



THE Awards 2019 – Knowledge Exchange Transfer Initiative of the Year

Institution/Nominee	University of Suffolk
Title	MySPIRA – A revolutionary technology to support child health
Submission	<p>The likelihood of serious or fatal asthma attacks occurring in children could be reduced thanks to a revolutionary new app, which improves the training of correct inhaler technique using a combination of augmented reality and game play.</p> <p>MySpira is the world’s first metered dose inhaler training app to utilise the new augmented reality functionality. This innovative app is the output of a collaboration between Orbital Media, an innovative digital agency, in collaboration with the University of Suffolk through a Knowledge Transfer Partnership (KTP) and a follow on research project to evaluate its effectiveness.</p> <p>Healthcare experts have also supported the project. In a recent study, a steady increase of information recall was observed with the MySpira app over traditional asthma/inhaler education methods such as leaflets and videos. Specifically, MySpira demonstrated an overall score that was 26% better than videos and 70% better than leaflets.</p>