



SCHOOL OF PUBLIC HEALTH
UNIVERSITY AT ALBANY State University of New York

Breastfeeding & the New Media

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- This program is sponsored by the New York State Department of Health WIC Program
- *There are no conflicts of interest represented by the speakers appearing in this program*

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Traditional 2-D Focus

- | | |
|-------------------|-------------------|
| • Time | • Place |
| – Pre-pregnancy | – Hospital |
| – Pregnancy | – Doctor's office |
| – Postpartum | – Home |
| – Infancy | – Workplace |
| – Early childhood | – Community |

3rd D – Communication

- Mother-baby communication
- Communication with OTHERS
 - Mothers & prospective mothers
 - Extended family
 - Health care providers
 - Employers
 - Community breastfeeding supporters
- Crucial for breastfeeding promotion & support

Focus for today

- New modes of communication
- Help with communicating
 - Across generations
 - Across cultures
 - Across genders
 - Among parts of the community

New media

- Various definitions
- Compared to old media (TV, radio, books, magazines)
- Typically includes:
 - internet
 - computer games
 - CD-ROMs
 - DVD
 - material accessed via internet, smartphones, tablets

Social media

- Definition from Merriam-Webster dictionary: forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
- Part of new media but is interactive/consumer-generated

Social media tools

- Social networking sites (e.g. Facebook)
- Online video sharing (e.g. YouTube)
- Blogs (online journals)
- Micro-blogs (brief text updates, e.g. Twitter)
- Virtual worlds (e.g. Second Life)

CDC social media toolkit

- Describes different tools and provides examples and tips
- www.cdc.gov/healthcommunication/

Internet use (Pew)

- 77% of adults used the internet in 2010
 - 80% white, 69% Black, 66% Hispanic
 - Higher: young people, higher incomes, more education
- Of internet users:
 - 80% looked online for health info
 - 25% watched a health-related video
 - 18% found others with similar health issues

Social media use (Pew)

- 46% used a social networking site, 2009
 - Facebook most popular
 - Slightly more likely: female, under 45
 - 73% of teens: 72% of young adults
- 62% used a social networking site, 2010
 - 15% got health info
 - 11% posted questions or info about health
- Specific tools used varies by sub-groups
- Trends constantly changing; important to keep up to date

Millennial generation (Gen Y)

- Born 1977-1990 (Pew's definition)
- Grew up on internet
- Use social networking sites & blogs more than older adults
- Use wireless internet (81%) more than older adults
- 93% have a cell phone
- *It's important to remember that even for this generation not all people use these tools*

Babycenter poll

- Released March 2011
- Surveyed over 5,000 mothers
 - 18% more likely to have a smartphone than rest of the population
 - 53% got smartphone after becoming a mom
 - Top features used:
 - Camera #1
 - Video camera #2

http://www.babycenter.com/100_press-release-mobile-mom_10349212.bc

Babycenter poll

- Phone apps
 - Social networking
 - 56% read newsfeeds
 - 54% update status
 - 48% read answers to posts
 - 62% research products/prices while shopping
 - 46% have acted on an ad
 - ideal for campaign messages?

Babycenter poll

- 33% use apps for health/wellness:
 - research health conditions (90%)
 - track family health (60%)
- How can we use apps on phones to support breastfeeding?

WIC moms

- WIC new moms
 - 89% use parenting advice/info websites
 - 82% use social networks
 - 90% have a mobile phone
 - 26% have a smartphone
(compared to 34% of all moms)
- Looking for instant information, personalization, and diversity of messages

http://www.ion.edu/~media/Files/Activity%20Files/Nutrition/USDA/Breastfeeding03_Galadonous_Georgia.pdf

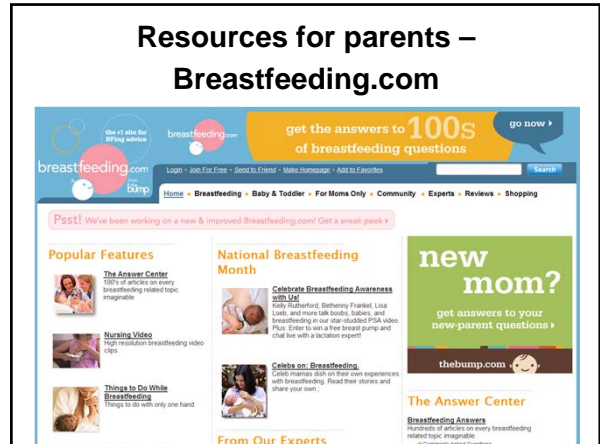
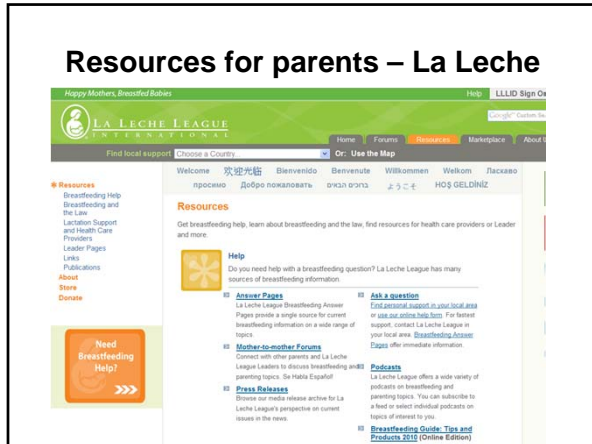
Internet Bf support

- Informational websites
 - How-to advice
 - Resource lists
 - Data & statistics
- News and advocacy

Woman asked to stop nursing in public place → news postings → advocacy → policy change

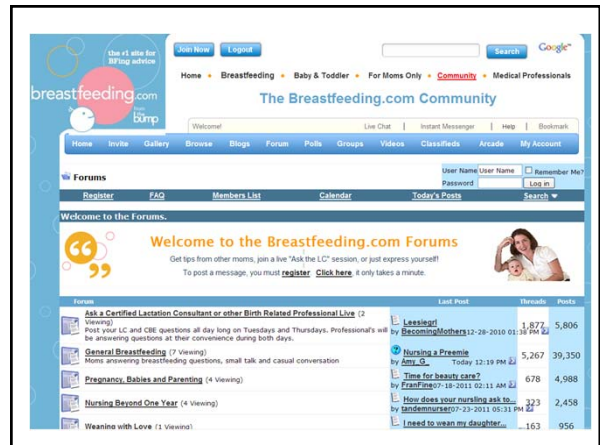
Internet Bf support

- Online communities/discussion forums
- Video examples
- Activities to do while nursing
- Purchase breastfeeding products



Internet: Online communities/forums

- La Leche League forums (English & Spanish) for users to discuss topics with each other
 - milk storage
 - working while breastfeeding
- [Breastfeeding.com](http://breastfeeding.com) forums, blogs, photo gallery for users to share & connect with each other
- US Office of Women’s Health story-sharing site



Bulletin Boards

Website allows women to share their own stories

The screenshot shows the women'shealth.gov website with a purple header and navigation menu. The main content area is titled 'Breastfeeding' and includes a 'Share your story' section with a 'Add your story' button and a 'Community stories' section with a 'Please note: Posted stories do not necessarily content policy.' link.

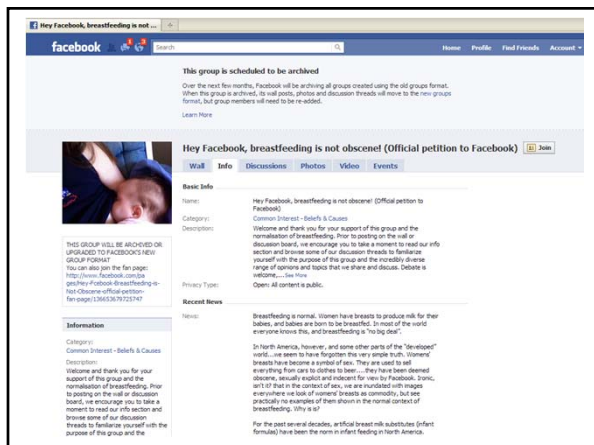
Facebook

- Mother posts question as a “status update” to get feedback
- Organizations create a Facebook presence (people can “like” a page and receive updates)
 - Kellymom <http://www.facebook.com/kellymomdotcom>
- Groups & discussion areas allow moms to connect with others, post questions & answers, add news updates . . .



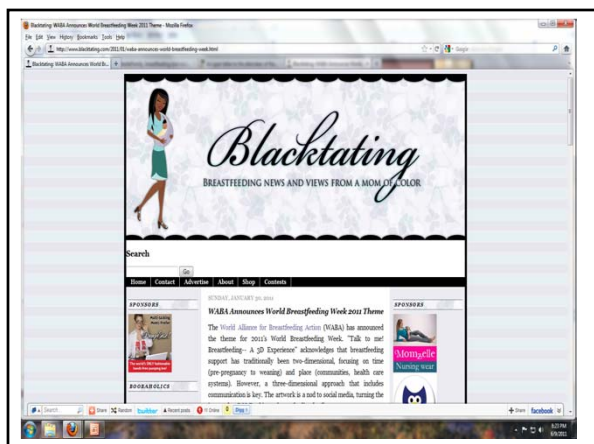
Issues with Facebook

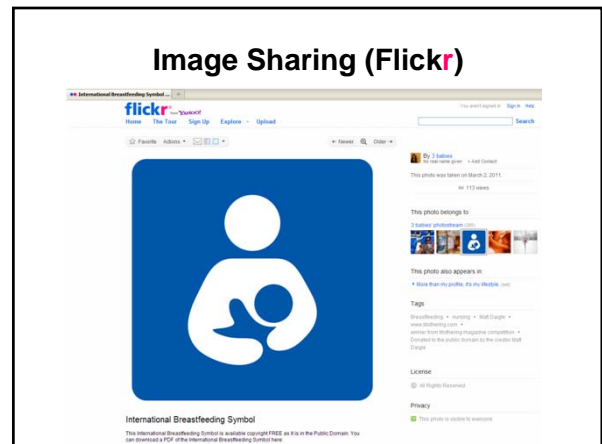
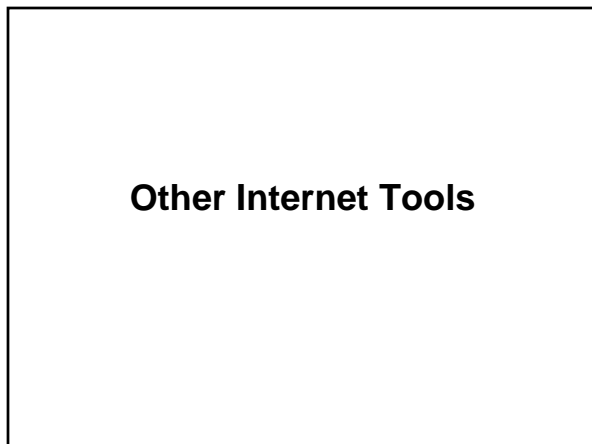
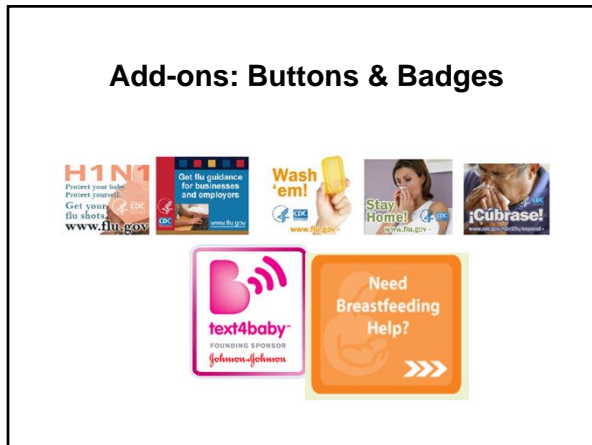
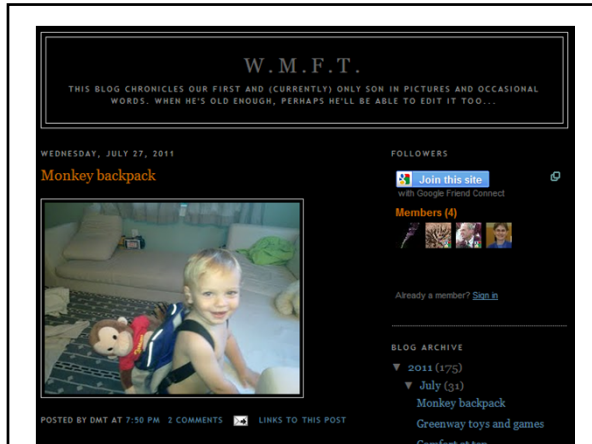
- Has removed photos of breastfeeding and even closed accounts, saying it “violates the terms of use”
- Prompted creation of new Facebook group
 - “Hey Facebook, Breastfeeding is Not Obscene!”
 - almost 259,000 members
- Only a designated group/page moderator can monitor comments on a Facebook page or comments can be disabled



Blogs

- Can provide various views and information on breastfeeding
- Mommybloggers
 - Crunchy Domestic Goddess
 - Divine Secrets of a Domestic Diva
- Blogs entries and blogs about breastfeeding
- Someone even posted about the theme of breastfeeding week this year!





Video Sharing: YouTube



Webcasts & Podcasts



New Media and Cell Phones

- Text Messaging
- Applications (Apps)

Mobile Health – www.text4baby.org



Button promoting text message campaign



Sample text message

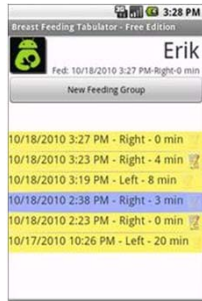
Smart Phone Apps

- Nursing tracker
 - iPhone
 - \$4.99
 - Keep track of time of feeding, side(s), how long



Smart Phone Apps

- Breastfeeding Tabulator
 - Android
 - Free



Smart Phone Apps

- Are all apps created equal?
 - Accurate?
 - User friendly?
- Individuals can rate apps

Other examples

- Twitter short information posts – “Tweets”
- Skype video phone calls – being used for real-time lactation consultations
- DVDs about breastfeeding
- CDs with music to listen to while breastfeeding
- Increasing cross-over between tools

New Media Tools for Providers

Resources for providers – ABM

Resources for providers – AAP

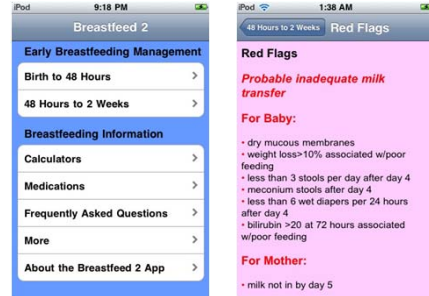
WIC Loving Support

Training videos for peer counselors



Provider Smartphone apps

- iPhone app for clinicians (\$1.99)



Other provider resources

- NYS DOH breastfeeding guide for providers
 - <http://www.health.state.ny.us/publications/2963/>
- CDC
 - <http://www.cdc.gov/breastfeeding/>
- LactMed
 - <http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT>

Insert Penny & Stephanie video here

Media campaigns

- New media/social media can be used to publicize campaign messages, create campaign content, etc.
- Limitations?

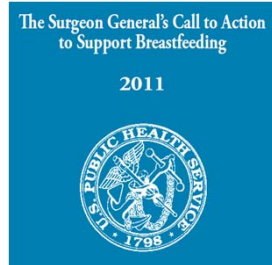


New media campaign – NZ

- New Zealand Ministry of Health breastfeeding website
- Facebook group
- YouTube channel
- Wordpress breastfeeding blog
- Flickr photo competition
- DVD distributed to all birthing mums

Strategic plans

- US Surgeon General's Call to Action 2011
- Includes using social media as part of national campaign



Strategic plans

- Kentucky: statewide breastfeeding plan includes detailed social media section
- **Strategy #1:** develop integrated network of online media to disseminate breastfeeding information.
 - **Action Step #1:** Develop policies and procedures for the social media accounts.
 - **Action Step #2:** Designate and train individuals that can monitor the website and other social media accounts.
 - **Action Step #3:** Develop evidence based content for social media outlets.
 - **Action Step #4:** Monitor utilization of social media accounts.

Lactation Improvement Network of Kentucky (LINK)
<http://www.breastfeedinglink.org>

Policy and organizational use

- Can use social media tools to encourage policy change
- Organizations such as hospitals can use social media to communicate with patients after discharge to provide continued breastfeeding support

Negative aspects

- Can also provide negative messages about breastfeeding
- Can promote products that don't support breastfeeding
- Text based tools may be hard for those with low literacy
- Information on websites, including user/consumer provided information, needs to be assessed for credibility

Credibility assessment

- Date
 - is the information current?
- Know the source
 - who is creating the content?
- Look for evidence
 - is the information based on opinion? Or on facts and statistics?
- Consider quality
 - is the information coming from experts? Is it reviewed?
- Evaluate bias
 - who is funding the site? What is the purpose of the site?
- Identify intended audience
 - clinicians? patients?
- Check more than one site/source of information

<http://www.cdc.gov/medlineplus/healthwebsites/index.html>
<http://www.milnet.org/resources/usersguide.html>

Advertising as Advice

- Internet ads sometimes include or look like professional advice
- On various search engines, related ads sometimes pop up after a search item has been entered
- Formula companies often use advice-as-advertising

The Big Pink Bus
Rochester stop-off





Thoughts

- Potential to support and promote breastfeeding, but can also have a negative influence
- Teach people how to assess credibility of information
- Important to consider various tools and think about which ones are best for goals of a program
- Knowing the technology use of your target group is important
- Health providers and other people working with pregnant and new moms can provide links to preferred websites

Evaluations

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