



Digital solution for infant nutrition

Gry Hay and Bao Marianna Nguyen, 15.12.2017

Norwegian National Action Plan for a Healthier Diet – an outline

Healthy diet, meal enjoyment and good health for everyone!



Norwegian Ministries

2017-2021

Main goal

Create a society that promotes meal enjoyment, a healthy diet and good health for the entire population.



Infant nutrition goals

Increase the proportion of infants exclusively breastfed for 6 mo:

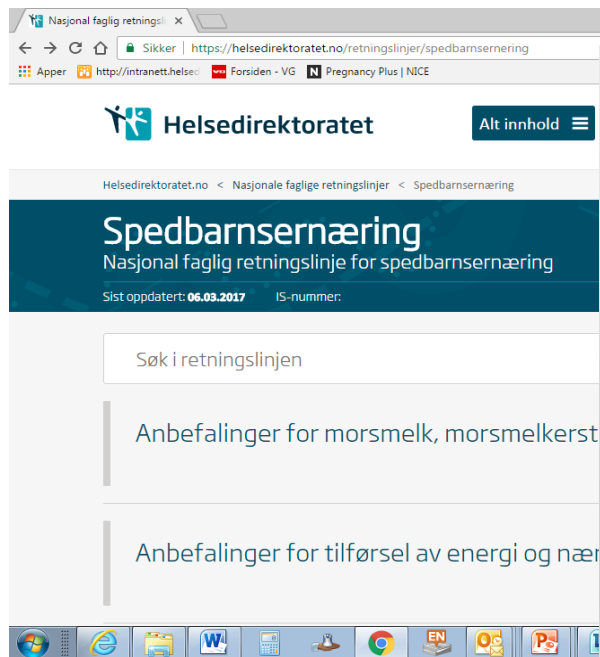
→ 25% (from 17% today)

Increase the proportion of infants breastfed for 12 mo:

→ 50% (from 35% today)



Implement the National guideline on infant nutrition





FOOD AND MEALS
for Infants

 Helsedirektoratet

MAT OG MÅLTIDER
for spedbarn

 Helsedirektoratet



POKARM I POSIĘKI
dla niemowląt

 Helsedirektoratet



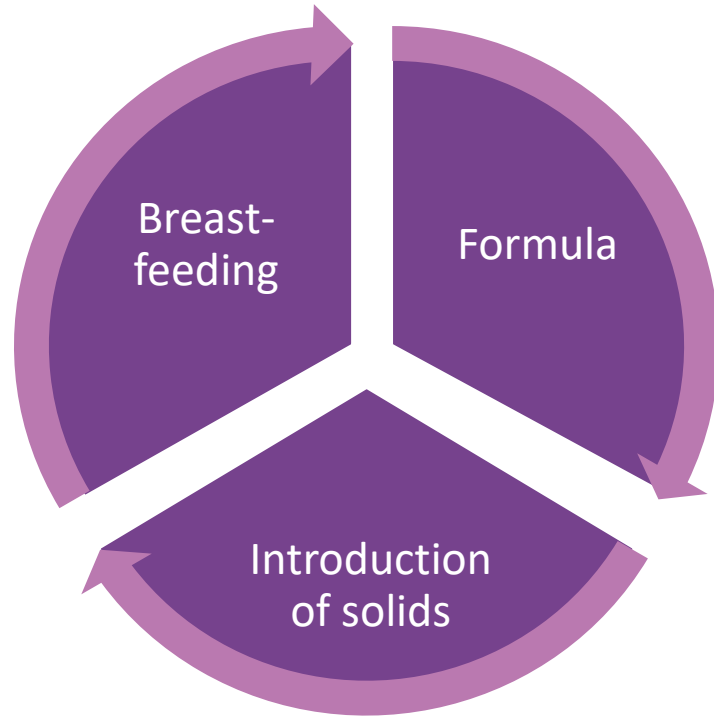
Hvordan du ammer ditt barn

Noen råd den første tiden

 Helsedirektoratet

 Oslo
universitetssykehus

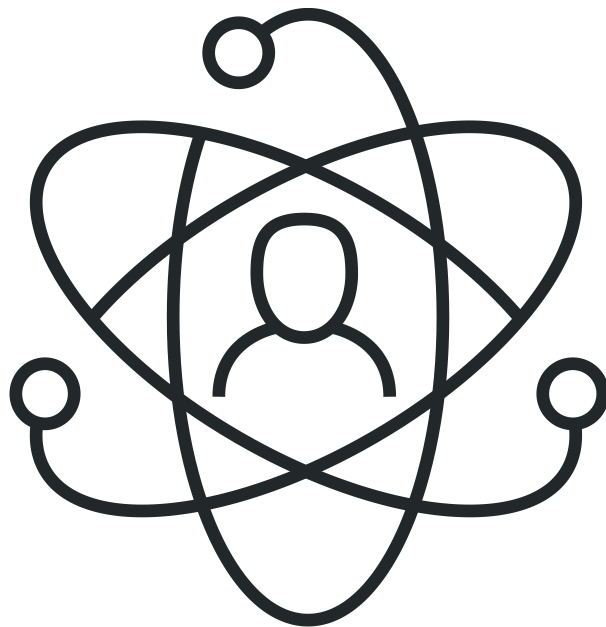
Digital solution for infant nutrition



The Design Process

An abstract graphic consisting of several overlapping wavy lines in different shades of purple and blue, creating a sense of movement and flow across the lower half of the slide.

User driven process



User-dialogue



Co-creation





Health
professionals



Minorities



First-time parents



Young parents



Lifestyle



Fathers



Baby formula
parents



Country-side



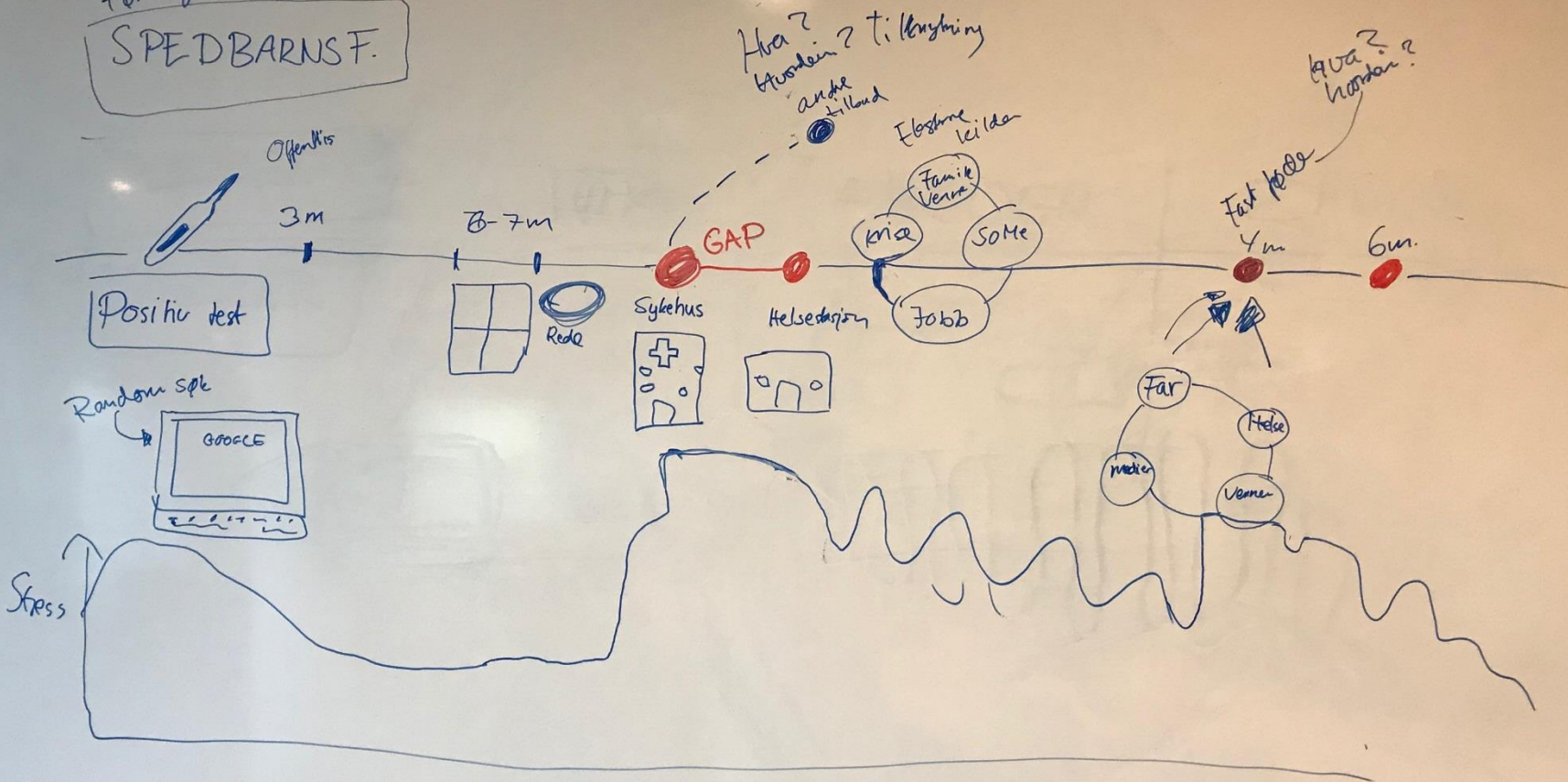
Insights

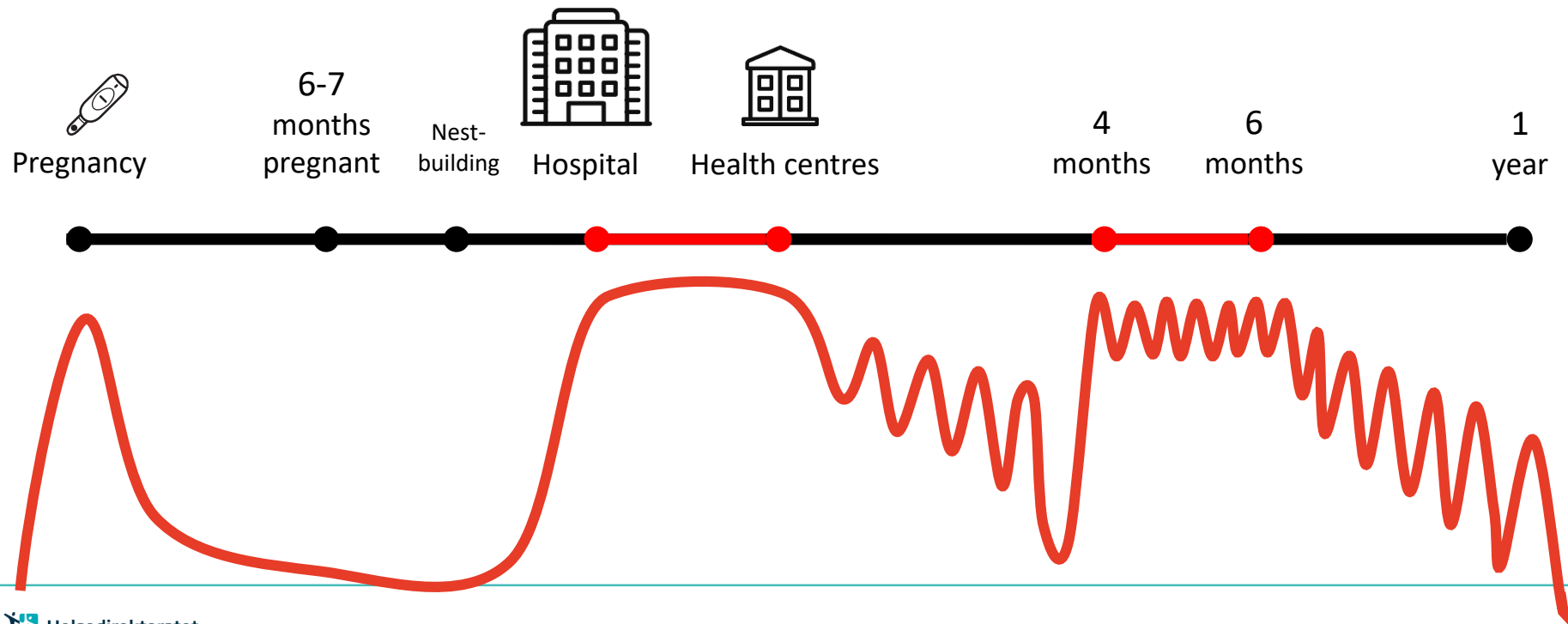


Forstegningsstadiene

SPEDBARNSTF.

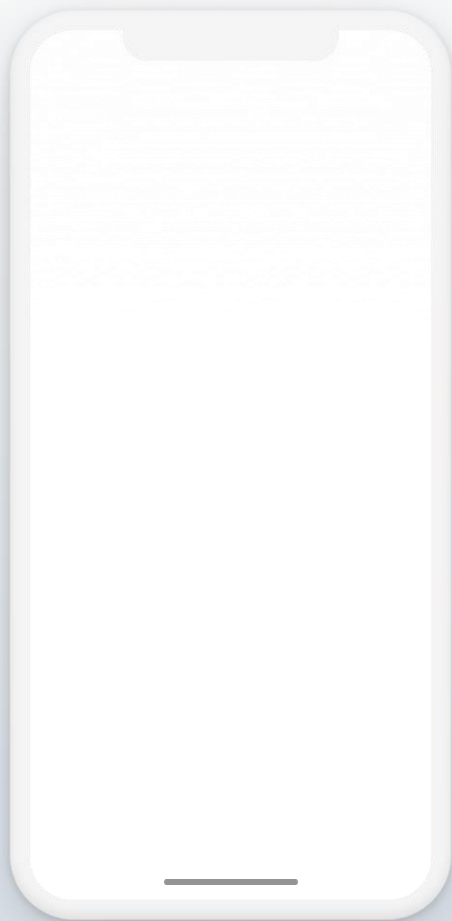
BRUKERREISE





The Concept Solution

The background of the slide features several overlapping wavy lines in different shades of purple. There are three main types of lines: a thick solid line, a dashed line, and a dotted line. They all follow a similar sinusoidal pattern across the width of the slide.



Are you planning to breastfeed?

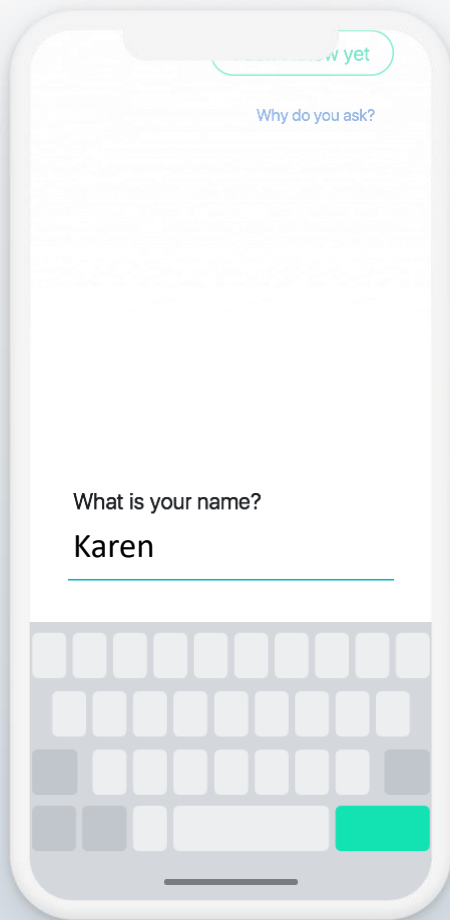
Yes, I will breastfeed

Yes, but I am not sure if I can

No

I don't know yet

Why do you ask?



No

I don't know yet

Why do we ask this of you?

Nice to meet you Karen !
Are you a woman or a man?

I am a woman

I am a man

Why do you ask?

What do you want to ask about?

Do you need immediate help?

5 days old

Frequently asked questions

How much does a baby sleep?



How many often should a baby
breastfeed?



Is yellow skin dangerous?



Why doesn't the baby smile?



Facts



Questions



Menu

Yellow skin

Do you need immediate help?

5 days old

Common diseases



What is jaundice?



After birth



Breastmilk



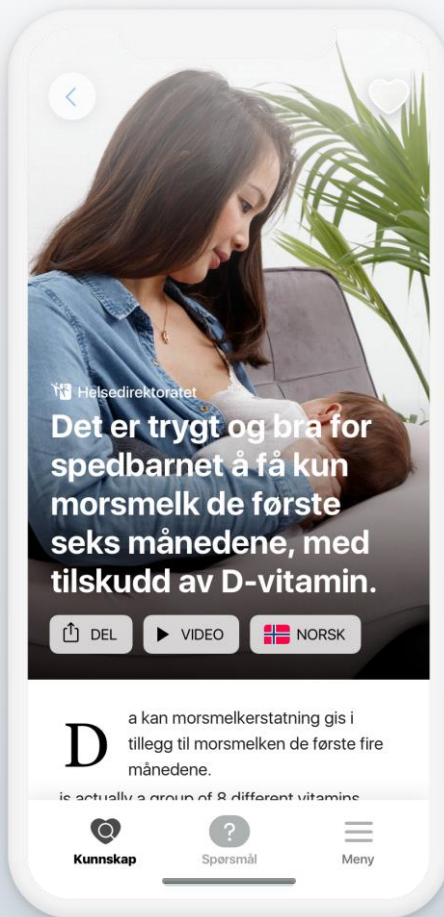
Facts



Questions



Menu



Helsedirektoratet

Det er trygt og bra for
spedbarnet å få kun
morsmelk de første
seks månedene, med
tilskudd av D-vitamin.



DEL



VIDEO



NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

ie actually a group of 8 different vitamins



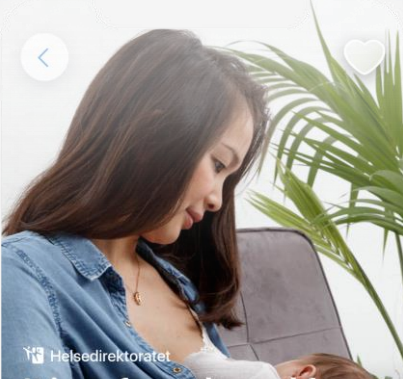
Kunnskap



Spørsmål



Meny



 Helsedirektoratet

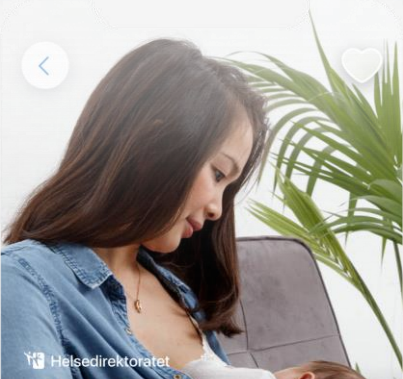
It is safe and good for the infant to only be given breast milk with vitamin D supplements for the first six months.

 SHARE  VIDEO  ENGLISH

Infant formula can then be given in addition to breast milk during the first four months.

is actually a group of 8 different vitamins

 Facts  Questions  Menu



 Helsedirektoratet

Det er trygt og bra for spedbarnet å få kun morsmelk de første seks månedene, med tilskudd av D-vitamin.

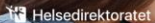
 DEL  VIDEO  NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins

 Kunnskap  Spørsmål  Meny



 Helsedirektoratet

Karmienie wyłącznie mlekiem matki wraz z suplementacją witaminy D przez pierwsze sześć miesięcy życia jest dla niemowlaka dobre i bezpieczne

 DZIELIĆ  VIDEO  POLSKI

W takiej sytuacji przez pierwsze cztery miesiące można podawać mleko modyfikowane jako dodatek do mleka matki.

is actually a group of 8 different vitamins

 Facts  Pytania  Menu



Helsedirektoratet

Noen barn trenger mer mat enn morsmelk.



DEL



VIDEO



NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins



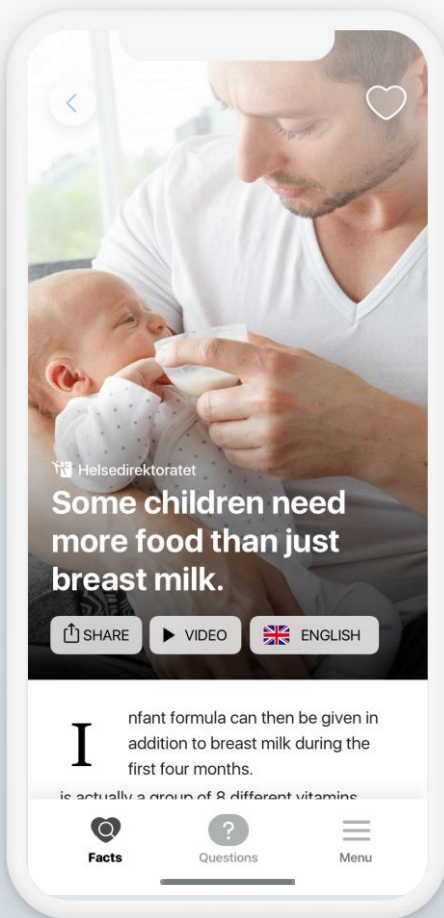
Kunnskap



Spørsmål



Meny



Thank you!

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