

Parent Engagement 2.0: Higher engagement in developmental milestones tracking than daily activities

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INTRODUCTION

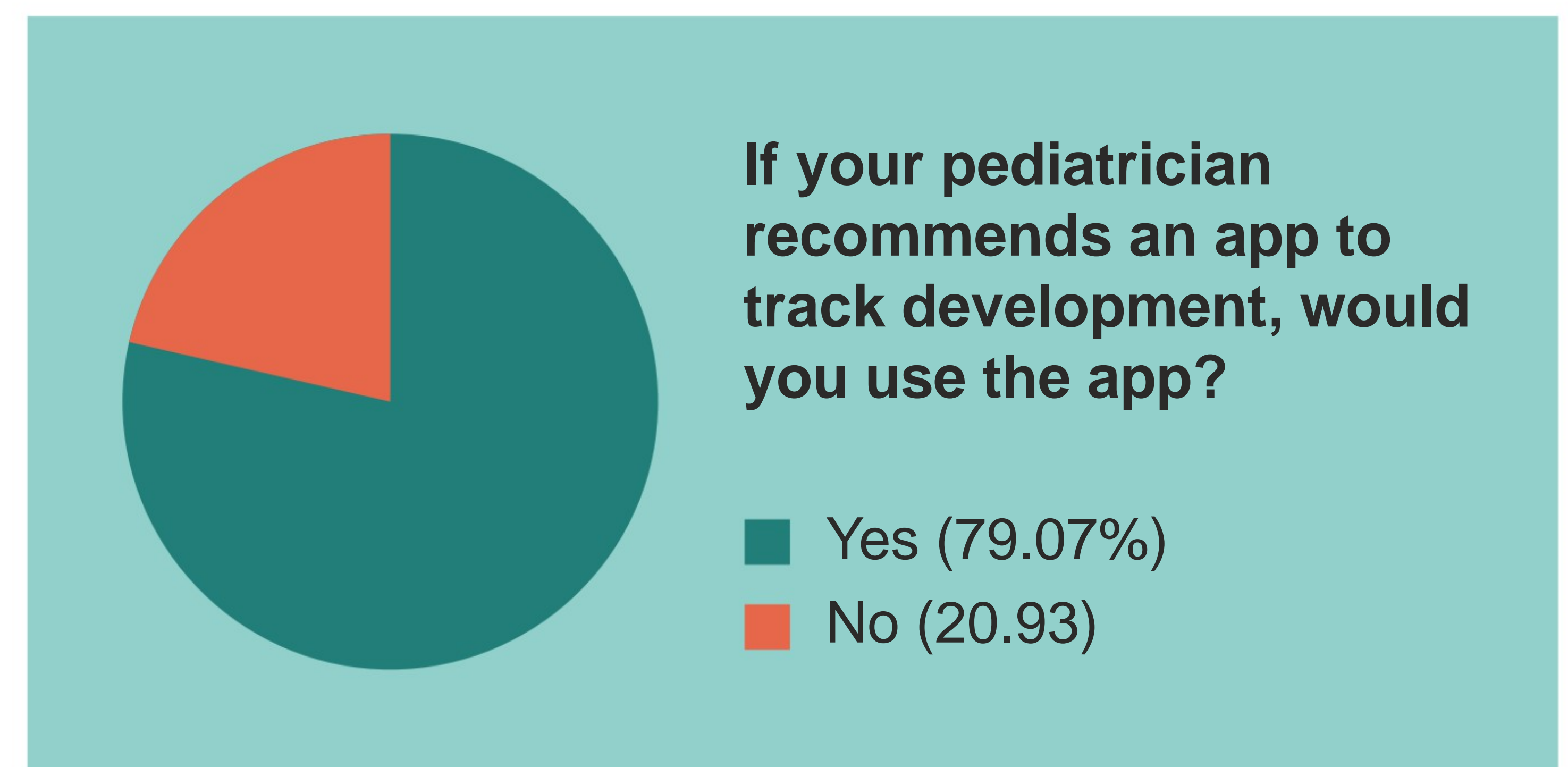
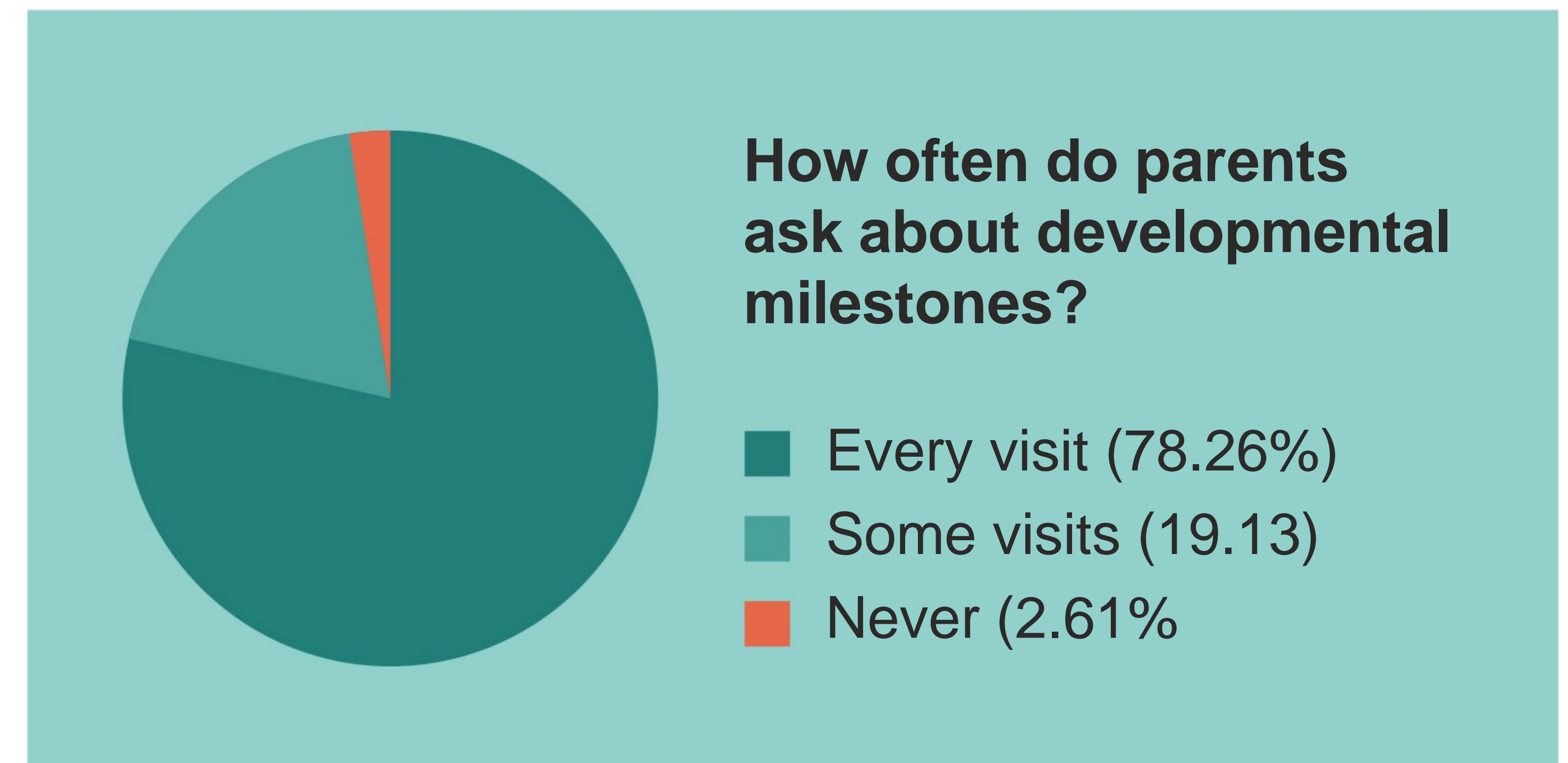
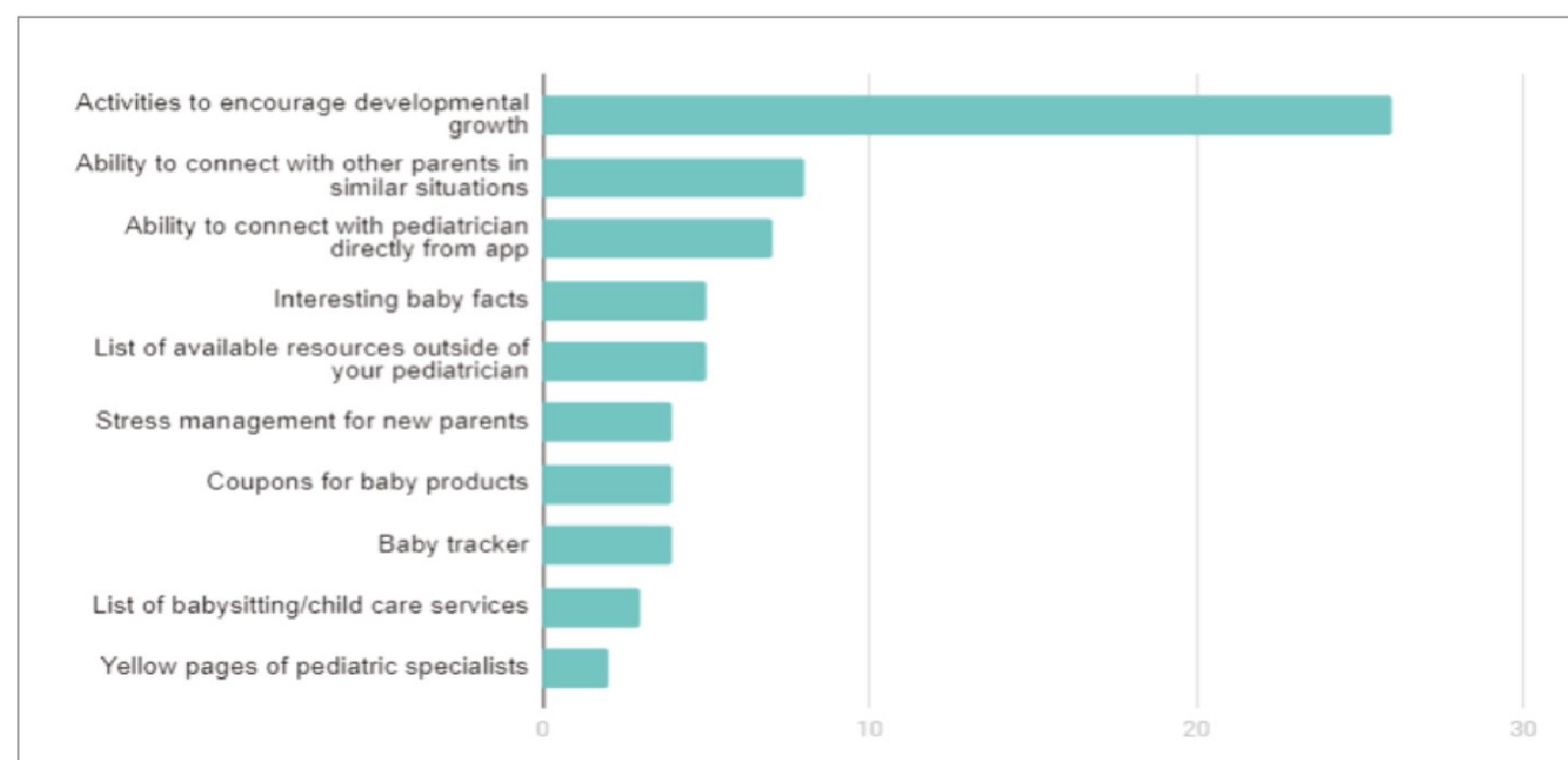
The AAP reports that as many as 1 in 4 children are at risk for a developmental delay¹, and the rate is higher for premature babies. Due to increasing awareness of developmental risks, parents are playing a more active role in monitoring their child's development. To better understand parental attitudes regarding developmental tracking, BabyNoggin conducted a study by collecting data from parents via three surveys. Furthermore, the purpose of this study was to assess parental attitudes regarding the use of mobile apps to facilitate baby care. Our mission is to help every child reach their full potential by leveraging technology to scale evidence-based solutions in a cost-efficient manner.

METHOD

BabyNoggin created three electronic surveys using Google Forms; they were administered online and distributed via a link through marketing campaigns and the organization's various social media pages. The response format varied among three types: multiple choice, open-ended, and Likert. Though each survey consisted of 10-33 questions, this report focuses on 3 specific questions that examined the perceived value of developmental tracking. Across the 3 surveys, there were 41 parents who participated.

RESULTS

- 63.4% of parents listed "activities to encourage developmental growth" as a key baby mobile app feature; only 4 parents listed "baby tracker," which is defined as the daily tracking of a baby's routine habits (i.e. sleep, food, and bowel movement patterns).
- 79.1% of parents reported that they would use a developmental tracking app if their pediatricians recommended it.
- 78.3% of parents reported that they ask about developmental milestones every doctor's visit.



DISCUSSION

Our data supports the notion that parents want to play an active role in their child's developmental trajectory; this is shown through the value they perceive in developmental growth activities in comparison to baby trackers. For future research, BabyNoggin hopes to understand the

value proposition of developmental activities to parents. What motivates parents to engage in developmental activities with their children? Is it the alleviation of anxiety regarding a child's developmental process, or is it simply a productive way that a child and parent can bond together? Understanding motivation is an important foundational step in our research, as it will aid us in creating a mobile app that will help all children reach their full potential.

REFERENCES

- The Importance of Screening. (2017). Retrieved from <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Screening/Pages/The-Importance-of-Screening.aspx>