

#BreastfeedingsBeautiful!

#BreastfeedingsBest!

Utilizing Social Media to Promote and Support
Breastfeeding

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Speaker Disclosures

- ▶ I have no financial disclosures or relationships with manufacturer(s) of any commercial products.
- ▶ I work as an RN and Lactation Educator at a local hospital in Southern Illinois.

Topic Objectives

- ▶ Review breastfeeding from a historical perspective.
- ▶ Define Social media and its related terms.
- ▶ Discuss common trends of social media usage across generations.
- ▶ Identify 5 types of social media platforms and how they are used to promote health messages.
- ▶ Name 3 ways social media can be used to offer support for breastfeeding mothers and fathers.



Breastfeeding from a Historical Perspective

Very common in ancient times.

- ▶ As early as 4000 B.C.
- ▶ Practiced in various cultures
- ▶ Featured in the Bible and other ancient texts

1600-1700's

- ▶ Breastfeeding rates were thought to be at its highest
- ▶ French Obstetrician-Jacques Gullimeau's believed that the natural mother should breastfeed her child
- ▶ Use of wet nurses



Breastfeeding
from a
Historical
Perspective

The survival of mankind was dependent on its maternal ability to breastfeed.

There were babies who were not able to breastfeed.

Maternal death

Abandonment

Congenital birth defects or anomalies

Breastfeeding from a Historical Perspective

1800-1900's

- ▶ Industrial Revolution
- ▶ Movement away from breast to alternate feeding devices
- ▶ Physician-driven feeding practices

1900's -1950's

- ▶ More hospital births
- ▶ World War II
- ▶ Women in the workforce
- ▶ Breastfeeding was seen as "Old-fashioned practice"



Breastfeeding from a Historical Perspective

1960's-1970's

- ▶ Women's Movement (Feminism)
- ▶ Civil Rights Movement
- ▶ Launch of community breastfeeding groups (i.e. La-Leche League) and National food programs

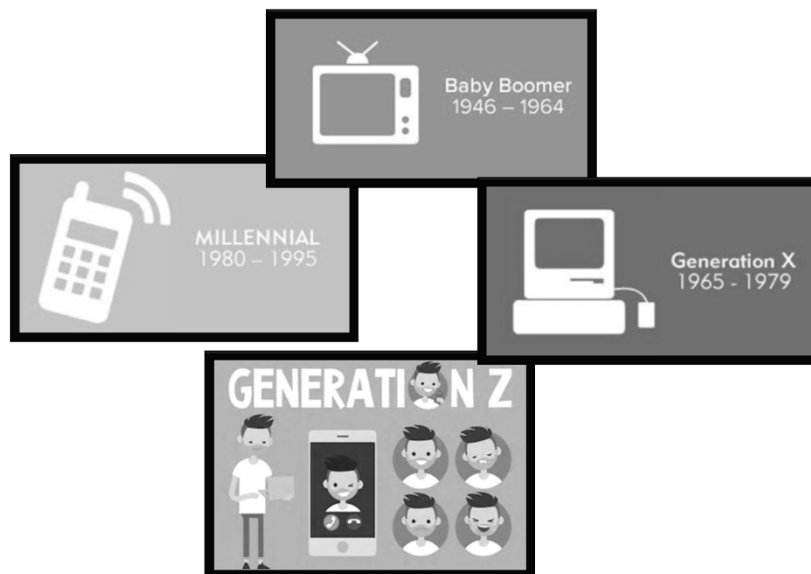
1980's-2000

- ▶ Professional designation of breastfeeding educators and consultants
- ▶ Establishment of IBCLC's/Formal support groups (WIC, peer counselors, etc.)
- ▶ International policies/standardization of infant feeding practices

Breastfeeding from a Historical Perspective

2000-Current

- ▶ National Breastfeeding Awareness Campaign
- ▶ Increase in Breastfeeding Peer Counselor programs
- ▶ Breastfeeding campaigns aimed at Women of Color
- ▶ Information-sharing in real-time
- ▶ Global communities via internet
- ▶ Social media networks
- ▶ Smart phones
- ▶ Tablets
- ▶ Digital media



Communication
Among the
Generations

Baby Boomers 1946-1964

- ▶ Highest birth rates of any generation
- ▶ Vietnam War
- ▶ Civil rights movement
- ▶ Women's rights movement
- ▶ 1st man on the moon
- ▶ Rebellion against government systems
- ▶ Television was a huge influence within the culture



Baby Boomers-Mode of Communication

- ▶ Phone Calls
- ▶ Face-to-Face
- ▶ Letters/E-mail
- ▶ Handouts
- ▶ Brochures/Flyers
- ▶ Type-written documents



Generation X (1965-1979)

- ▶ Smallest generation between Baby Boomers and Millennials
- ▶ Known as the "Latch-Key" generation
- ▶ Era of music videos (MTV, The Box, BET)
- ▶ Video games
- ▶ 24-hr news coverage (CNN)
- ▶ Space Challenger explosion
- ▶ AIDS epidemic



Generation X-Mode of Communication

- ▶ Voice-mail
- ▶ Personal Computer
- ▶ E-mail
- ▶ Text messaging
- ▶ Websites
- ▶ Other online resources



Millennials and Generation Z 1980-1995, Born after 1995

- ▶ Born into the technology and information age
- ▶ Participation Awards
- ▶ 9/11 events
- ▶ Computer games
- ▶ Social Media
- ▶ Great Recession
- ▶ Diversity
- ▶ Global community
- ▶ Cyberbullying



Millennials and Generation Z-Mode of Communication

- ▶ Instant Messaging
- ▶ Text/creation of text language (LOL, TTYL, OMG, etc.)
- ▶ Face-time
- ▶ Smart Phones
- ▶ Social media outlets
- ▶ Selfies
- ▶ Direct Messaging





According to Merriam-Webster Dictionary,
Social Media is defined as--

"Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)."

Source: www.merriam-webster.com

Social Media Categories

- ▶ **Social networks**—Make connections with other people
- ▶ **Media sharing networks**—Share pictures, videos, and other media resources
- ▶ **Discussion forums**—Share news or ideas/opinions and views
- ▶ **Bookmarking and content curation networks**—Discover, save, and share new content
- ▶ **Consumer review networks**—Locate and review business services
- ▶ **Blogging and publishing networks**—Publish content online, a.k.a., digital diary
- ▶ **Interest-based networks**—Share personal interests and hobbies
- ▶ **Social shopping networks**—Shop and make online purchases
- ▶ **Sharing economy networks**—Exchange or trade merchandise and/or services
- ▶ **Anonymous social networks**—Communicate anonymously

Social Media Terms

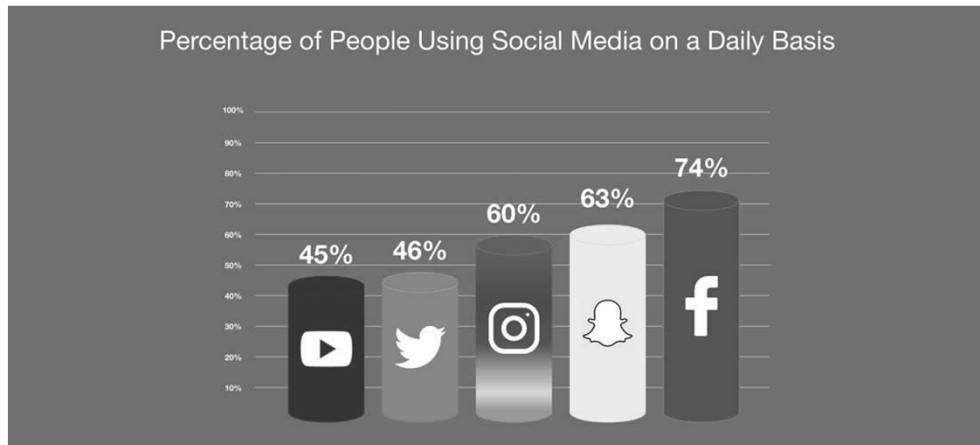
- | | |
|--------------------------------------|-------------------|
| ▶ Click , Like, Subscribe (You Tube) | ▶ Retweets |
| ▶ Notifications | ▶ Tag |
| ▶ Mentions (Twitter) | ▶ Thread |
| ▶ Handle | ▶ Profile |
| ▶ Posts/Repost/Share | ▶ Stories |
| ▶ Trending | ▶ Search, Explore |
| ▶ Live | ▶ Activity |
| ▶ Follow | ▶ Pins, Boards |

Social Media Types

- ▶ Facebook
- ▶ Instagram
- ▶ Twitter
- ▶ Snapchat
- ▶ Pinterest
- ▶ Tumblr
- ▶ YouTube
- ▶ LinkedIn
- ▶ Tumblr
- ▶ Wish
- ▶ Flickr



Social Media Usage



Source: Pew Research Center, 2019

Roughly three-quarters of Facebook users visit the site on a daily basis

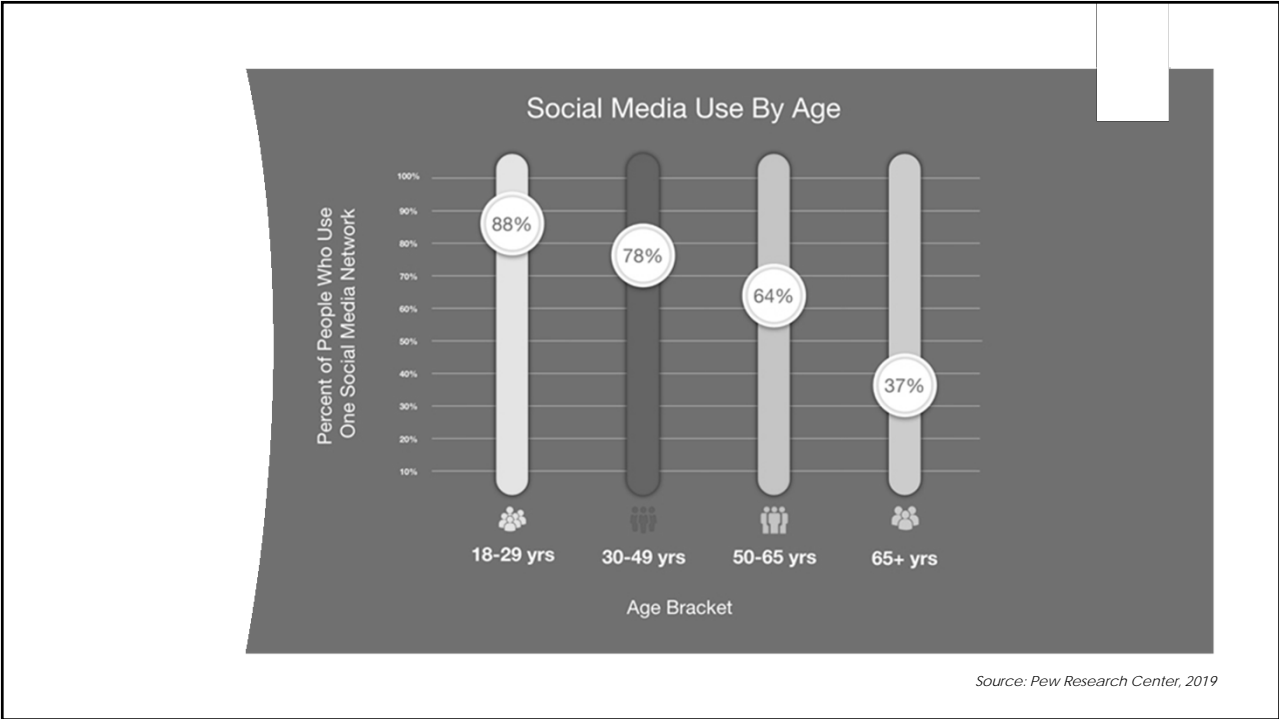
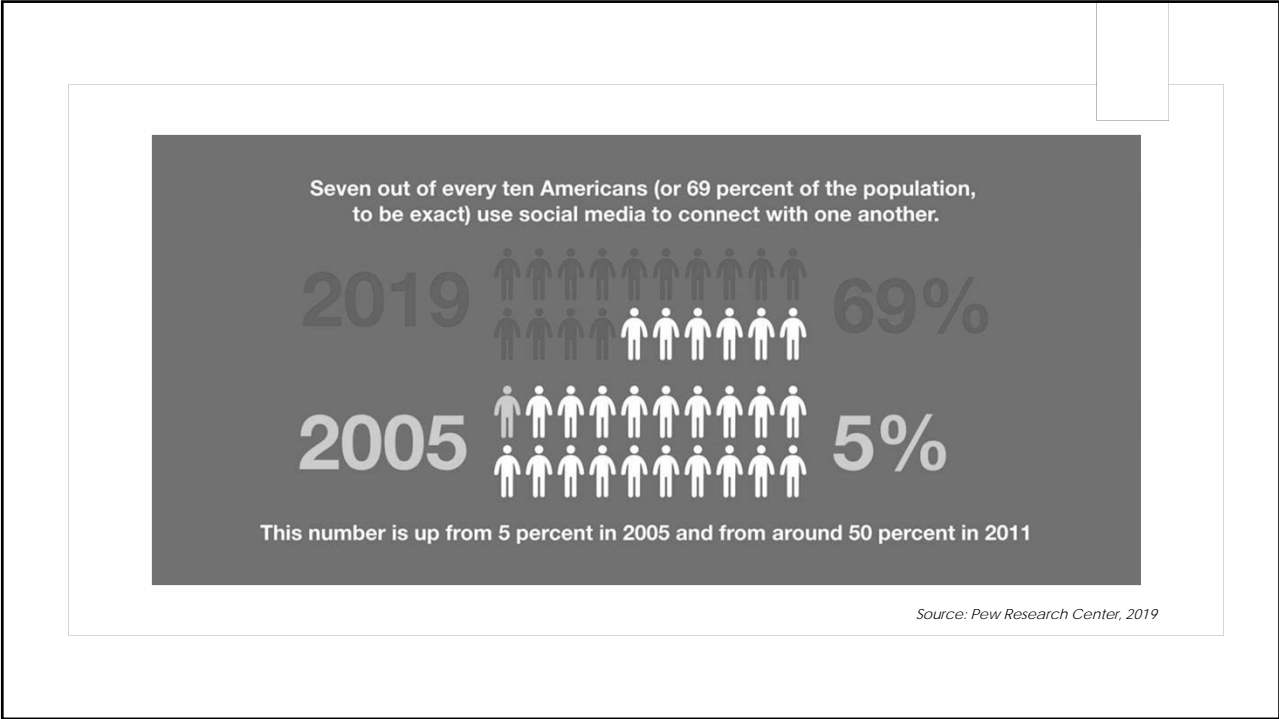
Among U.S. adults who say they use ___, % who use each site ...

	Several times a day	About once a day	Less often	NET Daily
Facebook	51%	23%	26%	74%
Instagram	42	21	37	63
Snapchat	46	15	39	61
YouTube	32	19	49	51
Twitter	25	17	58	42

Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Source: Pew Research Center, 2019



Social Media and Health Messaging

- ▶ 99% of US hospitals have a Facebook page
- ▶ 80% of internet users in the United States have searched online for health information
- ▶ 60% of social media users trust the reliability of their health care provider's post over any other group
- ▶ In a behavioral study conducted by Wego Health, 87% of participants stated they share health information through Facebook posts
- ▶ In a survey done by the Pew Research Center, 11% of respondents reported they changed their opinion on a subject because of social media

Source: Pew Research Center, 2018, Kallem, 2019
Wego health systems, 2018

Social Media and Health Messaging

- ▶ Social Media outlets such as Facebook, You Tube, Twitter, Social blogs, and Instagram are widely used to promote messages on health, wellness, and social justice topics.
- ▶ Health care providers are using social media to share information, improve patient care, train medical residents, and provide live updates on medical procedures.
- ▶ Search engines and websites such as Google and Web MD have been used to retrieve health information before ever going to the doctor to follow-up on a health problem or concern.
- ▶ Users of these social media outlets are largely influenced by community, opinion, and experience-sharing.



Traditional Breastfeeding Support

- ▶ Breastfeeding support groups
 - ▶ Hospitals
 - ▶ Physician Office
 - ▶ WIC/Peer Counselors
 - ▶ Community (La Leche League)
- ▶ Breastfeeding Information given via:
 - ▶ Booklet, pamphlet, brochures, handouts, flyers
 - ▶ Classes/Follow-up phone calls
 - ▶ One-on-one/In-person lactation educator or other health professional



Social Media and Breastfeeding

- ▶ Inspiration
- ▶ Education
- ▶ Relationship
- ▶ Conversation
- ▶ Connection



Social Media and Breastfeeding-What are moms looking for?

- ▶ Moms want to use their own experiences of breastfeeding and parenting to help themselves and other mothers.
- ▶ They want to be provided with information to make informed decisions.
- ▶ Moms want emotional support and assistance and examples of shared experiences.
- ▶ Ideally, these moms want information that is shared quickly-right in the moment-when it will be most impactful.
- ▶ Breastfeeding management.
- ▶ Breastfeeding and health.
- ▶ Breastfeeding and work/school.



Source: Bridges, International breastfeeding Journal, 2018

Breastfeeding and Social Media Research

- ▶ Kallem, Barrett & Yap study-2019
- ▶ Qualitative study
- ▶ Explored parental perceptions of using internet and social media outlets as sources of parenting and health information for their babies.
- ▶ 28 participants (focus groups and individual interviews)
- ▶ Common themes:
 - ▶ Reasons that mothers used the internet for parenting and health information
 - ▶ Cautionary advice about the internet
 - ▶ Reasons that mothers turned to social media for parenting and health information.

Breastfeeding and Social Media Research

- ▶ Findings
 - ▶ Unlimited information
 - ▶ Able to access information quickly
 - ▶ Gather multiple points of view
 - ▶ Remain anonymous
 - ▶ Cited search engines and websites such as Google, Baby Center, and WebMD as trustworthy
 - ▶ Used social groups on Facebook to connect with other mothers
 - ▶ Able to use phone apps to retrieve parenting information

Breastfeeding and Social Media Research

- ▶ Conclusions
 - ▶ Mothers appreciated that internet sources and social media provided unlimited access to information on a 24/7 basis.
 - ▶ Anonymity of the internet was beneficial to ask questions and get concerns addressed.
 - ▶ Mothers believed that most of the information on the internet is trustworthy if reliable websites and apps are used.
 - ▶ Social networking groups such as Facebook were seen as important avenues to build relationships and share similar experiences with other mothers.

Breastfeeding and Social Media Research

- ▶ Asidou et. al-2015
- ▶ Qualitative Study
- ▶ Describe the use of social media during the antepartum and postpartum periods.
- ▶ 14 African-American women, 8 support persons (individual interviews)
- ▶ Study Themes:
 - ▶ Identify kinds of social media technology participants used to get information
 - ▶ Growth and development
 - ▶ Frequency of Use of Social Media
 - ▶ Searching for support on Social Media



Breastfeeding and Social Media Research

- ▶ Findings
 - ▶ Most of the participants in the study reported using at least one mobile app.
 - ▶ Participants used search engines such as “Google” to get questions answered.
 - ▶ A variety of social media platforms i.e. websites, mobile apps, and social networking sites were used to get information on topics such as perinatal info, infant feeding, and growth and development.
 - ▶ 91% of study participants used a mobile app or website on a daily or weekly basis.
 - ▶ Social networking sites were seen as a primary support for breastfeeding mothers.

Breastfeeding and Social Media Research

- ▶ Conclusions
 - ▶ Social Media is viewed as a practical convenient way to obtain perinatal information and support.
 - ▶ Social media may be the ideal way to address breastfeeding initiation and duration for women of color.
 - ▶ Social support through networking sites are vital to provide accurate breastfeeding information and education.
 - ▶ Young mothers feel information obtained through social media platforms helps them make more informed decisions.



Milk Man Mobile App

- ▶ Australian Study
- ▶ Described the process evaluation of app created for fathers trialed in the Parent Infant Feeding Initiative.
- ▶ Designed to provide fathers with breastfeeding support and information.
- ▶ Assess impact of breastfeeding duration of 2 separate father-focused breastfeeding interventions (breastfeeding class and the Milk-Man app).
- ▶ Comparison with control group that received traditional breastfeeding education.
- ▶ 1426 participants in the study
- ▶ Participants were asked to download the app and use (no prescribed amount of time was given).

Milk Man Video

<http://pifistudy.net.au/milkman/>

Milk Man App

- ▶ Five content areas of the study:
 - ▶ People-participant satisfaction of the app and ease of use.
 - ▶ Content-including push notifications and gamification.
 - ▶ Technology-monitoring frequency of usage, software, tracking how app was used.
 - ▶ Computer-mediated technology-interaction of user and app interface, locating information easily.
 - ▶ Health System integration-able to motivate navigation to use other services.

Milk Man App

- ▶ Findings:
 - ▶ Fathers frequented the conversation forum; the primary source of app use.
 - ▶ Push notifications were motivators to encourage engagement.
 - ▶ The library was useful to fathers but wanted more comprehensive information.
 - ▶ Gamification was a powerful motivator for many users.
 - ▶ The app encouraged conversations between the fathers and their partners-more dialogue re: infant feeding and infant care.

Milk Man App

- ▶ Conclusions
 - ▶ Fathers are important in breastfeeding. They want to support their partners and need additional information and support for themselves.
 - ▶ Fathers are prepared to seek information and support through the use of apps.
 - ▶ Increasing paternal support for breastfeeding can have a positive impact on breastfeeding outcomes.



Healthy People 2020

Healthy People 2020 Objectives		Target	Current Rates*
MICH**-21: Increase the proportion of infants who are breastfed.			
MICH-21.1	Ever	81.9%	83.8%
MICH-21.2	At 6 months	60.6%	57.3%
MICH-21.3	At 1 year	34.1%	36.2%
MICH-21.4	Exclusively through 3 months	46.2%	47.5%
MICH-21.5	Exclusively through 6 months	25.5%	25.4%
MICH-22: Increase the proportion of employers that have worksite lactation support programs.		38.0%	51.0%
MICH-23: Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.		14.2%	16.9%
MICH-24: Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies.		8.1%	26.1%

Source: www.usbreastfeeding.org

Final Points

- ▶ The sense of community and shared experience is necessary to engage young mothers in the breastfeeding conversation.
- ▶ The use of social media platforms is shaping the way we use and share health information.
- ▶ Breastfeeding support and promotion can be useful to reach at-risk groups and provide the necessary information needed to make informed decisions.
- ▶ Traditional methods of education and support are useful and relevant, but more opportunities must be sought to be more effective in our approach to offer breastfeeding support.
- ▶ Social media has the capacity to change how society views breastfeeding practices.
- ▶ The goal is to normalize breastfeeding and make it an acceptable practice that promotes the health and well-being of our communities.

Thank You!

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