eDelphi survey to shape the content of a digital resource to enhance parental health literacy

Ourania Kolokotroni

O Kolokotroni[1,2], E Hadjigeorgiou[3], C Gourounti[4], V Christodoulides[2], A Sarantaki[4], C Nicolaou[3], K Lykeridou[4], M Karanikola[3], C Kouta[3], N Middleton[3]

[1]Department of Primary Care and Population Health, University of Nicosia Medical School, Nicosia, Cyprus
[2]Birth Forward, Non-Governmental Organization, Nicosia, Cyprus
[3]Department of Nursing, School of Health Sciences, Cyprus University of Technology, Limassol, Cyprus
[4]Department of Midwifery, University of West Attica, Athens, Cyprus
Contact: kolokotroni.o@unic.ac.cy

Background:
Information-seeking on the internet is very prevalent, in contrast to low attendance of antenatal classes. In addition to varying quality, few digital resources are developed using participatory research approaches.
Methods:
Antenatal learning needs were explored in a modified Delphi survey among the professional community and parents-to-be/ new parents. A list of 174 topics was developed using the Nominal Group Technique among antenatal educators and representatives of local professional associations. In an online survey, the relative importance of each was rated on a 5-point scale by the wider professional community and general public. Topics rated by $\geq 80\%$ as at least "very important" or by $\geq 50\%$ as "essential" by either group were shortlisted and re-rated by delegates of the annual Midwifery conference.
Analysis:
193 health professionals (77.7% midwives) and 275 mothers-to-be/new mothers (56.4% attendance of antenatal classes) participated in the online survey. Based on pre-set criteria, 95 topics (54.6%) were identified, 55 (31.6%) nominated by both groups. Among 18 themes, those with the highest number of nominated topics were: Breastfeeding, Prematurity, Giving birth, Caring for Baby and Mental health & well-being. There was good agreement between the two groups (r = 0.88) and in the top 20 single topics, thirteen were common. Priorities were largely unchanged in the last round, but a number of new topics emerged, including pre-eclampsia and domestic abuse. On a 1-10 scale, health literary of expectant parent was rated at M = 5.7 (SD 1.5) by professionals.
Conclusions:
In a "changing landscape" of antenatal education, new technologies provide opportunities for broader reach. This formative research study explored the perceived learning needs and local priorities in order to shape the content of Baby Buddy, a public health digital intervention to enhance the

health literacy of new parents and support the educational role of health professionals.

Key messages:

- Local needs and priorities for a digital parenthood platform were identified using a Delphi method.
- Participatory formative research can maximize the potential though co-creation and co-ownership.