



Name of project: Born to Move App

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Kent Community Health
NHS Foundation Trust

What was our aim?

To modernise the Born to Move app.
Following feedback on the app from parents and carers, a decision was made to improve and modernise the app.



Why is it important to service users and carers?

The Born to Move app delivers key health education topics to encourage a child's development through three key messages of be active, chatter matters and eyes need to move too.

The key health education messages sit in a number of key government documents which include The Best Start for Life: 1001 critical days, Healthy Child Programme, NHS Long Term Plan, Advancing Our Health: prevention in the 2020s Green Paper (chapter three: Strong Foundations) and Tackling Obesity: empowering adults and children to live healthier lives.

The Born to move app also aligns with Health Visiting Service objectives to increase access for clients to access self-support.

Ideas and tests of change

To produce an app which takes parents/carers on a journey in understanding their child's development from pregnancy to school age, to support school readiness.

The app needed to be user friendly, engaging and easy to navigate.

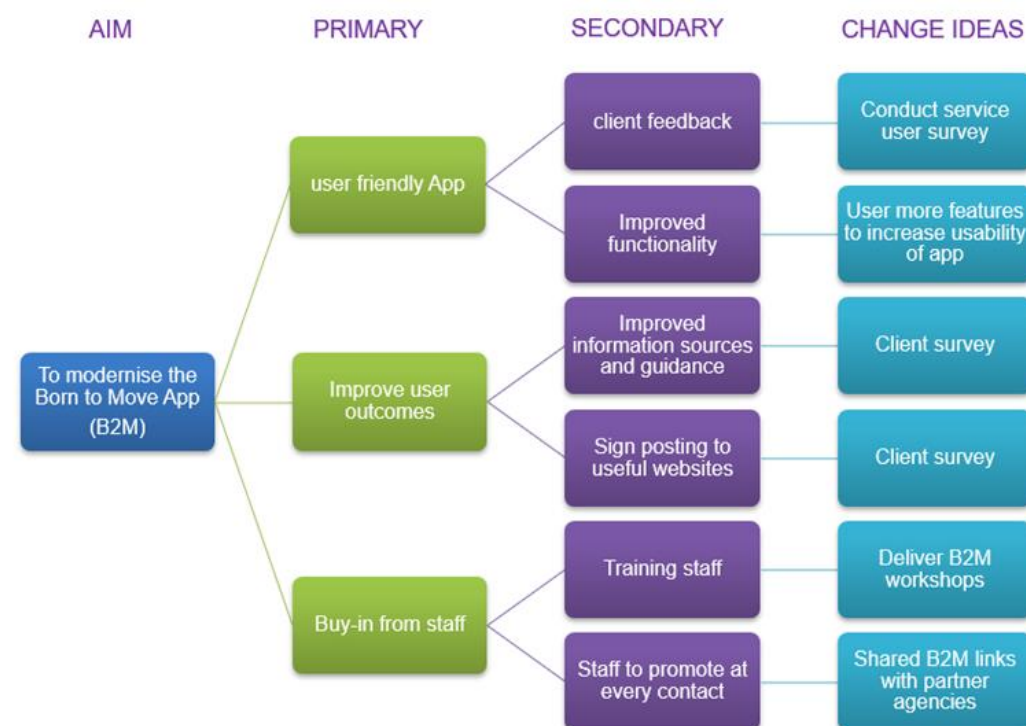
It now includes new features to keep users active on the app over time, including the ability to track and record key milestones in the child's development. Clients can also personalise the app with their child's profile, so their child's name features in the text and also receives regular updates and suggestions based on the child's developmental stage.

The app delivers key health messages and suggestions to support a child's development and bonding with parent, alongside signposting to useful resources and support for parents and carers to help them feel empowered in their role.

We needed to make sure imagery and language used in the app was diverse and inclusive to reflect the range of communities in Kent.

The tools we used

Driver diagram:



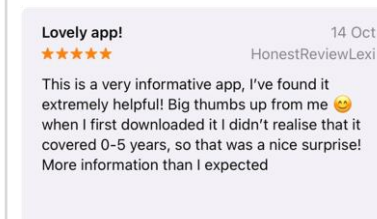
Results/How did we do

Feedback on the old app: Colleagues/parents were not downloading as there were bugs with the old app and it couldn't be downloaded anymore because it was no longer compatible with newer operating systems.

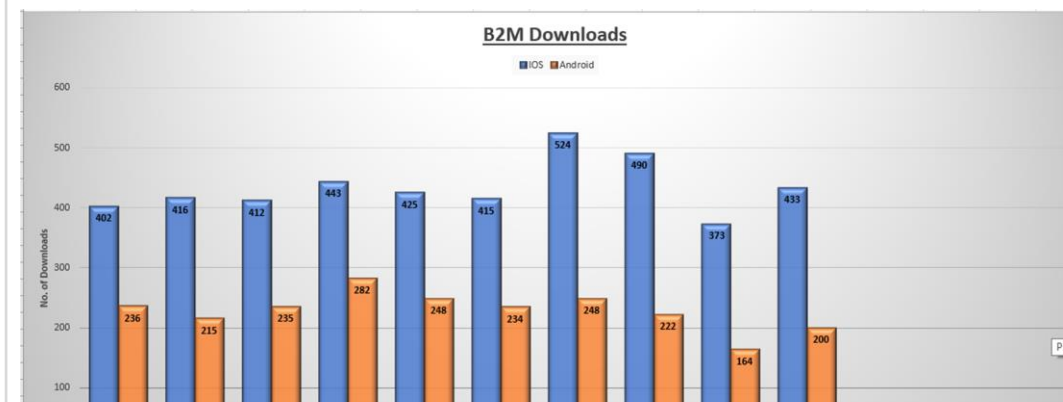
The new app was launched in February 2021. Data prior to this could not be retrieved.

New Born to Move app

Feedback left on app store:



Downloads of Born to Move app on IOS and Android from April 2021 to January 2022



What we learned and what's next

- Start with the key aims of the project to make sure an app is the best medium.
- Make sure tender brief is complete before going to procurement, or ask for costing options for different elements to be completed separately. Additional features will increase cost.
- Map out process before committing to app designer.
- Write content and map out requirements for the app such as photos, videos, resources and design, before going to designer.
- Secure a committed team to work on app.
- Stick to project time frames, as easy to drift and lose focus.
- Consider time management and mapping out a realistic time frame of all of the work.

Be mindful of must dos:

- Request for Procurement Project and Authorisation to Proceed
- Data Protection Impact Assessment
- IT assessment
- Secure funding
- Track decision document
- Shortlisting team for choosing app designer and scoring sheets

What's next: To look at further app updates following service user survey.