Providing Short Educational Content, Including Podcasts and Infographics, to Educate Pregnant and Postpartum Mothers Through a Virtual Platform

Hanieh Asgharian[1,2]

1. PhD student in E-Learning in medical sciences, Department of E-learning, Tehran University of Medical Sciences, Tehran, Iran

2. Department of Medical Education, Educational Development Center, Tabriz University of Medical Sciences, Tabriz, Iran.

Background:

Timely, accessible, and comprehensible health education is vital for ensuring the well-being of pregnant and postpartum mothers. Traditional methods often fail to engage modern audiences or overcome barriers such as distance, time constraints, and limited health literacy. Virtual platforms offering multimedia content may provide an effective alternative. The aim of this study was to assess the feasibility, effectiveness, and maternal satisfaction of using short educational content—specifically podcasts and infographics—delivered via a virtual platform to improve knowledge and engagement among pregnant and postpartum women.

Methods:

This observational, prospective study was conducted at a tertiary teaching hospital. Pregnant and postpartum women were enrolled and provided access to a virtual platform (via mobile application and web portal) offering short, structured educational content. The materials included weekly podcasts (5–10 minutes) and infographics on topics such as prenatal care, nutrition, danger signs, delivery preparation, breastfeeding, and newborn care. Engagement metrics were tracked through the platform, and knowledge acquisition was assessed via pre- and post-intervention quizzes. User satisfaction was measured using a standardized survey at the end of a 6-week period.

Results:

A total of 380 women (245 pregnant, 135 postpartum) participated in the study. Completion rate for the 6-week program was 94%. Knowledge scores improved significantly post-intervention (mean increase of 24%, $p < 0.001$). Podcasts had an average listen-through rate of 82%, while infographics were viewed by 91% of users. Participants rated the content as highly useful (96%) and easy to understand (93%). Many appreciated the flexibility and clarity of short-format content, especially among those with lower literacy levels or limited free time. Feedback suggested increased confidence in managing pregnancy and newborn care.

Conclusion:

Delivering short, focused educational content—such as podcasts and infographics—through a virtual platform is a feasible and effective method for educating pregnant and postpartum mothers. This approach enhances knowledge, supports informed decision-making, and is well-received by users. It represents a scalable, low-cost strategy for maternal health education, particularly in settings where access to traditional in-person services is limited.

Email: Haniehasgh1367@gmail.com