

## **Small Moments, Big Impact**

### **Short Description**

Small Moments, Big Impact is a smartphone application designed to support the emotional well-being of mothers and the relationship between mother and baby.

### **Overview**

Small Moments, Big Impact is a smartphone application (app) designed to support the emotional well-being of new mothers, prenatal through six months postpartum, and the mother's relationship with the baby. The app consists of short videos of mothers sharing their experiences, prompts for mothers to respond to, and activities mothers can do with their child to enhance the parent-child relationship. By watching the videos and responding to the prompts, mothers learn about the relationship they are building with their child and how to manage feelings of love, stress, fatigue, frustration, and hope. The app also serves as a diary of sorts, allowing mothers to upload videos and photographs of their child.

### **Helping Families Navigate COVID-19**

As organizations and communities respond to COVID-19, the social, emotional, and other supports available to new mothers are evolving. While social distancing practices are designed to slow the spread of COVID-19, they can also contribute to feelings of isolation and loneliness and negatively impact the social-emotional health of vulnerable populations, such as new mothers.

As organizations navigate how to optimally support new mothers during these unprecedented times, they can deploy Small Moments, Big Impact as a tool for new mothers to track and monitor their emotional well-being while supporting the relationship between the mother and baby.

### **Implementing Small Moments, Bit Impact**

HMG affiliates can refer mothers prenatal through six months postpartum to Small Moments, Big Impact. The app is available free-of-charge to iPhone users. The app is currently not available to Android users.

### **Core Component Alignment**

Community and family outreach

**For more information**, please contact Barry Zuckerman at [barry.zuckerman@bmc.org](mailto:barry.zuckerman@bmc.org).