FONDAZIONE BRUNO KESSLER
MAGAZINE

TreC Mamma, the digital platform supporting the first thousand days: the conference

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Since August 2023, more than 5,000 women have used the TreC Mamma app, which promotes maternal and child health through new digital technologies. Saturday, October 25, Fondazione Bruno Kessler hosted the conference "FSE – TreC Mamma: A Digital Platform Supporting the First Thousand Days" to review the results achieved and discuss future prospects.

Promoted by the Department of Health, Social Policies and Cooperation of the Autonomous Province of Trento, the Trento Province Healthcare System (APSS), and Fondazione Bruno Kessler (FBK) within the TrentinoSalute4.0 Competence Center, the conference brought together experts, healthcare professionals, researchers, and sector operators to discuss the experiences gained and future developments of the **TreC Mamma** platform in supporting families during the first 1,000 days of life.

At the opening of the conference, **the Councillor for Health and Social Policies, Mario Tonina**—unable to attend in person—sent a message to participants: *"Talking about TreC Mamma today means talking about innovation, prevention, and proximity—three words that summarize the direction we, as a provincial administration, are pursuing to bring healthcare closer to people, thanks also to new technologies. TreC Mamma is truly a story of collaboration and trust, as shown by the many women who have joined the project and by the many participants in this conference, which represents an important opportunity for discussion and for enhancing the digital solutions implemented by our health system to support maternal and child health. The first thousand days of life are crucial for the health of every child and their parents; it is during this period that the foundations for lifelong well-being are built. Our goal is to*

continue investing in projects like this, which combine innovation and participation and demonstrate how technology, when used for the benefit of people, can truly improve quality of life and strengthen the relationship between citizens and the health system."

"TreC Mamma," added **Stefano Forti, Director of the Center for Digital Health and wellbeing (DH&W)**, conveying the greetings of Andrea Simoni, FBK's Secretary General, " *is a strategic project for the Foundation. It includes research and innovation activities with the public administration to test innovative systems for Trentino residents. The TreC Mamma project, in particular, brings together two key aspects: research—to study and validate innovative, AI-based solutions for prevention and care—and the implementation of practical initiatives, such as programs, activities, and services, that support the health system in caring for mothers and families during the first 1,000 days of a child's life.TreC Mamma confirms the effectiveness of the close collaboration strategy among local institutions (FBK, APSS, and the PAT Health Department) through the TrentinoSalute4.0 Competence Center."*

"Today," said **Giuliano Mariotti**, Director of the Department of Health Governance at APSS, bringing greetings on behalf of the entire Board of Directors, *"offers another opportunity to highlight how new technologies can support women, children, and families throughout pregnancy and the early years of life with appropriate information. The so-called first 1,000 days—from conception onward—are crucial not only for a child's development but also for the well-being of parents and the broader community.Information technology can play an important role by offering innovative ways to improve information and promote primary prevention. Today's initiative, through the many voices we will hear, shows that digital health is not only about tools but also about organizational culture, integration, and attention to people. Those at APSS and FBK who launched the project years ago immediately involved professionals working with pregnant women, and, above all, mothers and their families. The results presented today are possible thanks to their ongoing contribution. Special thanks go to the FBK researchers, APSS professionals, and the consultants and local service operators who, with great enthusiasm, continue to refine these innovative tools to support women and accompany families as their children grow."*

Following the institutional greetings, the conference opened with a keynote address by Dr. Renata Bortolus from the Ministry of Health on the importance of the first thousand days of life for health promotion.

Throughout the event, presentations alternated on various topics, including the Percorso Nascita Trentino, direct experiences of mothers and midwives—shared through a video interview—who use and promote the TreC Mamma app, prevention initiatives, and research projects on maternity and

mental well-being.

TreC Mamma, the Trentino app launched in August 2023, is now used by over 5,100 women in the province. It is an innovative digital service that accompanies women during pregnancy and throughout the first 1,000 days of a child's life, offering validated content, personalized tools, videos, podcasts, a digital diary, and educational digital assistants (chatbots).
The platform represents an important example of integration between healthcare, research, and technology, created to bring the health system closer to citizens and promote prevention from the earliest stages of life.

During the conference, data on platform usage were presented, together with the results of the satisfaction survey—focusing in particular on feedback from women and healthcare professionals—and insights gathered from field experience.

Some figures: the app has been activated by 5,186 women (about 48 per week, or 207 per month). Most women download it in the first trimester of pregnancy, demonstrating early interest in the application. 86.7% of women are Italian, 13.3% are foreigners. Among the features most requested by users for future updates are tools to help prevent postpartum depression, manage pain during labor, and support physical recovery after childbirth.

In the afternoon session, participants explored research projects dedicated to motherhood, focusing on the promotion of mental well-being, pregnancy and overweight, educational interventions for parents of overweight children, the promotion of healthy lifestyles, the use of artificial intelligence in managing postpartum emergencies, and the potential use of virtual reality during labor.

The event is part of the broader effort to enhance digital health solutions and underscores Trentino's role as a region of innovation and experimentation in public health and family welfare.In this context, the conference was organized within the initiatives of the Autonomous Province of Trento related to the National Recovery and Resilience Plan (PNRR), Mission 6 Health, Component 2, Investment 1.3 – Improving the Supply and Use of the EHR through the Development of IT Systems – Sub-Investment 1.3.1 – Strengthening the Technological Infrastructure and Tools for Data Collection, Processing, Analysis, and Simulation (EHR) (b) "Adoption and Use of the EHR by Regions/Autonomous Provinces."Within this framework, the Fondazione Bruno Kessler, TrentinoSalute4.0, and APSS have developed a plan for training activities aimed at enhancing the digital skills of professionals within the provincial health system and promoting the use of EHR 2.0.

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