

ZMD project: first steps of cross-cultural adaptation to Portuguese in the Brazilian context.

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Objectives:

Zero Mothers Die (ZMD) is a global partnership initiative to save the lives of pregnant women and their newborns by disseminating mobile technologies to increase access to pregnancy information and emergency care. Information is available in English and French. This is a report on the first steps of cross-cultural adaptation of ZMD-App to Portuguese in the Brazilian context.

Method:

This cross-cultural adaptation has four phases and two have been carried out. The first phase consisted of the translation of the content, in English, by a professional lay translator. In the second phase, an expert panel of health professionals evaluated, based on consensus, each item translated in terms of clarity and adequacy of its content to the language (semantic and idiomatic equivalence), cultural reality and the public health policies in Brazil. Next phases will soon take place and consist of a pre-test with pregnant women and new mothers, and back translation.

Results:

Regarding the translation, there were some divergences on healthcare terms that the lay translator could not adapt and complex language. Some content diverged from Brazilian public health policies in force.

Examples of the modifications made by the expert panel, due to specific local risks and health policies are: additional information on arbovirolosis; tuberculosis treatment adherence and time to become non contagious; and recommendation that HIV infected mothers should not breastfeed.

Conclusions:

The interdisciplinary team has collaborated with multiple views on care that have greatly enriched the process and the final content, which is in accordance with current health policies in Brazil, with simple, accessible and current language. For the professionals, participating on the expert panel was an update opportunity on integral care for pregnant women, new mothers and their babies. The cross-cultural adaptation will be completed after pre-test and back translation.

Keyword 1: Telemedicine **Keyword 2:** Child Health

Keyword 3: Woman's Public Health

Key messages:

- ZMD-App is a mobile technology that can increase access to pregnancy information and emergency care to reduce maternal and infant mortality.
- The cross-cultural adaptation was essential to comply with Brazil's cultural reality and public health policies.
- The interdisciplinary team enriched the process and the final content of the Portuguese-Brazilian version.



The team comprises nurses, researchers, doctors, pharmacists and engineers

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