



# **Digital motivational and personalised health messaging for the ageing**

ERRIN Health Brokerage event

21-22 June 2016

# Who we are

- Ulster University, Northern Ireland
  - Interdisciplinary team from
    - ❖ Communication
    - ❖ Nursing
    - ❖ Computing



# Project Idea

- This connected health project proposes to:
  - design
  - develop and
  - evaluate a technology-based Personalised Messaging System

that provides automated tailored and motivational messages to persuade older individuals to self-manage their lifestyle to promote and maintain health, particularly dietary behaviour and physical activity.

# Draft Research Question

What is the efficacy of a technology-based personalised messaging system that automatically provides tailored and motivational messages to older individuals with the purpose of self-management of their health?



# Project

- This project includes design, development and evaluation phases including a large scale international randomised controlled trial to test the effectiveness of the Personalised Messaging System for older individuals.
- This Personalised Messaging System will be based on a mobile application, using open source and emerging Internet technologies.
- **Horizon2020 Connected Health Call:** [SC1-PM-15-2017: Personalised coaching for well-being and care of people as they age](#)

# Whom we are looking for

- European partners are required with a strong profile and expertise in ageing, including industrial partners

