

TreC Mamma news: physical activity, nutrition and news channel for mothers-to-be and new mums in Trentino

August 1, 2025

TreC Mamma, the innovative app offered free of charge by the Health Service of the Autonomous Province of Trento aiming to support pregnant women has been updated with important new features. In 24 months only, TreC Mamma has changed the experience of pregnancy for more than 4.800 women, offering complete and tailored support during the nine months of pregnancy .

From the end of July 2025 the TreC Mamma app, digital reference point for pregnant women and new mothers of the Autonomous Province of Trento, has been updated with some innovations aiming at boosting the information support and tailored assistance through interactive tools and scientifically validated contents.

Below are the main changes:

- **Physical activity course through chatbot:** a guided video course of physical exercises was implemented, structured on the basis of the pregnancy quarters. The content, developed with the collaboration of obstetricians, gynaecologists, kinesiologists and physiatrists, was validated by the rehabilitation unit of APSS. Women specifically assisted in maternal-fetal medicine clinics for high-risk pregnancy or with specific risk factors are strongly recommended to consult with the relevant professional before undertaking the activity.
- **Microlearning course on nutrition:** the app will soon implement a microlearning course through chatbot focused on nutrition during pregnancy. This teaching module includes explanatory videos of the duration of few minutes followed by verification questionnaires. The content was provided by obstetricians, gynaecologists and nutritionists and validated by the APSS Clinical Dietetics and Nutrition Service.
- **News channel:** a new news channel was implemented, accessible directly from the homepage of the app. This tool will immediately inform users about TreC Mamma news and **may be used also by health professionals** to inform about pre-natal courses, dedicated

events and other initiatives for women and their families.

Women already using the app will only need to update it, whereas those who have not downloaded it yet will find the new features already installed after the first log-in.

The last new feature is the **anonymous satisfaction survey** available to mothers on the TreC Mamma homepage. Completing the questionnaire, which takes approximately 10 minutes, is essential for gathering users' feedback on the app and its features, and will help guide future developments. The questionnaire will remain **active until 30 September 2025**.

Such updates represent a further step forward in the offer of digital services dedicated to maternal and child health in Trentino, strengthening the APSS commitment, in collaboration with TS 4.0, in providing more and more efficient and accessible tools.

The TreC Mamma app

Available from 8th August 2023, TreC Mamma has distinguished itself for its ability to respond to the needs of mothers-to-be with a multidisciplinary approach. The **average daily access data** reflects the appreciation of users: **every day, over 550 women** consult the application to check their appointment schedule and information on their baby's growth and developmental changes.

User data in detail:

- Up to now **4.804 women in Trentino have downloaded the app**, with an average age of **32**. 12,5% are women with foreign citizenship.
- **56% of women are in their first pregnancy**, 31,5% in their second one and the remaining ones (12,5%) in their third one or more.
- The app has been downloaded mainly **in Italian** (99.5%), but it is available in English and French too.
- The average gestational age when women have downloaded it was on their **13th week of pregnancy**.
- The informational contents of the app have been viewed **14.000 times** in the last 6 months, **28.783** in the last year and more than **43.000 times in the last two years ago, when it was released**.

Among **the most viewed articles** are those relating to **pregnancy check-ups**, symptoms that require urgent attention, the most common symptoms of pregnancy, and information about the first trimester of pregnancy.

Beside the recently implemented features, the app provides a wide range of services and functions such as:

- **CUP appointments visualization:** women's personal information, entered at the time of authentication, is connected to the Apss information system and allow to view all the follow-up appointments scheduled through the reservation system CUP.

- **Pregnancy monitoring:** a calendar following week by week the growth of the baby and the changes happening to mothers, suggesting special advice for every stage.
- **Certified contents:** access to information provided by the professionals of APSS ranging from physical to mental health which answer the questions every woman asks herself during this peculiar time of her life, offering practical advice.
- **Pregnancy diary:** thanks to which mothers can enter useful information, documents and images.
- **Educational resources available through the virtual assistant (chatbot GEA):** articles, videos and illustrated cards about crucial topics as health during pregnancy, mental wellbeing and preparing to childbirth.
- **Link to the Support Community:** a virtual space where mothers can find useful information to share experiences and find mutual support.

The app is **promoted by obstetricians** during all initial consultations related to childbirth.

Particular attention has also been paid to **inclusivity**: the TreC Mamma app is **available in three languages (Italian, English and French)** to ensure accessibility for foreign mothers registered with the provincial health service. It will continue to grow and develop new solutions to accompany women and families on the wonderful journey of motherhood and parenthood, with the aim of offering comprehensive and personalised support.

The development of the TreC Mamma app is part of the project '**Digital healthcare and artificial intelligence – Tools to bring the healthcare service closer to citizens and for the development of the provincial system**', approved by [resolution of the Provincial Council](#) on 22 December 2022, which includes a module on prevention dedicated to the 'First thousand days of life'. The aim is to create and validate an ecosystem of digital health interventions to accompany and support women, children and families in adopting behaviours that promote family well-being in terms of healthy lifestyles and psychological well-being.

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