

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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



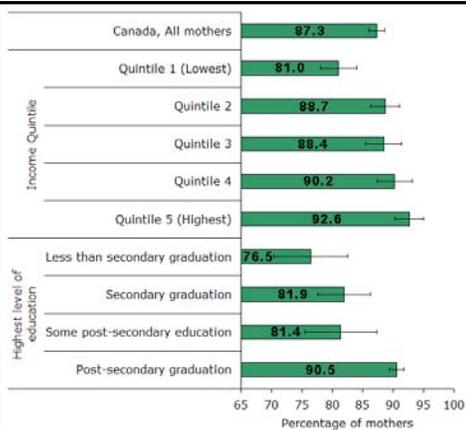
Introduction - Breastfeeding

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

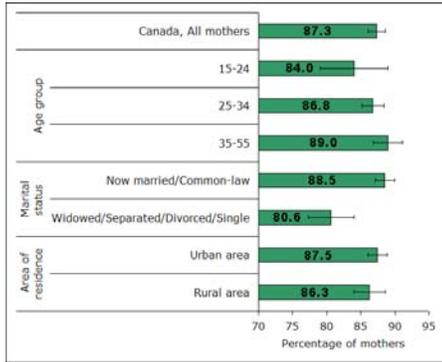
myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



Stats Canada 2009-2010



Breastfeeding initiation by age, marital status and area of residence, 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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Perry Sound District
Health Unit
 Bureau de santé
 du district de North Bay Perry Sound

Goal: Increase the breastfeeding initiation and duration rates of young women aged 13-22 years through the use of technology and peer support.

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Perry Sound District
Health Unit
 Bureau de santé
 du district de North Bay Perry Sound

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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



Evaluation

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



myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Perry Sound District
Health Unit
 Bureau de santé
 du district de North Bay Perry Sound

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?

Response	Chart	Percentage	Count
Never		0.0%	0
Rarely		0.0%	0
Sometimes		0.0%	0
Usually		27.3%	3
Always		72.7%	8
		Total Responses	11

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

Response	Chart	Percentage	Count
Yes		9.1%	1
No		90.9%	10
		Total Responses	11

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

	Never	Occasio- nally	Weekly	2-3 days/ week	Daily	Total
KellyMom	5	4	0	2	0	11
Breastfeeding North	6	5	0	0	0	11
Health Unit Website	4	7	0	0	0	11
Breastfeeding Inc.	3	6	1	1	0	11
Pregnets	7	2	2	0	0	11
Biological Nurturing	10	1	0	0	0	11
e-lactancia	6	4	0	1	0	11
Mom & Baby to Be	7	2	1	1	0	11
WYNI - Breastfeeding Info	7	4	0	0	0	11

- 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)



myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound

Discussion

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound

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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound

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

Canadians may skimp on food for Internet: Group

THE CANADIAN PRESS
Tuesday, February 2, 2010 9:20:32 EST PM

- 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



myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



Suggested websites were either used 'never' or 'occasionally'.
Why?

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health



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

North Bay Perry Sound District
Health Unit

Bureau de santé
du district de North Bay Perry Sound

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

“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**

North Bay Perry Sound District
Health Unit

Bureau de santé
du district de North Bay Perry Sound

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

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.


kellymom
Parenting Breastfeeding

North Bay Perry Sound District
Health Unit

Bureau de santé
du district de North Bay Perry Sound

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

- 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

myhealthunit.ca 1 800 563 2808

in your community . . . here for your health



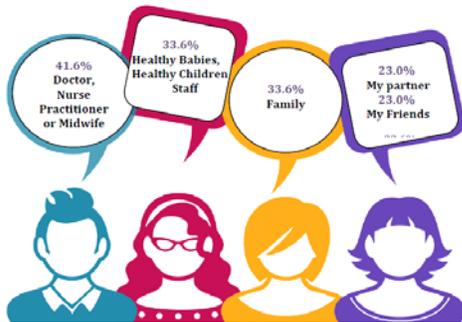
Since iPads didn’t provide expected results, how can we better support this population to breastfeed?

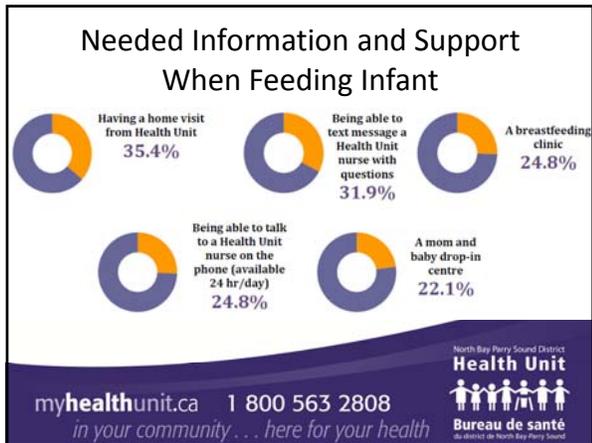
myhealthunit.ca 1 800 563 2808

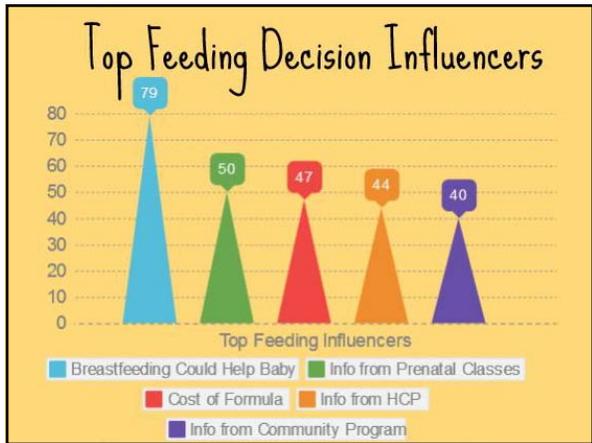
in your community . . . here for your health



Source of Feeding Information





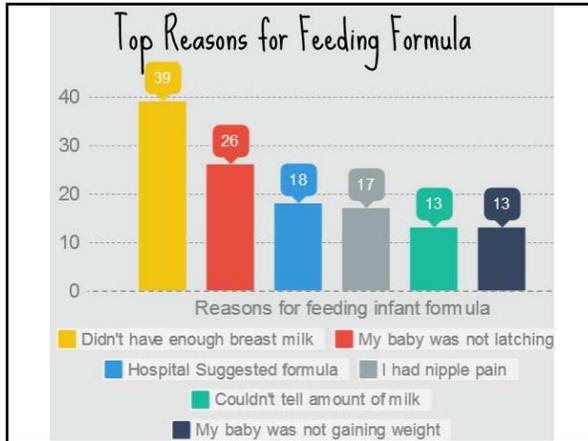


Key Learnings

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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound



Key Learnings

- Consider need & accessibility of support services

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

Response	Chart	Percentage	Count
Yes		9.1%	1
No		90.9%	10
		Total Responses	11

- Connect with community partners

myhealthunit.ca 1 800 563 2808
in your community... here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound

Limitations/Challenges

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

myhealthunit.ca 1 800 563 2808
in your community... here for your health

North Bay Parry Sound District
Health Unit
Bureau de santé
du district de North Bay Parry Sound



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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit

 Bureau de santé
 du district de North Bay Parry Sound

Questions?

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

myhealthunit.ca 1 800 563 2808
in your community . . . here for your health

North Bay Parry Sound District
Health Unit

 Bureau de santé
 du district de North Bay Parry Sound
