The use of technology and peer support with young, at risk mothers to support breastfeeding

Alexandra Lacarte, Registered Dietitian
Heather Lawson, Public Health Nurse
North Bay Parry Sound District Health Unit
Healthy Families Program

Introduction - Breastfeeding

• Women less that 20 years old have the lowest rate of breastfeeding
• Local Data: higher maternal age and higher level of education had higher breastfeeding rates

Stats Canada 2009-2010
Overview of target audience

- In 2009, 98% of people aged 16 to 24 accessed health care information online
- Majority of teens own or share ownership of a computer (83%) & mobile phone (67%)
- Compared to 15% in 2009, in 2012 24% spent on average 3 hours online each day.
- 86% of teens use a search engine weekly

Goal: Increase the breastfeeding initiation and duration rates of young women aged 13-22 years through the use of technology and peer support.
Community Action Program for Children (CAPC)

- Designed to assist young mothers between 13 and 22 who are either pregnant or have a child
- Provides support with parenting, nutrition, further their education, and teaches how to improve the health of unborn children.
- CAPC connects to other agencies

Research

- Participants were a part of the CAPC program & received a preloaded iPad mini
- Participants have access to a data plan
- Weekly or biweekly home visits from a case coordinator
- Get connected with peer support volunteers

Evaluation

- Pre/post and monthly surveys
  - Frequency of iPad use
  - Sites accessed
  - Self-efficacy (breastfeeding)
  - Breastfeeding initiation and duration
  - Feedback on Peer Support Program
Pre-Survey Summary

• Respondents planned on breastfeeding their baby for 11.5 months.
• Why they planned to breastfeed:
  • They feel breastfeeding could help their baby
  • What they have learned from baby books
  • What they have learned from the internet

Monthly Survey Report

5. Since your baby’s birth, how often has support been available to you when you have needed it from family and/or friends?

<table>
<thead>
<tr>
<th>Response</th>
<th>Chart</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td></td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Family</td>
<td></td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Sometimes</td>
<td></td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Usually</td>
<td></td>
<td>17.8%</td>
<td>3</td>
</tr>
<tr>
<td>Always</td>
<td></td>
<td>72.7%</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total Responses</strong></td>
<td></td>
<td><strong>11</strong></td>
<td></td>
</tr>
</tbody>
</table>

8. Did you attend any of the events in your iPad calendar?

<table>
<thead>
<tr>
<th>Response</th>
<th>Chart</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>8.1%</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>91.9%</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Responses</strong></td>
<td></td>
<td><strong>11</strong></td>
<td></td>
</tr>
</tbody>
</table>

How often do you visit the following websites or use the following apps:

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Occasional</th>
<th>Weekly</th>
<th>2-3 days/week</th>
<th>Daily</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>KellyMom</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Breastfeeding North</td>
<td>6</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Health Unit Website</td>
<td>4</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
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<tr>
<td>Breastfeeding Inc.</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Pregnets</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Biological Nurturing e-lactancia</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Mom &amp; Baby to Be</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>WYN - Breastfeeding Info</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
</tbody>
</table>
• Other websites/apps that were used by our moms were:
  – Pinterest (3 respondents)
  – What to Expect App (3 respondents)
  – Google (3 respondents)
  – Baby Centre (1 respondent)
  – Parents.com (1 respondent)

Discussion

Although all participants in the CAPC program were offered an iPad only five accepted. Why?
This population could be...

- More connected than we perceive them to be
  - “I completely forgot about the iPad so I haven’t used it at all, but I am constantly using my iPhone to ask questions on Google.”
- 2009 study 79% of respondents in Northern Ontario have access to internet
  - According to 2007 StatsCan, 72.7% of Canadian households had Internet

• Anxiety contacting the health unit
• Didn’t need/want assistance
• Don’t want to be a part of Peer Support Program
• Find monthly surveys a hassle
• Didn’t want Health Unit involvement

Suggested websites were either used ‘never’ or ‘occasionally’. Why?
This population could...

- Don’t want online support for breastfeeding
  - Equal amount of moms got information from books & websites
- Don’t find suggested websites user friendly
- Too high literacy

“Teens are (over)confident in their web abilities, but they perform worse than adults.”

- Teens perform worse than adults for three reasons:
  - Insufficient reading skills
  - Less sophisticated research strategies
  - Dramatically lower levels of patience

Teens encountered the greatest challenges on large sites with dense content and poor navigation schemes. **Government, non-profit, and school sites were the biggest culprits** of poor usability.
• We need to “go where they are”

“The public needs to be engaged in conversations and debate about issues of public health, they don’t need to be lectured to.” – Andre Picard, The Globe and Mail, June 9, 2010

Since iPads didn’t provide expected results, how can we better support this population to breastfeed?

Source of Feeding Information
Key Learnings

- Individualized and tailored approach
- Connect with moms when rates of transitioning to formula is highest
- Provide reassurance and support in areas of identified concern
Key Learnings

• Consider need & accessibility of support services

<table>
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<th>Response</th>
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<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>9.3%</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>90.7%</td>
<td>22</td>
</tr>
<tr>
<td>Total Respond</td>
<td></td>
<td>Total: 13</td>
<td></td>
</tr>
</tbody>
</table>

• Connect with community partners

Limitations/Challenges

• Really small number of participants
• Change in staff
• Integration of internal IT department policies
• Future Shop closed
• Damaged property...
Next Steps

- Data collection for this project will end September 2016
  - Results will be compiled and a report will be shared
- Currently evaluating how to use the iPads in the future
  - Use in breastfeeding clinic
  - Home visits with HBHC clients

Questions?

Alexandra Lacarte
alexandra.lacarte@nbpsdhu.ca
705-474-1400 ext 2209