The OMama Project
Questions and Answers

Q1. **What is the OMama Project?**

A1. The OMama Project aims to improve maternal-newborn care by providing resources to support the best beginnings of lifelong health. Started in 2014 and launched in December 2015, OMama is a 2-year maternal-newborn care pilot project led by the Better Outcomes Registry & Network (BORN), a provincial program of the Children's Hospital of Eastern Ontario, with support from eHealth Ontario.

Under the direction of an Advisory Committee made up of experts in medicine (obstetrics and family medicine), midwifery, nursing, e-health, technology, health promotion, social work and health policy, OMama is launching a website and mobile app offering trusted, easy-to-understand health information on over 100 topics related to pregnancy, birth and early parenting for women and families, when and where they need it.

Q2. **What does OMama stand for?**

A2. OMama is a blend of the words 'Ontario' and 'mother'.

Q3. **Who is OMama for?**

A3. The OMama website and mobile app are intended for Ontario women anticipating healthy pregnancies and births. The first version of OMama will be available in English. We hope that following evaluation of the OMama concept, later versions may be developed in other languages and for other health conditions.

Q4. **What is the difference between the OMama website and mobile application?**

A4. The OMama website offers users a library of information organized into stages of pregnancy, birth, postpartum and newborn, called the maternity care pathway. Users can browse any subject or stage or search the pathway to find links to resources according to their needs.

The OMama mobile app offers the same maternity care pathway as the website and also other ways of interacting with the information. For example, a user may input their pregnancy due date and the app will calculate the user's gestation, and provide suggested resources tailored to each week of pregnancy. A built-in journal enables the user to tag key dates or events such as prenatal appointments, feeling first movement, or questions for care providers. A quick search function enables users to easily interact with maternity care resources with one hand while on the go, or nursing a baby.

Q5. **Does OMama offer personal health advice or treatment to women or infants?**

A5. OMama is not a substitute for in-person prenatal, birth, postnatal and newborn care. OMama offers no treatment and refers users to appropriate maternal-newborn health care for all questions or concerns.

Q6. **How was the OMama website and app developed?**

A6. OMama surveyed over 1,100 women and maternity care providers to determine the topics to be offered on the website and mobile app. The OMama Project team contracted with ESolutions, an Ontario-based technology company, to build the website and mobile app. A wide range of clinicians, women and technology advisors were involved in testing the content and function before launching to the public.

Q7. **Where does the information on OMama come from?**

A7. The information and resources provided on the OMama website and mobile app represent the most-accurate, up-to-date web-based content appropriate for healthy Ontario women. Much of the information on the OMama website and mobile app comes from top clinical expert bodies in Canada including the Society of Obstetricians and Gynecologists of Canada, the Association of Ontario Midwives, the MotHERS Program from Kingston General Hospital, and Best Start by Health Nexus. In addition, OMama often refers to trusted institutions like the Canadian Pediatric Society and The Hospital for Sick

Children. We'll continue to incorporate new and updated evidence-informed resources as they become available. Should you have resources to recommend to OMama, please contact the OMama Project directly, at omamaproject@gmail.com.

Q8. How were the resources for OMama selected?

A8. Research assistants conducted thorough and systematic searches of web-based resources in maternal-child health to identify the best content available (woman-centred, appropriate reading level, and Ontario-based, where possible). All resources were then validated using an evaluation tool and have been reviewed by at least two clinical experts in maternal and newborn health.

Q9. How will OMama be evaluated?

A9. The OMama Project team will collect data on use of the web resources, and survey and focus group information from women and care providers to evaluate the website and mobile app over a 6-month period, including:

> a) Use, e.g., hits, uptake, session length and which resources users prefer (google analytics)
> b) How users prefer to access and share information on maternity care (google analytics and survey)
> c) Whether OMama improved users' experience, satisfaction, confidence and engagement in maternal newborn care (survey and focus groups)

The results of the OMama Project will be presented to eHealth Ontario and other partners and may be considered in determining future consumer eHealth investments in maternal and newborn care.

Q10. Is the information users input into OMama confidential?

A10. Privacy and security for OMama users are governed by the password protection on users' computers and devices. OMama collects no personally identifying information.

Q11. Does OMama provide information on high-risk pregnancies and births?

A11. Most women in Ontario have healthy pregnancies and newborns. OMama has begun with this low risk group. Future editions of OMama may expand into other aspects of pregnancy, such as multiple birth, high-risk and rare conditions or newborn intensive care.

Q12. Why are some of the resources on OMama from other provinces or countries like the United States or the United Kingdom?

A12. In most cases, good Ontario-specific resources were found to share on the OMama website and mobile app but in some cases, better resources that are still applicable for Ontario women were found outside the province. OMama prioritized resources from Ontario if they were available but included exceptional resources from further away, if needed.

Q13. What is the difference between OMama and other maternity apps (e.g., Mom & Baby to Be, and the SmartMoms apps)?

A13. The OMama website and mobile app offer information across the continuum of healthy pregnancy, birth, postpartum and newborn care for a provincial audience. Several other apps are in development or are publically available that address a regional audience or a smaller range of information or conditions. Two such examples are the Mom and Baby to Be app and the SmartMoms app. OMama has kept in regular touch with many projects including these working in the area of consumer eHealth to ensure OMama incorporates lessons learned and considers opportunities for future synergy.

Mom and Baby to Be is a mobile app developed by the Niagara Public Health Unit for pregnant women and their families to obtain tools and tips on healthy pregnancy, including, a fertility tracker, a contraction timer, and helpful regional health information resources on the Niagara area. For more information on the app, go to:
https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=560579312&mt=8

SmartMoms is a smartphone-based weight management app tailored to pregnant women that enables them to monitor and track daily body weight, physical activity and food intake in their own environments over the course of pregnancy. This app was designed by the University of Ottawa's Dr. Kristi Adamo and her colleagues at the Pennington Biomedical Research Center in Baton Rouge, Louisiana. Given the demonstrated importance of self-monitoring in weight management programs, the SmartMoms app uses Wi-Fi enabled monitoring of body weight via a BodyTrace wireless scale, daily physical activity via a Fitbit® wireless accelerometer, and a daily nutrition monitoring system. All of these functions populate personalized graphs to make recommendations for a data-driven action plan. The SmartMoms application will be customized to Canadian standards (SmartMoms-Canada) and will be beta-tested in a small population of women to determine usability which will then be followed by a pan-Canadian evaluation of the SmartMoms-Canada program.

Q14. Where can I go to get more information on the OMama Project?

A14. There are many easy ways to contact the OMama Project for more information, including:

- visiting our Facebook page at: https://www.facebook.com/OMamaProject?fref=ts
- clicking the About Us button on the top of the OMama website at: www.OMama.com, or
- emailing Wendy Katherine, Project Director, at omamaproject@gmail.com.