



Patient Perspectives:

Sharing with the Public
Gaps in Knowledge about Pregnancy,
Postpartum and Lactation

PRGLAC Presentation

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Patient Perspectives :

Survey Responses by 100 Patients Regarding
Gaps about Pregnancy, Postpartum &
Lactation

- **What** information needs to be communicated with the Public
- **How** to effectively disseminate information to the Public



What Information Needs to be Communicated to the Public

- Myths of Motherhood
- Perinatal Mental Health Issues
- Breastfeeding Difficulties



Patient's Response

It may best be summarized by this patient:

There is a lot of information out there that can leave new moms anxious to do things right. Moms need to know that taking care of babies is not one size fits all and there is no “right” way for everyone.



Perinatal Mental Health Issues

- Perinatal Mood and Anxiety Disorders (PMAD) are the most common complications of childbirth
- 10 to 15% of women get PMAD during pregnancy or postpartum



Breastfeeding Dilemma

- Patients report too much pressure to breastfeed
- They feel judged if they chose not to breastfeed
- Patients also feel judged if they want to breastfeed (i.e. in public or longer than expected)



Patient Perspectives Survey

Your input will help mothers and future mothers...

1. What are the gaps in knowledge about pregnancy, postpartum and lactation and how best to communicate this to the public?
2. What do you believe is missing from public knowledge? Are there some things you were not aware of regarding pregnancy, postpartum and/or concerning lactation?



Patient's Response

What are the gaps in knowledge?

Every woman and every new mom needs a lot of support, not only physically but emotionally as well as with the adjustment to motherhood.



Patient's Response

What are the gaps in knowledge?

I feel more needs to be talked about women's mental health not just physical health. Everyone seems to portray that it's all rainbows and butterflies right after giving birth, when women's bodies go through so much.



Patient's Response

What are the gaps in knowledge?

Overall women of color, teen moms and poor women are less likely to be screened or referred to mental health specialists for treatment. We need to make sure our most vulnerable are getting support.



How to Communicate Information to the Public

Mandatory training for all professionals seeing perinatal patients and all need to screen or ask simple questions

- Ob-gynes, Pediatricians. PCPs
- Childbirth Educators
- Lactation Consultants
- Nurses
- Mental health providers



How to Communicate Information to the Public

All professional organizations have media departments that provide education to the public and their members

- AMA, ACOG, ASPOG, AAP, AWHONN
- La Leche, ICEA, March of Dimes,
- APA, NASW



How to Communicate Information to the Public

- Task Force website where both public and professionals can get information on gap areas
- Standard booklets developed for public and professional access



How to Communicate Information to the Public

Utilize perinatal organizations to provide education to the public, health care and mental health providers:

- Postpartum Support, International
- The National Perinatal Association
- Marce of North America
- 2020 MOM
- MotherWoman



How to Communicate Information to the Public

Postpartum Support, International (postpartum.net) is a non-profit organization whose mission is to promote awareness, prevention and treatment of mental health issues related to childbearing in the U.S and every country worldwide



How to Communicate Information to the Public

Postpartum Support, International

- postpartum.net website receives 100,000 visits a year
- Toll-free help line in English and Spanish serves more than 100 callers a month
- PSI coordinators in all 50 states, Canada, Mexico and 36 other countries provide support, information and referral



How to Communicate Information to the Public

Postpartum Support, International

- Access of public to free phone “chats with experts” and on-line support
- Educational DVDs and Webinar Series
- Annual PSI Conference open to public and professionals



What Novel Communication Methods Can Be Used?

Social Media:

- Blogs, on-line chats and support groups
- Podcasts, YouTube videos, Webinars
- Facebook page, LinkedIn, Twitter postings



What Novel Communication Methods Can Be Used?

TED Talks: “*Ideas Worth Spreading*”

- Estimated as being viewed at a rate of 1.5 million times a day
- Total views recently surpassed one billion



What Novel Communication Methods Can Be Used?

Online News Sources:

- WebMD, CNN, Yahoo! News, NY Times, Washington Post, etc.

Ad Campaigns:

- Banners on commuter trains, buses, taxis and internet advertising



What Novel Communication Methods Can Be Used?

- Provide information posters and materials about PMAD and breastfeeding in clinics, ob-gyne and pediatrician offices, hospitals
- Encourage asking perinatal moms & dads “how are you doing” at baby wellness check-ins



What Novel Communication Methods Can Be Used?

- Send information home with moms and families concerning PMAD, including resources for help like PSI information
- Educate dads/partners and family members about symptoms and provide national and local resources

What Novel Communication Methods Can Be Used?

- Articles in popular magazines that would appeal to a wide-range of consumers from all SES and ethnic backgrounds

Newsweek, Good Housekeeping, Ebony, People, Real Simple, Glamour, Psychology Today, Consumer Reports, Family Circle, etc

What is an Example of a Strategy That Didn't Work?

Case that went viral in Sacramento, CA about a month ago after posted on Facebook

It may have caused more panic and secrecy encouraging women not to speak up and continue the epidemic of silence



What Can We Learn About Effective Strategies?

Research has suggested that using personal narratives can be an effective way to convey information.

(Gollust and Cappella, 2014)



Patient's Response

How best to communicate this to the public?

Inform and integrate what we know about pregnancy and postpartum mental health issues into parenthood preparation classes. Fathers and same-sex parents need to be included.

Patient's Response

How best to communicate this to the public?

Encourage moms to get support and reach out online to meet other moms. They can discuss adjusting to motherhood, postpartum problems breastfeeding, colicky infants and other topics.

Patient's Response

How best to communicate this to the public?

I came across informational breastfeeding training via email and found these and breastfeeding support online.

It would be helpful if there was a list of user friendly, quality resources on breastfeeding to give patients at prenatal appointments.



What Can Be Learned From Patients About Strategies?

There may be greater potential to influence younger people with non-traditional approaches such as internet sources, blogs and social media than with traditional methods



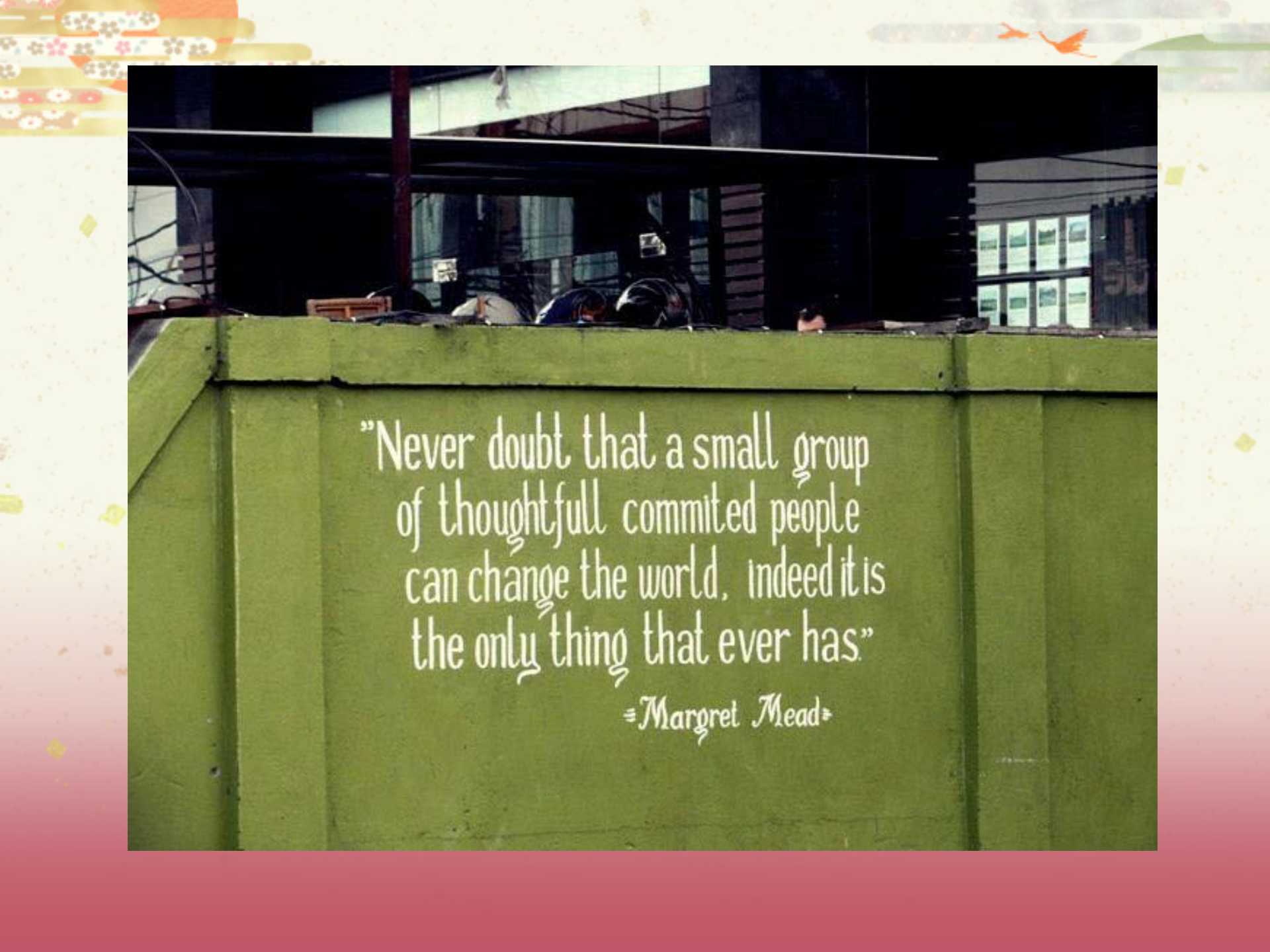
What Can We Learn About Effective Strategies?

Although it is hard to evaluate the effectiveness of communication strategies, it has been stated that success can be measured with social media by number of blog posts read, Facebook likes or retweets



What Can Be Learned From Patients About Strategies?

Utilize a variety of traditional and novel approaches to communicate information to the public and patients, as this increases the likelihood of effectiveness



"Never doubt that a small group
of thoughtful committed people
can change the world, indeed it is
the only thing that ever has."

≡ Margaret Mead ≡