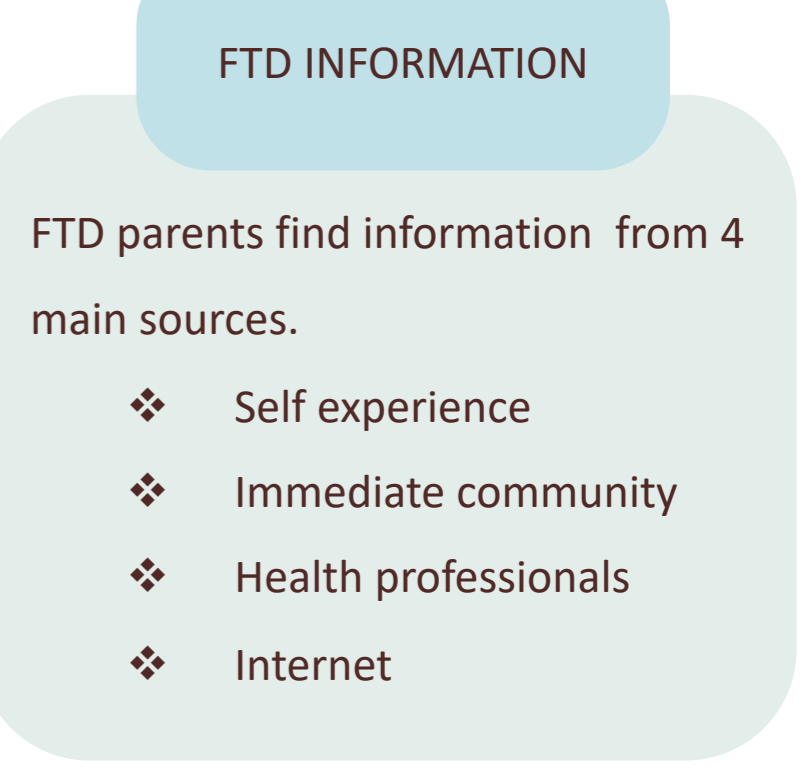
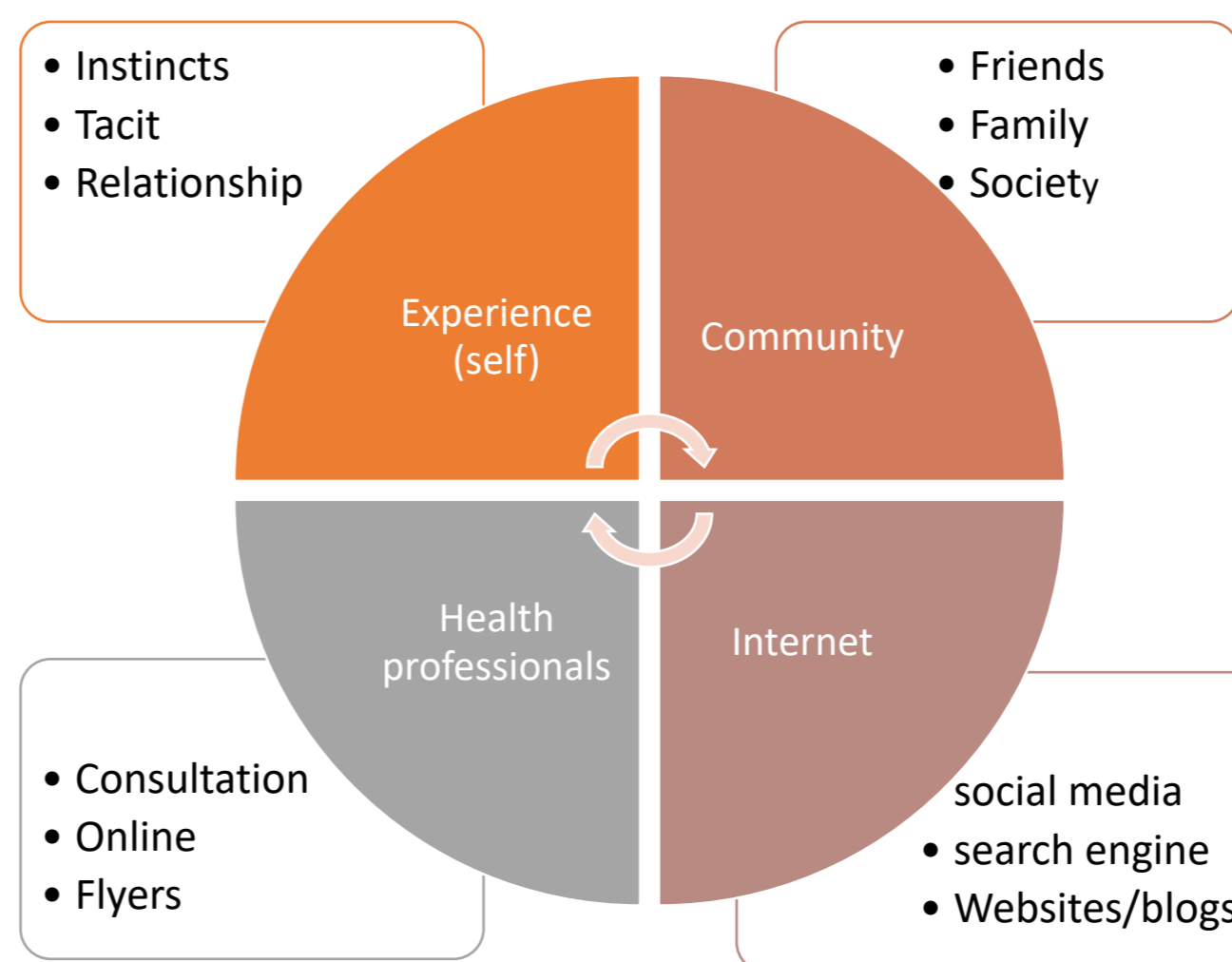
## FINDINGS

1. FTD information from health centres are **inadequate**, yet simultaneously parents are overwhelmed with contradicting health information online.
2. The intersection of bandwidth-constraints and lack of digital content designed explicitly for FTD parents in this context have negatively impacted user engagement.
3. We propose a **trust determination model** to inform the design of DHI's for parents in bandwidth-constrained settings.

## PROBLEM

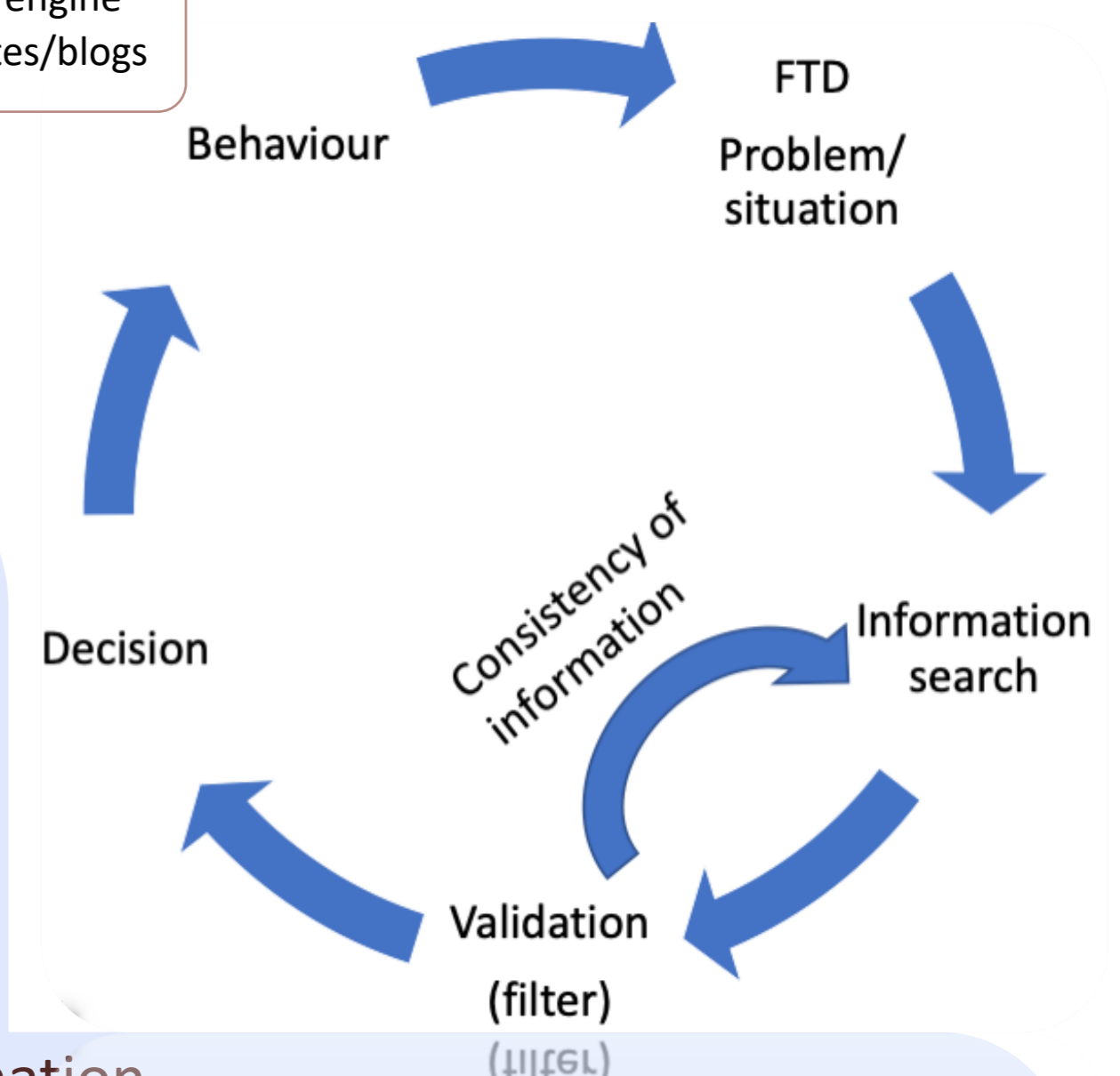
Current (DHI's) are not necessarily translating into behavioural change, due to the intersection of economic, educational, socio-cultural, and technological barriers.

(Hardy and Silvia, 2017; Wong-Villacres, et al, 2018)



## TRUST DETERMINATION MODEL

- **Prompt:** When a parent encounters a pregnancy health-related or childcare related **situation**
- **Process:** Parent **searches** for information
  - **Validates** the content using tacit or explicit knowledge.
  - Engages in constant comparison until they find **consistency**
- **Decision:** If they are convinced after the verification process, then most likely trust is established
- **Action:** They take an action that affects behaviour



## METHOD

We explored the lived experiences of 23 FTD parents in bandwidth-constrained communities in Cape Town using semi-structured interviews. To inform the design of appropriate DHI's we ask the following questions;

- RQ1: What factors influence parents' information-seeking behaviour for FTD resources in bandwidth-constrained communities?
- RQ2: Where do parents seek FTD information?
- RQ3: How do parents decide what FTD information to trust?