

Thrive in 5 Baby Blog

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Development gap due to parent's lack of information or forgetfulness.

Resource	Accessibility	Timeliness
Physician	Physicians have limited time	Visits every 1 to 6 months but little contact between.
Books and Print Pubs	Government publications free. Private resources costly.	Static. Relies on parents to reference it frequently.
Web Content	Free for those with web access, but many without internet access at home.	Static. Possibility for timed newsletter or email.

The City of Boston currently works to improve access to information through free publications and playgroups.

- Milestone calendars
- Neighborhood playgroups

Full value not seen due to continuity and timeliness.

- Often misplace/don't refer to calendar
- Parents must find time to attend play groups

Baby Blog overcomes access and timeliness by bringing parents the right information at the right time.

Access

Cell phones/SMS
Ensures parents receive messages instantly

Timeliness

Timed Delivery
Child's age or neighborhood trigger when message sent

Early Words program

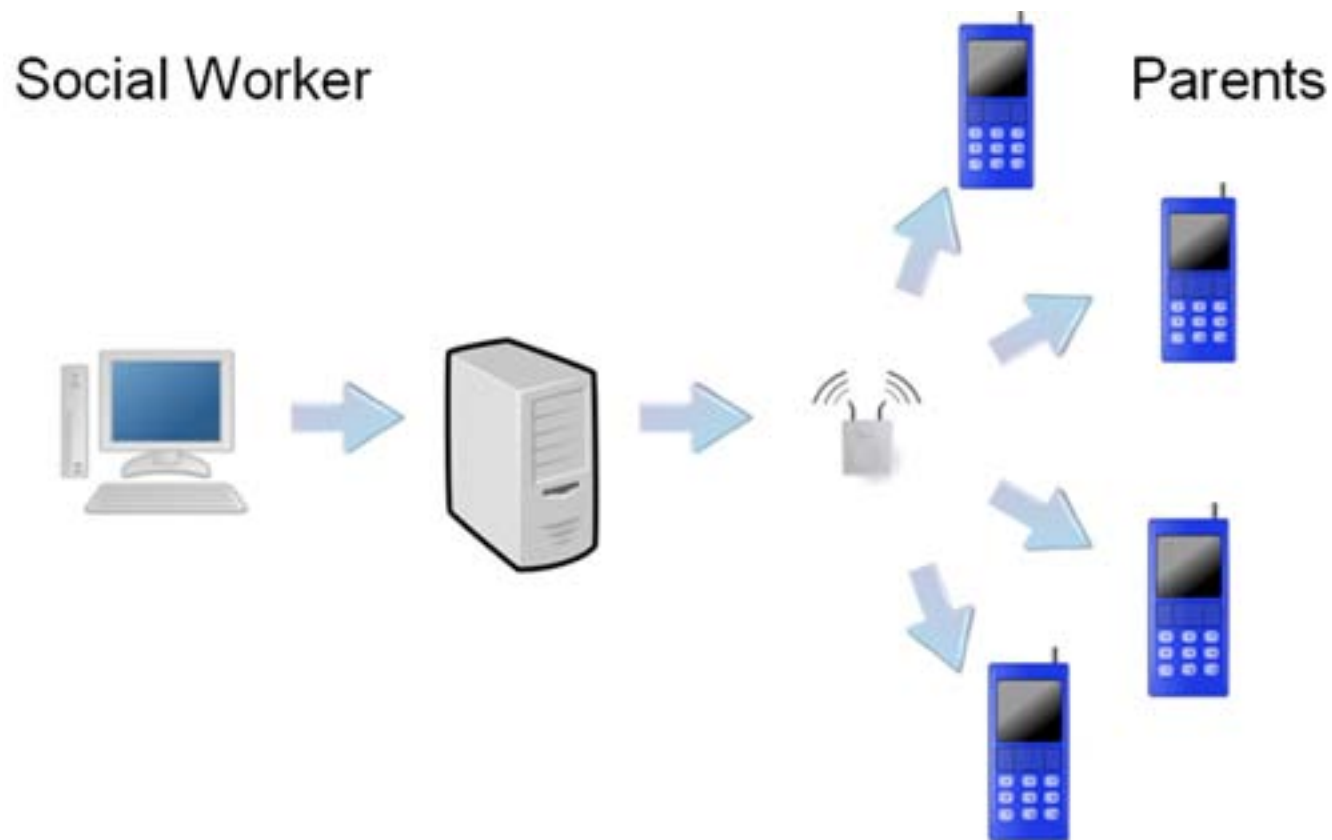
Countdown to Kindergarten Boston

Talk, Read, Play program

The Baby Blog system consists of 2 current pieces and a future piece, in development.

1. Content /Db Management System
2. SMS-to-parents interface
 1. Age based messages
 2. Calendar based messages
 3. Reply by keywords
3. Parent's Baby Blog website

System Architecture - Outgoing Messages



System Architecture - Incoming Messages

Social Worker

Parent



The system currently supports two use cases.

- Case 1: Updating the calendar

The system currently supports two use cases.

- Case 2: Notifying changes

Due to comparable cost, ease-of-use and flexibility, the system should be sustainable.

- **Financial Sustainability**
 - Cost savings through reduced printing
 - Increased return on investment
- **Continuation Plan**
 - City of Boston Technology Officer
 - Content managed by social workers

In future versions, we hope to increase accessibility and desire to access.

Furthering the goal of increased access, we will soon add **registration by SMS**.



The system brings resources to those seeking them.

But how can we combat apathy?

To get this information out to parents who are not seeking it, we will build a parent-facing site.

The screenshot shows a web browser window titled "Boston Baby Blog". The browser's address bar contains "Google" and the search bar is empty. The browser's menu bar includes "File", "Edit", "View", "History", "Bookmarks", "Window", and "Help". The browser's toolbar includes "Apple", "Yahoo!", "Google Maps", "YouTube", "Wikipedia", "News (1623)", and "Popular".

The website content includes:

- A navigation menu with buttons for "Home", "Settings", and "Logout".
- A section titled "Thrive in 5 program" with a photo of a baby.
- An "Events Calendar" section with a duck icon and text: "Check here for special events in Boston and important dates to remember." Below this is a yellow box containing the text: "Reading Readiness at the Boston Public Library Dec 10 2008 2:30pm - Main Branch of the Boston Public Library, Copley Square. Story, fingerplays and crafts for children ages 3 to 5. Groups cannot be accommodated. For more information: <http://www.bpl.org/news/upcomingevents.htm>".
- A "My Child's Growth" section with a line graph showing growth percentiles. The graph has a y-axis from 0 to 40 and an x-axis from 0 to 36. It shows two lines: a purple line for the 50th percentile and a black line for the 3rd percentile. The 50th percentile line starts at approximately 10% at age 0 and rises to about 35% at age 36. The 3rd percentile line starts at approximately 5% at age 0 and rises to about 25% at age 36.
- A "Submit a New Message" section with a text input field and a "submit" button.
- A "Recent Messages" section with the text: "11/24/2008 Kelly started walking today."

The current and future Baby Blog system will help reduce the achievement gap.

1. Increase # of informed parents in Boston
2. Increase # of local experts
3. Project is expandable to any social outreach group in Boston
4. Similar application could be used in other cities

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