

Dear Lancet Public Health Science team,

Please find our abstract submission, “Birthing a better future’: A mixed-methods evaluation of a multimedia exposition conveying the significance of the first 1001 days of life”, for Lancet’s Public Health Science National Conference to be held in Belfast, UK, on Nov 23, 2018. We are delighted to submit our abstract under the theme of “creativity in public health science”. Our submission details a mixed-methods evaluation carried out to assess the pilot of the Zero2 Expo: Birthing a Better Future Exposition. The exposition aims to highlight messages about the importance of the first 1001 days of a child’s life through collaborative art pieces informed by researchers and academics involved in maternal and child health. As such, the exposition is a convergence of art and science to raise public awareness about a vitally important topic in public health. Further information can be found at: <http://www.zero2expo.com/>

This assessment was carried out by Meghan Cupp and Dr Jessica Owunga, research associates at the UCL Institute of Child Health and consultants with Aceso Global Health Consultants. Virad Kisan assisted in data analysis and preparation of manuscript. Monica Lakhanpaul and Logan Manikam provided senior expertise in evaluation methods as well as final manuscript revision and quality control. Alex Florschutz is the creator of Zero2 Expo and provided expert insight into art therapy and health messages in art while co-developing study aims and methods. Andy Beckingham is the public health lead and Chair of Trustees for the Zero2 Expo initiative and advised on study methods, aims and assessment of data.

This research is funded by Zero2 Expo. Authors have nothing to disclose.

Best,
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“Birthing a better future”: A mixed-methods evaluation of a multimedia exposition conveying the significance of the first 1001 days of life

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BACKGROUND: The early years of life are marked by a critical period for child development, occurring between conception and age two. Zero2 Expo created a multimedia exposition, “Birthing a Better Future”, to convey a public health message on the importance of the first 1001 days of life and the potential this period holds for intervention measures to have lifelong benefits. This evaluation aimed to determine whether this exposition is effective at raising awareness of the importance of the first 1001 days of life and inform the implementation of future expositions.

METHODS: We conducted a realistic evaluation of the exposition pilot in The Corridor Gallery of John Radcliffe Hospital, Oxford from 12 November 2017 to 6 January 2018. Participants were selected through convenience sampling from individuals passing through the gallery. Semi-structured interviews lead by a topic guide were conducted by a researcher on six random days (10% of the pilot’s total duration) and feedback questionnaires were freely available. Interviews were recorded and transcribed verbatim for qualitative assessment through content analysis in NVivo 11 and questionnaire responses were assessed through Likert scales in R Statistical Software.

FINDINGS: We conducted 12 interviews and collected 19 feedback questionnaires from participants of a range of backgrounds, including parents, general public and healthcare professionals. Analysis indicated an overall positive response to the exposition. According to a Likert scale, 78.6% (n=11/14) of respondents agreed that the exhibition raised their awareness of the topic. 69.2% (n=9/13) of participants felt that the exhibition affected their knowledge of the topic. 84.2% (n=16/19) indicated agreement that the exposition was thought-provoking (*Figure 1*). Interview themes included increased awareness of the importance of the early years of childhood development as well as recommendations for future expositions. While participants were supportive of the multi-media approach, they believed art pieces to be more impactful than written pieces, a finding which should be considered in future expositions.

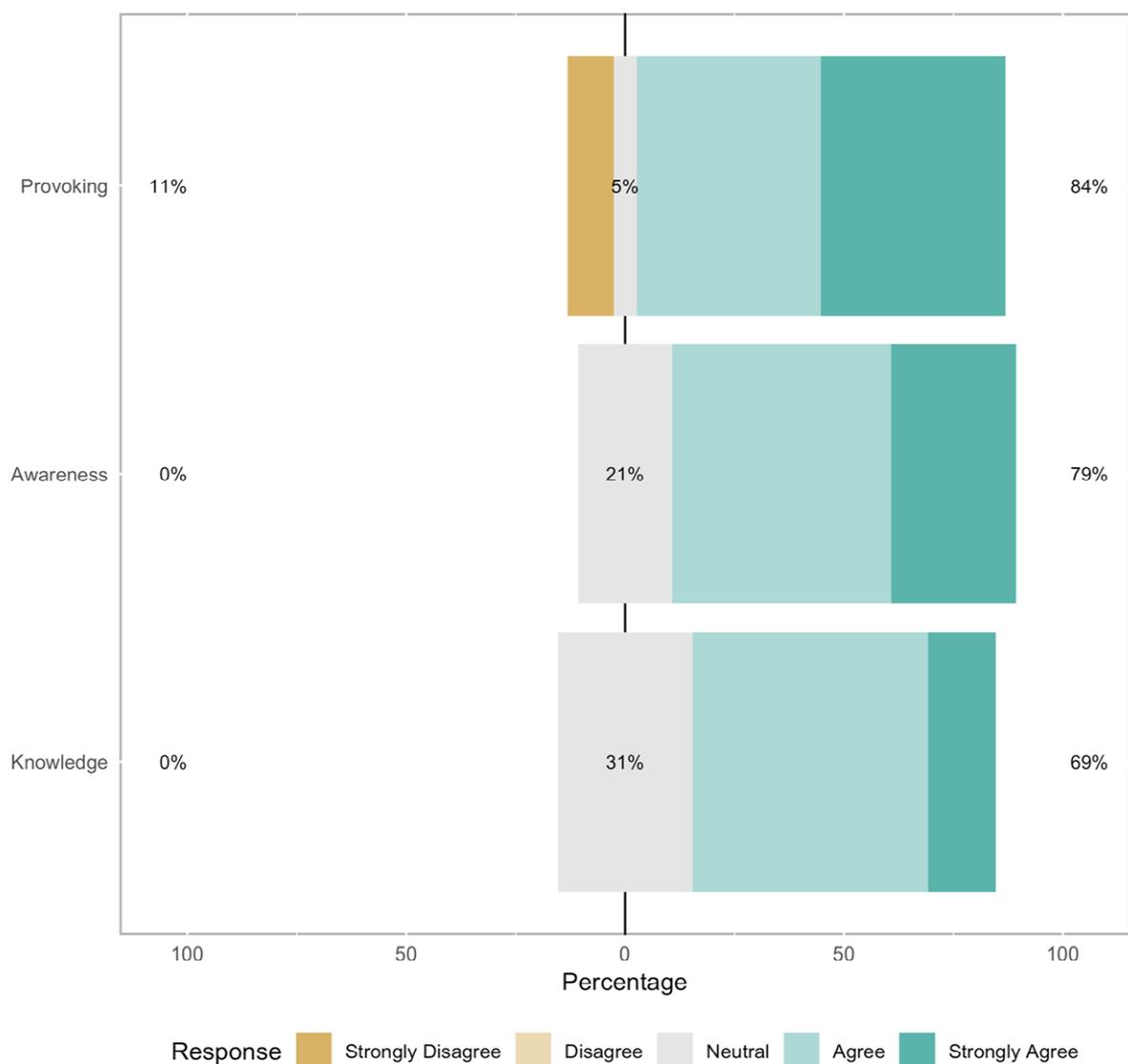
INTERPRETATION: This pilot demonstrates the potential of a multimedia exposition to effectively convey public health messages. This suggests that future expositions may be valuable for public health communication strategies and hold potential to influence public perceptions of health-related topics.

FUNDING: This research is funded by Zero2 Expo.

AUTHOR CONTRIBUTION: This assessment was carried out by Meghan Cupp and Dr Jessica Owunga, research associates at the UCL Institute of Child Health and consultants with Aceso Global Health Consultants. Virad Kisan assisted in data analysis and preparation of manuscript. Monica Lakhanpaul and Logan Manikam provided senior expertise in evaluation methods as well as final manuscript revision and quality control. Alex Florschutz is the creator of Zero2 Expo and provided expert insight into art therapy and health messages in art while co-developing study aims and methods. Andy Beckingham is the public health lead and Chair of Trustees for the Zero2 Expo initiative and advised on study methods, aims and assessment of data.

COMPETING INTERESTS: Meghan A Cupp has nothing to disclose. Jessica Owunga has nothing to disclose. Alex Florschutz has nothing to disclose. Andy Beckingham has nothing to disclose. Virad Kisan has nothing to disclose. Logan Manikam has nothing to disclose. Monica Lakhanpaul has nothing to disclose.

FIGURE 1:



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