

Application to promote communication between midwives and Arabic-speaking women at antenatal care: Challenges met by researchers when developing content

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Background

Communication barriers are identified as major obstacles to providing effective and equal care between midwifery and foreign-born women. According to international guidelines for improving women's outcomes at birth is good communication the core of nursing. There is a limited knowledge about users' perspective of developing culturally sensitive application for communication support.

Aim of the study

To describe challenges met by researchers when developing culturally sensitive content in a Swedish-Arabic application for communication support at antenatal care in Sweden.

Methods

A co-design methodology was used for the development of the application, entailing collaboration between users and researchers in five different phases: users' needs and preferences, development, field testing I, refinement, and field testing II.

Results

Five challenges emerged: 1) evidence-based information, 2) time frame, 3) realistic photographs, 4) norm critical perspective, and 5) cultural issues. Findings showed that one challenge was to meet the needs of the users and combine it with information following evidence-based obstetric welfare guidelines. Further, it was challenging to produce short informational videos that could be adjusted for the duration of the visit with the midwife, without omitting important information and producing photographs was difficult since photographs can become outdated. Finally, it was also a challenge to portray a less clinical environment and to maintain parents' integrity and to produce norm critical content from the women's perspective.

Conclusions and implications

When developing the content of an application for antenatal care, converting content proposals into a finished product is challenging. Therefore, it required collaboration between midwives, women and a cross-disciplinary research team to ensure that the content in the application is usable and reliable.