



Case Study & Survey Data

A health app that empowers parents



The Common Approach to Children's Health (CATCH) is a health information app aimed at parents and carers from pregnancy to age five.

CATCH eases the sense of information overload which parents and carers can experience during pregnancy and a child's early years. It does this by providing articles from the NHS, as well as national charities and organisations, in one place, together with details of local services and support.

Everything in CATCH is approved by local clinicians so there's no worry that the information is not trusted and reliable.

CATCH is the exemplar app for Damibu Feeds demonstrating how the powerful content management and customisation features can be used to deliver behaviour change through mobile apps & notifications.

A key feature of the CATCH app is the ability to deliver user surveys, allowing NHS organisations to capture valuable insight about audiences and their interactions with content.

This document summarises the most recent data captured from user surveys.



www.damibu.com

CATCH, powered by Damibu Feeds

The Darzi report highlights that children aged 0-4, while comprising 5% of the population, account for 10% of A&E visits and place significant demands on other NHS services. It notes challenges in accessing GPs and community services, with over 1 million children waiting for these services. The report emphasises the need for better support and information for parents to manage minor childhood illnesses at home.

Common Approach To Children's Health

The CATCH app was developed by NHS Eastern Cheshire Clinical Commissioning Group with NHS South Cheshire CCG and Cheshire East Council.

CATCH's unique strength is its holistic approach, aggregating information from 150+ sources - going beyond the NHS to address the complex, interconnected challenges of early childhood health. This content is then delivered by a just-in-time notification system to avoid information overload.

Reducing NHS Service Use

An in-app survey asks questions such as "Has the CATCH app helped you treat your child at home, rather than use a GP service?" and "Has the CATCH app helped you treat your child at home rather than use an emergency service, such as A&E?", whilst allowing users to respond if they've had no need to use services.

Most users fortunately did not need to access NHS services (~75% did not need to see their GP and ~88% did not need to use emergency services).

53%

who had to consider attending their GP felt that CATCH had helped them to self-care at home

61%

who had to consider attending A&E felt that CATCH had helped them to self-care at home



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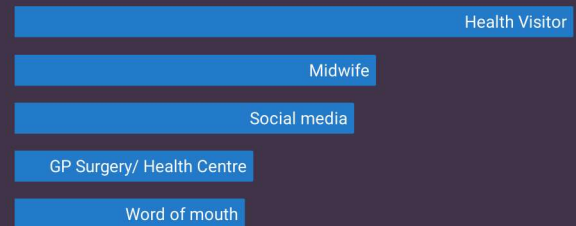
90%
↑ Confidence

90% of user reported feeling more confident about child selfcare

9 out of 10
recommended

93% of users would recommend the app to friends and family

How users discover CATCH



Integrating CATCH within the NHS system bolsters the behaviour change goals by reinforcing that the CATCH app is a trusted source of professionally validated information - being recommended by an NHS professional.

Parents Feedback

"It's on my phone and I've looked at it for breastfeeding advice and for information about what to do about a high temperature. There's also advice on how to choose child care - it is very comprehensive and really useful."

A&E Clinician Feedback

"It's a source of information you can trust; the most important aspect is that it is safe and reliable, with up-to-date information drawn from NHS.uk about childhood illnesses and accidents; what to do about symptoms such as a high temperature or pain; and pregnancy and caring for a baby. It is a fantastic resource for parents and signposts them to the appropriate support, which means they won't just go straight to A&E."

