



Development and Evaluation of a Mobile Health App for Postpartum Depression Support in Rural Ethiopia

Yared Yilma¹, Girmay Gebre², Alemu Wondimu^{1,3}, Meron Tekleab⁴

¹ Ethiopian Institute of Agricultural Research (EIAR)

² Department of Epidemiology, Ethiopian Public Health Institute (EPHI)

³ Ethiopian Public Health Institute (EPHI)

⁴ Debre Markos University

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Correspondence: yyilma@outlook.com

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Author notes

Yared Yilma is affiliated with Ethiopian Institute of Agricultural Research (EIAR) and focuses on Medicine research in Africa.

Girmay Gebre is affiliated with Department of Epidemiology, Ethiopian Public Health Institute (EPHI) and focuses on Medicine research in Africa.

Alemu Wondimu is affiliated with Ethiopian Institute of Agricultural Research (EIAR) and focuses on Medicine research in Africa.

Meron Tekleab is affiliated with Debre Markos University and focuses on Medicine research in Africa.

Abstract

Postpartum depression (PPD) is a prevalent mental health issue among rural Ethiopian women. A mixed-methods approach was employed, including focus groups and user testing with 150 participants. The app received an average satisfaction score of 8.2 out of 10 from users. The mobile health app shows promise in improving support for PPD among rural Ethiopian women. Further research is needed to assess long-term efficacy and cost-effectiveness. Postpartum Depression, Mobile Health App, Rural Ethiopia Treatment effect was estimated with $\text{text}\{ \text{logit} \}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: *African geography, postpartum depression, mobile health apps, rural healthcare, user-centred design, qualitative research, mental health disparities*

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