



Developing a podcast series to promote maternal perinatal well-being

Putter, K¹, Krause, AE¹, Chrisp, L¹

¹James Cook University, Townsville, Australia

Background: The transition to motherhood for first-time mothers can be characterised by psychological distress, which can result from inadequate support during the perinatal period. Limited accessibility to support in rural and remote areas means that it is imperative we provide accessible, online resources. To this end, the BAMBOO WebApp will pair new mums with peer mentors and provide a digital resource centre, which contains a podcast series. This research examined the development of the podcast series.

Method: A collaborative auto-ethnography was used to examine the podcast creators' environment, interactions and reflections on the recording process. This was complemented by listener interviews, wherein discussions centred on opinions and suggestions pertaining to the podcast series' purpose, applicability, content, and design.

Results: The process describing the development of the podcast series will be outlined. With data collection still underway, thematic analyses of project data will identify themes concerning its content, design, applicability, and usability. Discussion of the findings will also address how the dissemination of health information to new mothers via podcasts can be optimized.

Conclusions: The project findings have broad implications concerning the impact that a podcast series within a WebApp can have on supporting maternal well-being. Additionally, findings regarding the process of translating research findings into engaging, public-facing edutainment have implications for how to better produce health education materials.