

# CRADLE WEBINARS: A RELIABLE AND SEAMLESS PLATFORM TO EDUCATE FIRST-TIME PARENTS



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## INTRODUCTION

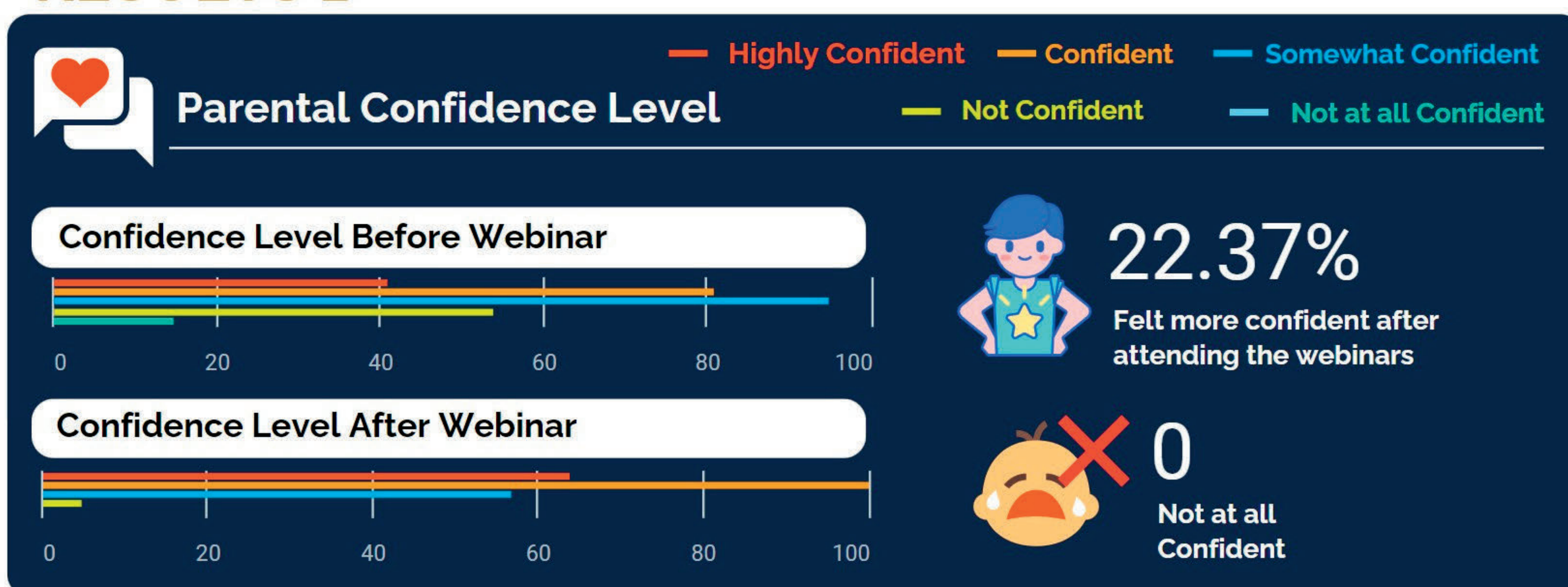
The Community Enabled Readiness for the first 1000-Days Learning Ecosystem (CRADLE) study aims to assist first time mothers in overcoming the challenge of finding reliable information amidst the vast amount of online content available. The study seeks to bridge the knowledge gap and provide support for the demands of pregnancy and parenthood.

## METHODOLOGY

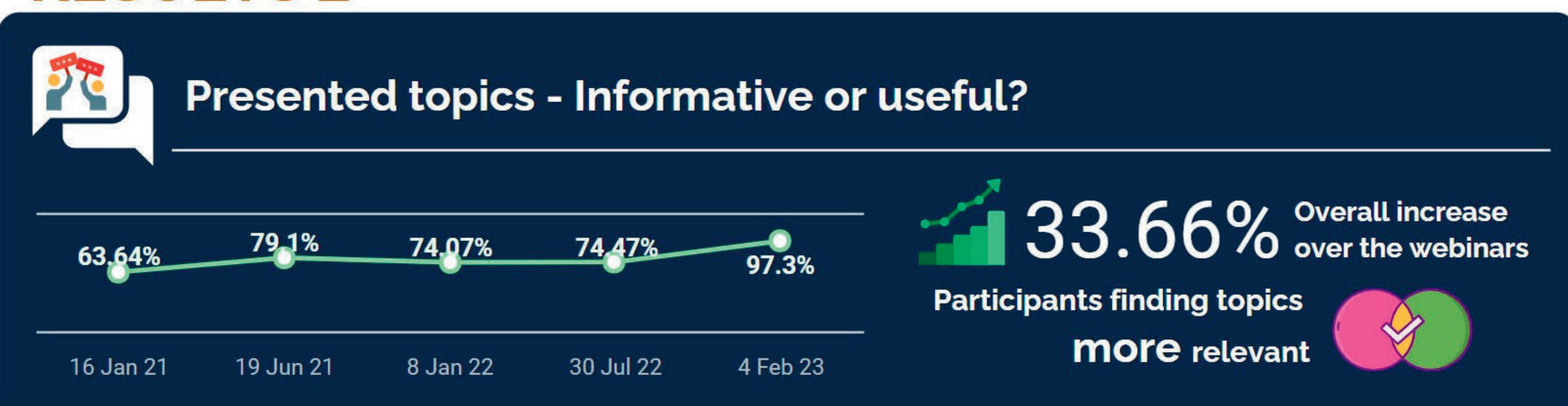
CRADLE organises bi-annual webinars that provide targeted, evidence-based information to new mothers at the appropriate stage of parenthood. These webinars serve as valuable platforms for growth and skill enhancement for new mothers while avoiding potential biases or misinformation. Through this initiative, we are able to establish an integrated health plan that aligns with our strategic objectives to enhance the health and wellness for women and children in the region.

Our CRADLE webinar content is designed to ensure that participants receive consistent, valid, accessible and reliable information.

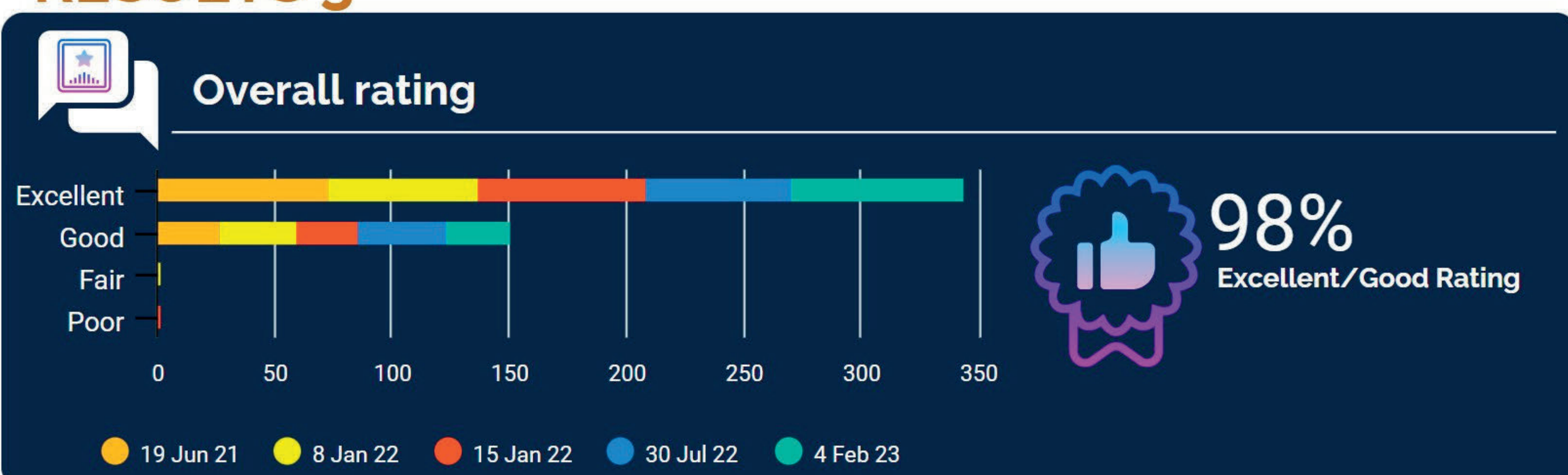
## RESULTS 1



## RESULTS 2



## RESULTS 3



### #1 CONSISTENCY:

Real-time feedback is collected from our closed study group to ensure that targeted new information pertaining to their areas of interest are shared throughout the programme period.

### 2 VALIDITY:

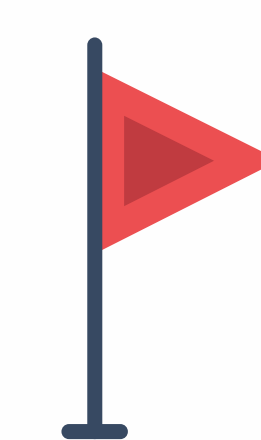
Curating content from reliable KKH experts who are kept abreast of best practices and trends ensures that information shared is relevant and reliable.

### 3 ACCESSIBILITY:

Accessibility is maintained by making videos available online for participants to refresh their memories at their convenience.

### 4 RELIABILITY:

The reliability of our efforts is measured by positive feedback from our main stakeholders, which directly correlates to the effectiveness of the programme.



## MOVING FORWARD...

CRADLE-organised-webinars, with the inclusion of interactive Q&As with our experts, have been highly successful in providing effective and convenient solutions for first time parents to address specific parenting challenges. The team will continuously review and optimise the frequency of these webinars to profile our expertise through this communication channel and build a stronger Healthier SG Community.

## ACKNOWLEDGEMENTS

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