Breastfeeding & the New Media

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Thank You!
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<tr>
<th>Traditional 2-D Focus</th>
<th>3rd D – Communication</th>
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<tr>
<td><strong>Time</strong></td>
<td><strong>Place</strong></td>
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<td>– Pre-pregnancy</td>
<td>– Hospital</td>
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<td>– Pregnancy</td>
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<td>– Postpartum</td>
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<td><strong>3rd D – Communication</strong></td>
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<td>– Mothers &amp; prospective mothers</td>
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<td>– Across genders</td>
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<td>– Among parts of the community</td>
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<td><strong>Various definitions</strong></td>
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<td><strong>Compared to old media (TV, radio, books, magazines)</strong></td>
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<td>– internet</td>
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<td>– computer games</td>
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<td>– CD-ROMs</td>
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<td>– DVD</td>
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<td>– material accessed via internet, smartphones, tablets</td>
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# Social Media

<table>
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<th>Definition from Merriam-Webster dictionary:</th>
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<tr>
<td>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)</td>
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<td>Part of new media but is interactive/consumer-generated</td>
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## 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/](http://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

- 53% got smartphone after becoming a mom
- Top features used:
  - Camera #1
  - Video camera #2

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

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
Resources for parents – La Leche

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 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

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!
Add-ons: Widgets
“3-D Pregnancy”

Add-ons: Buttons & Badges
“Breastfeeding Moms Unite”

Other Internet Tools

Image Sharing (Flickr)
New Media and Cell Phones

- Text Messaging
- Applications (Apps)

Mobile Health – www.text4baby.org

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

- Breastfeeding Tabulator
  - Android
  - Free

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

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

![Cover of Surgeon General's Call to Action](image)

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**

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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