

Project B: A culturally sensitive communication app for breastfeeding and infant feeding counselling

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The information provided below will form the project descriptions advertised to the prospective students.

Project title	A culturally sensitive communication app for breastfeeding and infant feeding counselling
Background to the project	The use of digital technology is becoming increasingly relevant and promising in health communication. Specific digital applications have been shown to offer significant socio-economic benefit to clients and families, including increased access to health services, improved health outcomes, and better quality of care. In Norway, there are few communication tools for primary health care counselling on infant feeding practices. Previous research has also identified barriers and challenges related to counselling immigrant parents on infant feeding.
Project Aim(s) and/ or Research Question(s)	The aim of the project is to develop a culturally sensitive communication app in order to improve the dialogue between the health personnel and women with a varied ethnic and socio-demographic background, regarding infant feeding counselling.
General project description (e.g. key activities)	<ol style="list-style-type: none"> 1. Communicate with users to gather requirements and feedback 2. Design and develop the app iteratively 3. Test the app with users throughout the design and development process
Final deliverable (e.g. market analysis, case report, scientific article, prototype)	Prototype

Desired skills and competencies that would be particularly advantageous for this EPS project	Programming skills for mobile apps Graphical design User-center design methodology Communication skills Teamwork
Additional information	The group will work together with researchers in health and end users, including midwives and public health nurses and mothers with immigrant background