The Role of Social Media in Promoting, Protecting and Supporting Breastfeeding

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Disclosures

- I have no relevant financial relationships with any commercial products and/or provider of commercial services.

- I do not intend to discuss any unapproved use of a commercial product/device in this presentation.
Objectives

- Background & Significance
- Research Overview
- Implications for Practice
- Resources
- California and Social Media
- Questions & Answers
Background & Significance

- Breastfeeding is protective of maternal and infant health.

- Human milk is the normative standard for infant feeding and nutrition

- Breastfeeding should be considered a public health issue and not a lifestyle choice
Background & Significance

- Technological advancements
- Mobile Health

The World Health Organization defines:

- Mobile Health as a medical and public health practice supported by mobile devices, such as mobile phones, patient monitoring devices, personal digital assistants (PDAs), and other wireless devices
Background & Significance

- Social Media
  - Any form of electronic communications (e.g., websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (e.g., videos).
Background & Significance

- Studies have shown the effectiveness of mobile phone technologies
  - Weight loss, diabetes management, and smoking cessation
- Perinatal Period
  - Text4Baby

Cole-Lewis & Kershaw, 2010; Evans, Abroms, Poropatich, Nielsen, & Wallace, 2012
Why Is Social Media Important?
Social Media Users 2018

2.072 billion users

- 330 million users
- 1.5 billion users
- 900 million users
- 7.6 billion users
- 200 million users
- 178 million users
- 800 million users
ONLINE SOCIAL NETWORKING
PLATFORM USERS, BY AGE

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

- YouTube 73%
- Facebook 68%

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

“Social Media Use in 2018”

PEW RESEARCH CENTER
% of U.S. adults who use at least one social media site, by race

Source: Surveys conducted 2005–2018. Data for Hispanics includes only surveys that included Spanish-language interviews.

PEW RESEARCH CENTER
Among the users of each social media site, the % who use that site with the following frequencies

Facebook
Snapchat
Instagram
Twitter

Note: Numbers may not add to 100 due to rounding.
Source: Survey conducted Jan. 3-10, 2018.

PEW RESEARCH CENTER
Latinos and Blacks More Likely Than Whites to Use Instagram, Less Likely to Use Pinterest

% of internet users who use each social media site, by race and ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Pinterest</th>
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<td>26</td>
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</tbody>
</table>

Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.
Source: Pew Research Center’s Internet Project September Combined Omnibus Survey, Sept. 11-14, 2014 and Sept. 18-21, 2014. n=1,445 internet users

PEW RESEARCH CENTER
Mobile Phones & Social Media

- 95% of Americans have mobile phones
- 77% have a smartphone
- 51% of households in the United States are mobile only

Demographics

• Young people
• Black women
• Latinos
  – More likely to use their phones to access social media platforms than any other ethnic or age group

Pew Center, 2018
Social Media is One of Many Sources for Parenting Advice and Information

Among all parent social media users, the % who have done the following on social media over the previous month...

- Found parenting info while looking at social media content:
  - All parents: 59%
  - Mothers: 66%
  - Fathers: * (Differences between mothers and fathers are statistically significant)
  - Mothers: 42%
  - Fathers: 28%
  - All parents: 31%
  - Mothers: 36%
  - Fathers: 24%

Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=241 parent social media users ages 18+. The margin of error for all parent social media users is +/- 7.4 percentage points. Parents in this survey were defined as those with children under age 18.
Parents Use a Range of Social Media Platforms; Facebook Tops the List

Among all internet users, the % of parents who use each social media platform

- Facebook
  - Mothers: 81%
  - Fathers: 66%

- Pinterest
  - Mothers: 28%
  - Fathers: 15%

- LinkedIn
  - Mothers: 24%
  - Fathers: 32%

- Instagram
  - Mothers: 25%
  - Fathers: 19%

- Twitter
  - Mothers: 23%
  - Fathers: 27%

*Differences between mothers and fathers are statistically significant*

Source: Pew Research Center surveys, Sep. 11-14 and 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER
Mothers More Likely to Interact With Their Facebook Networks

Among Facebook users, the % of mothers and fathers who “share, post or comment on Facebook as opposed to reading or viewing content”...

Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=324 parents who use Facebook ages 18+. The margin of error for parent social media users is +/- 6.3 percentage points. Parents in this survey were defined as those with children under age 18.

An * indicates a statistically significant difference between mothers and fathers.

PEW RESEARCH CENTER
Barriers

- eHealth Disparities
  - Meaningful access to technology
  - Information seeking behaviors
  - Literacy skills
  - Accessibility and usability of content
% of U.S. adults who are home broadband users, by race

Note: The Center has used several different question wordings to identify broadband users in recent years, which may account for some variance in broadband adoption figures between 2015 and 2018. Our survey conducted in July 2015 used a directly comparable question wording to the one conducted in January 2018. Data for Hispanics includes only surveys that included Spanish-language interviews.

PEW RESEARCH CENTER
% of U.S. adults who do not use broadband at home but own smartphones, by race

Source: Surveys conducted 2013–2018. Data for each year based on a pooled analysis of all surveys containing broadband and smartphone questions fielded during that year.

PEW RESEARCH CENTER
Research

- **Purpose**: To describe the use of social media during the antepartum and postpartum periods among first-time African American mothers and their support persons.

- **Aims included**:
  - 1) Determine the impact of social media applications on perceived social support and maternal behavior, specifically related to breastfeeding self-efficacy.
  - 2) To identify and describe the use of perinatal social media platforms during the antepartum and postpartum periods.

- **Theoretical Framework**:
  - Black Feminist Theory (Collins, 2008)
Social Media Research

- Used to gather information, education and social support
- Typically accessed through smartphones or computers
- A variety of websites, Google, Facebook pages and Smartphone Applications were used
  - BabyCenter
  - I’m Expecting
  - My Baby
  - New Mom Facebook pages
Findings:

• Potential Facilitator
  – Social Media Platforms
  – Technology

Weekly with me. And, you know, it asks me certain questions, and how I feel about certain stuff and give me video update on, you know, how big the baby is, how it's growing. And anything like that. And, you know, it's just - anything. Like do you wear heels when you're pregnant? Like it just give you a whole bunch of tips and it's from day to day so... I get a notification every week.” Pregnant participant
Social Media Research

“And then my phone is not as smart, that's my husband's phone because my husband has um, like two Apps. That's how he probably knew it was my week, and he reads them to me and tells me what the baby looks like, the size of the baby. “I think my baby looks like a papaya right now,” he said and yeah, that has been helpful for us ‘cause we know - we're tracking the baby every week to know what - what is happening with it. I mean - I heard, like his ear, he can hear sounds but his brain is not well developed to know what it's hearing and stuff.” - Pregnant participant

Her partner stated:

“Yeah, it's really interesting and actually on my phone, um, I have like a couple different pregnancy Apps and stuff like that.... But I always do a lot of research, like I'm always on the Internet just like looking up stuff about the baby. Like what are they doing? How's the brain developing? Like, you know, what organs are developing this week.” - Support Person
Pilot Study

Preliminary Findings

- Reasons for using Social Media Platforms
  - Breastfeeding education
  - Infant health education
  - To support other moms
  - Find support for themselves
  - Pregnancy and Postpartum related education
  - Community resources
Clinical Implications
Clinical Implications

How prepared are you to use social media to protect, promote and support breastfeeding?
• Protecting
  • Public breastfeeding
  • Shaming
  • Lactation Accommodations
  • Legislation
  • World Health Assembly

• Promoting
  • Importance of breastfeeding and human milk
  • Resources, tools and organizations
  • Diverse images, stories and videos

• Supporting……
Clinical Implications

Who? – Audience and Staff
What? – Goals and Purpose
How? – Reach and Platform
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

1. Who is your audience?  
2. How can you reach them?  
3. What are your goals?

INFOGRAPHIC DESIGNED BY: THE-PIXEL.COM
Clinical Implications

- Assessment of social media platforms being used
  - Frequency of use
  - Websites frequented
  - Mobile Apps downloaded
  - Role of social support persons
  - Familiarize with content and online discussions
  - Social media savvy
Clinical Implications

Sample questions....

• Do you currently have any pregnancy or lactation mobile applications (apps) on your cellphone or tablet?

  – What type of breastfeeding or infant feeding information provided, if any via those social media platforms?

  – Are they still using the same apps or sites in the postpartum period or did they transition to other apps or sites?

• Are there a particular pregnancy or lactation resources you go to for information or answers to your questions?

• Are there a particular pregnancy or parenting websites or blog pages you go to for information or answers to your questions?
Resources

- California Breastfeeding Coalition
- NormalizeBreastfeeding
- Breastfeed LA
- Breastfeeding Mama Talk
- Birthing, Bonding & Breastfeeding
- CinnaMoms
- California WIC Association
- Soul Food for Your Baby
- Baby Café Bakersfield
- Badass Breastfeeders of Northern California
Resources

- Social Media Platforms:
  - Facebook:
    - Occupy Breastfeeding
    - Breastfeeding USA
    - USBC
    - Black Women Do Breastfeed
    - AAP Section of Breastfeeding
    - Breastfeeding Talk With USLCA
    - ILCA
Resources

Organizations

- California Department of Public Health
  - MCAH Division
    - Breastfeeding Initiative

California Breastfeeding Month

Make plans now to join California’s campaign to help raise awareness about lactation accommodation by using Facebook and Twitter that focus on lactation accommodation in the workplace.

- August 1 through 31 - California Breastfeeding Month
- August 1 through 7 - California Celebrates 2018 World Breastfeeding Week
- August 25 through 31 - Black Breastfeeding Week
Resources

- CDPH Social Media Skill Building Workshop
- CDC Social Media Tools, Guidelines & Best Practices
- AAP Social Media Toolkit
- The Greenlining Institute Toolkit
- ANA Social Networking Privacy Toolkit
Thank You

Questions???