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Reproductive health library in your pocket

In the project “Healthy pregnancy, good delivery: Knowledge, support and guidance for healthy family living” we promised to take reliable sexual and reproductive health information, based on the latest research, to youth and young adults wherever they are. During the first steps of the project, we found out that young people in fertile age use smart devices as the primary source of information search. The leading idea of the project was the worry that information on preconception health, healthy pregnancy and normal delivery do not reach everybody equally. There are different reasons why some people do not get the information they need and instead they are probably getting false and misleading information from social media. On the base of analysis of the target group, we started to create “a public reproductive health library”, which is in everybody’s hand, free of charge, open all the time and is situated in one’s smartphone. The content was also transformed to visual, quick-read type the young people prefer. During the oral presentation we will describe, how we developed an environment of reliable information for millennials to promote their sexual and reproductive health, specifically their preconception health: the arguments, problems and innovations during the process.

Biography

Anna-Mari Aimala has completed her MSc from Tampere University in 1995. She is Senior Lecturer in Midwifery Education and Project Manager in “Wise Choices - Healthy Pregnancy, Good Delivery” (2015-2017) in Tampere University of Applied Sciences. She has published several paper in Finnish and English and one of the editors of the book “Midwifery” (in Finnish) as well as co-edited many books in Finnish in different fields.

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