

Analysis of the My Baby's Movement's Mobile App Usage

HDR/ Honours Project Description

Project Title	Analysis of the My Baby's Movement's Mobile App Usage
Project duration:	Up to 4 years
Availability	January 2022
Description:	<p>Stillbirth affects over 2,100 families annually in Australia, often preceded by maternal perception of decreased fetal movement. My Baby's Movements trial (MBM) was a stepped-wedge cluster-randomised controlled trial of a fetal movement awareness intervention to reduce stillbirths, implemented between 2016-2019. MBM aimed to evaluate the impact on stillbirth rates of a multifaceted awareness package, including a novel mobile phone application (app) for pregnant women to monitor their baby's movements. Mobile apps have become an integral source of information for women during pregnancy; however, limited evidence exists to support the impact of mobile apps, compared to other communication methods, on maternal behaviour change or perinatal health outcomes. This project aims to analyse the MBM app usage data and associated perinatal health outcomes of women who participated in MBM.</p>
Expected outcomes and deliverables:	<p>The student will be part of an NHMRC funded team of researchers and healthcare professionals committed to improving maternal and neonatal outcomes in Australia. The student will enhance their qualitative and quantitative analysis skills, their oral and written communications skills and develop their academic profile with first-author manuscript publications, as well as the opportunity to present at international and national conferences.</p>
Suitable for:	<p>This project is suitable for a PhD candidate with a background and/or interest in improving maternal and neonatal outcomes. Demonstrated experience in conducting systematic reviews and meta-analyses, qualitative and quantitative data analysis, and an existing publication record would be an advantage.</p>
Primary Supervisor:	Professor Vicki Flenady (Director of Stillbirth CRE)

Further info:

Dr Harriet Lawford (Research Associate, Stillbirth CRE)

For more information about this project, please contact Dr Harriet Lawford prior to submitting an application.

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