

CASE STUDY

IWK provides free prenatal education in Nova Scotia with SmartParent



IWK Health

IWK Health is the tertiary care hospital for women and children in Atlantic Canada.



“Prenatal education is absolutely essential if we want the best outcomes for birthing parents and babies in Nova Scotia. We must ensure that all our patients can access the information that they need in a format that suits their life and resources. Having access to the SmartParent program is a huge step towards this goal.”

Dr. Melissa Brooks,
OBGYN and Medical
Advisor,
**Reproductive Care
Program of Nova Scotia**

The Challenge

Nova Scotia was looking for a way to provide critically needed prenatal education to its population, in a way that is accessible, inclusive, and reliable.

The Solution

The IWK team and Nova Scotia Public Health chose text messaging as a solution to quickly introduce information to parents that was evidence-based and available to everyone. Pregnant people now have prenatal education sent directly to their phones. Sign-up for Nova Scotians is quick and easy through texting “Baby” to 12323 or visiting www.smartparent.ca. Messages arrive three times weekly to guide parents, each with embedded links to online resources. IWK has added links to local Nova Scotia resources to customize the program to their users.

The Launch

The program has been promoted by primary care physicians, nurses, and midwives, many of whom tried out the program themselves. With a strong social media presence, IWK promoted the program through Facebook and Instagram. IWK set the ambitious goal of 600 users by 3 months.

Nova Scotia Responds

Enrollment targets were met and exceeded. Over 800 parents enrolled by month three. The long-term goal is 2400 participants or 30% of the childbearing population by one year.

Reaching a Diverse Population

70%

of users are
first time
parents

20%

were born
outside
Canada

14%

live in
rural
areas

Learn more at www.smartparent.ca
contact@smartparentcanada.ca