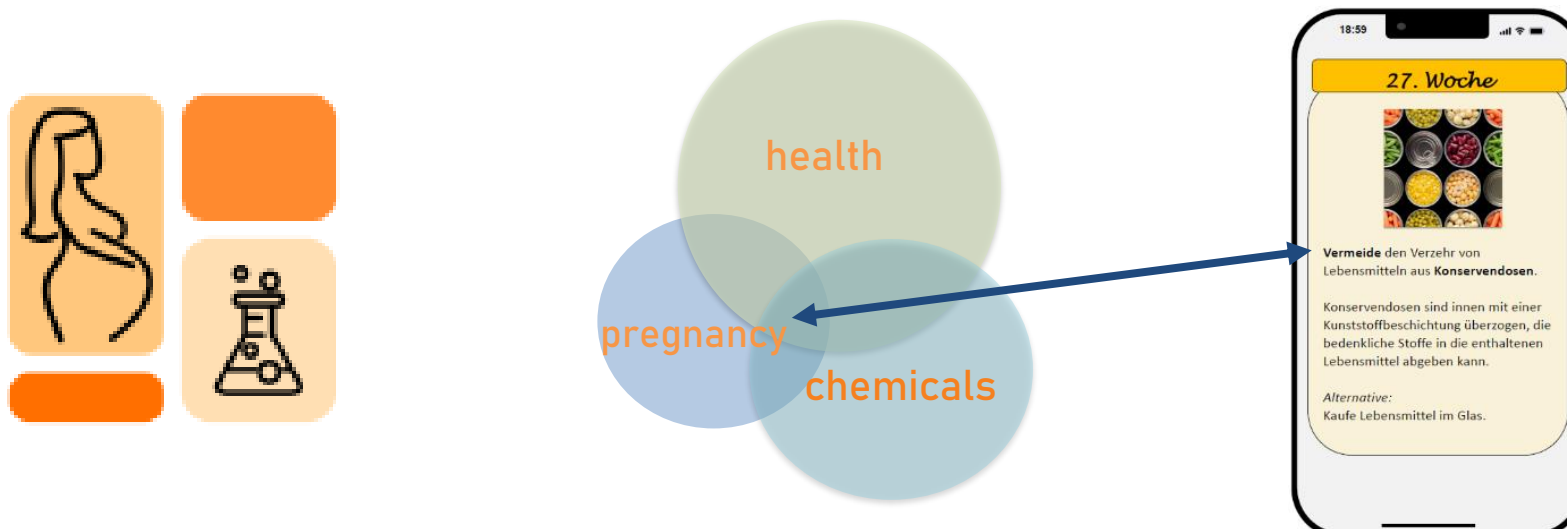




EmPreChem

Empowering pregnant women through awareness about potential risks of environmental chemicals: app-based approach



Project:

Environmental chemicals (EC) are found in numerous everyday objects like cosmetics, plastic materials etc. Many of them disrupt your hormone balance and have harmful effects on your health. Particularly, EC can lead to devastating and long-lasting health consequences during pregnancy and early development.

With this project, information about EC should be prepared for pregnant women and women who wish to have children such that they deal with chemicals in a self-determined way, know how to avoid chemicals in daily life and finally promote the health of future generations.

Financial Volume / Term:

5.000€ / 3 months + 10.000 € / 6 months

Team:

Project leader: Dr. Nicole Meyer, Dr. Florence Fischer

Mentors: Karsten Voigt (droid solutions), Dr. Anne Mazuga (UFZ)



Challenges:

ECs are widely used as ingredients in cosmetics, plastics, clothing, detergents, furniture. Unfortunately, they can be harmful to human health (e.g. fertility disorders, cancer, obesity, diabetes, allergies). To prevent this, the knowledge gained from research must be better disseminated to the population, especially to pregnant women bearing a high risk.

Solution:

In the project, 289 women who want to have children, pregnant women and mothers were asked about their app usage behaviour, interest in knowledge transfer from science and knowledge about ECs. Based on the results, the knowledge about ECs was transferred into a database with:

- 30 "fact sheets",
- 23 "Did you know... stories",
- 40 "Tips of the week",
- 5 "Info texts" and
- 12 "8-tip categories".

The knowledge can be integrated into apps or websites via an interface. Users include pregnancy apps, cycle apps, midwife associations and health insurance companies.

If you are also interested in funding, please get in touch with us by email, phone or in person!

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