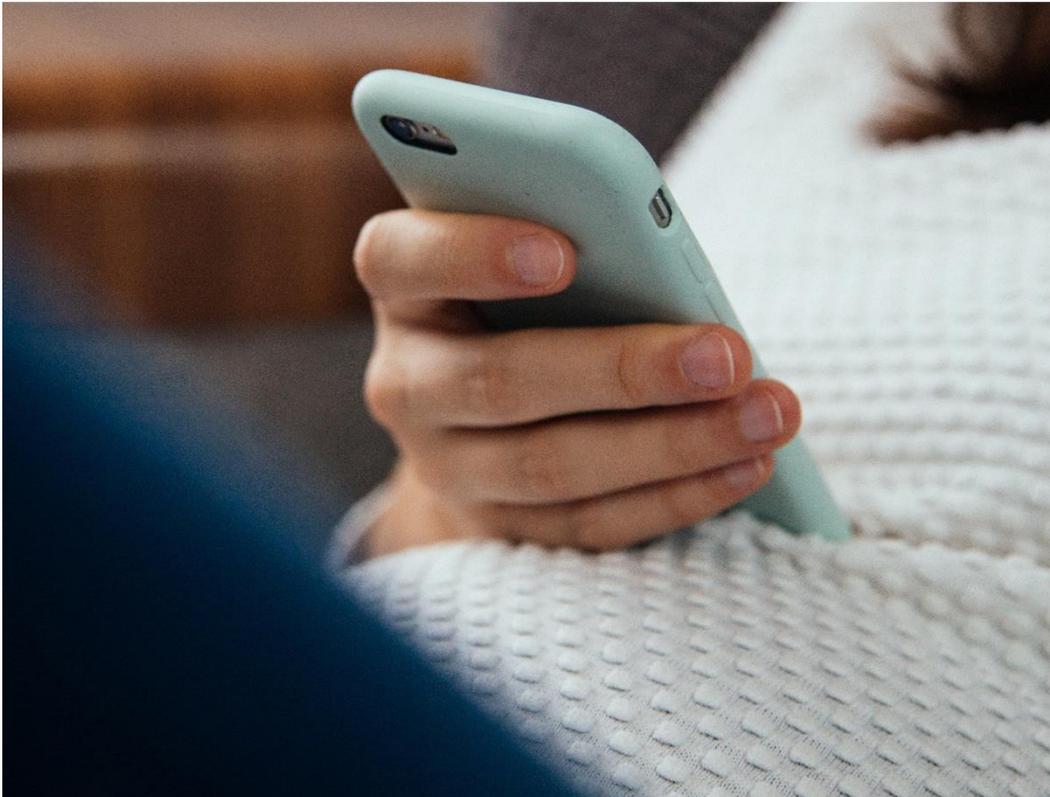


# CRE HiPP BITE

## Brokering Innovation Through Evidence

A bite-sized summary of a piece of research in pregnancy health, presented by Early Career Researcher Bonnie (Chivers) Brammall



A study to identify publicly available digital tools (websites and apps) that facilitate GWG tracking and evaluate their quality, behaviour change capacity and ability to highlight the importance of optimising GWG.

### Assessing the content and quality of digital tools for managing gestational weight gain: A systematic search and evaluation (publication pending)

#### BACKGROUND

- Gestational weight gain (GWG) outside of recommended ranges, according to body mass index, increases the risk of pregnancy and neonatal complications, and commonly occurs in 70% of pregnancies globally (23% below and 47% above recommended ranges, respectively).
- Digital health is a popular and widely used source of health information for pregnant women.
- Evidence-based online resources have the potential to assist women in achieving healthy GWG.

## Digital tools were assessed using two validated scales ([MARS](#) and [ABACUS](#)) and two sets of questions relevant to evidence-based health information and GWG management

### FINDINGS

Overall, 18 mobile apps and one website were eligible for this study. On evaluation the digital GWG tracking tools assessed had:

- High consumer engagement: downloaded **>25 million times** cumulatively
- High consumer rating: 4.1-4.9 / 5.0
- Easy to use, aesthetically appealing and engaging design with over 90% **commercially** developed
- Poor quality of information relating to GWG
- Tools and information generally **not linked to primary care or relevant guidelines**
- Non-personalised **recommendations for gestational weight gain**
- **Limited-to-no behaviour change** capacity (ABACUS) for gestational weight management i.e. lifestyle change, goal setting, willingness to change or barrier identification
- Very few alert features when weight gain was outside of recommended ranges
- **No** direction to engage with health care provider when a weight was logged outside of recommended range, increasing safety concerns.

This study was completed by:  
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## RECOMMENDATIONS FOR PRACTICE

The digital tools assessed represent a **missed opportunity** to inform and guide women to manage weight gain during pregnancy. There is a **critical need to improve the quality and regulation** of publicly accessible online resources. These **should be informed by healthcare, policy, guidelines** and consumer needs during pregnancy.

### What is CRE HiPP

The Centre of Research Excellence in Health in Preconception and Pregnancy (CRE HiPP) is an innovative, passionate, multi-disciplinary team of researchers, clinicians, students and consumers.

We aim to refine and implement health promotion, lifestyle improvement and obesity prevention, strategically targeting women preconception and during pregnancy, to improve the health of women and the next generation.

Find out more about CRE HiPP at our website: [hipp.org.au](http://hipp.org.au).

This BITE was published on 28 July 2022.

