



Developing & disseminating eBaby: Using social media to optimize infant feeding among teen mothers

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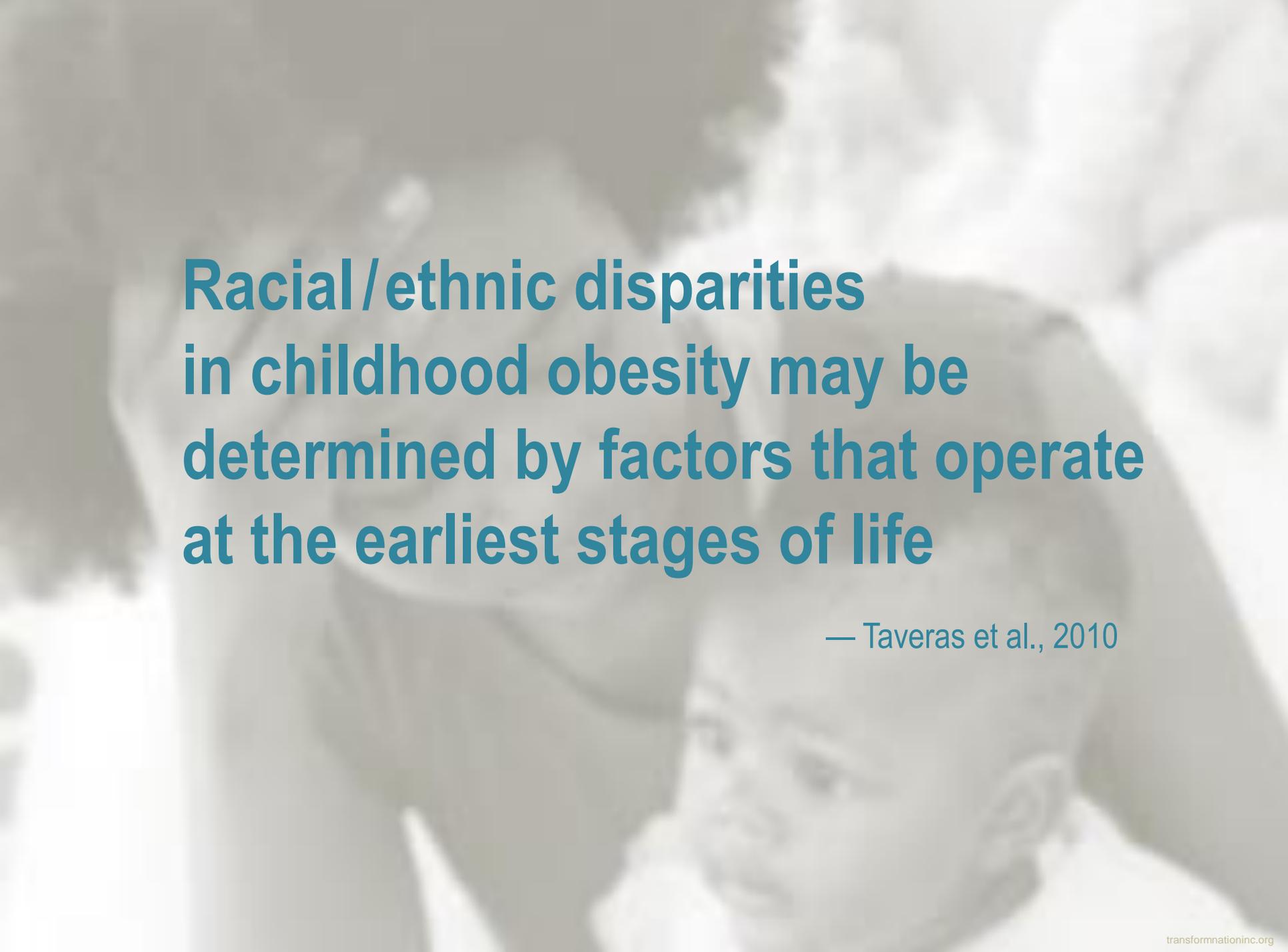


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**Resource-limited
and minority teen
mothers face increased
barriers to optimizing
infant feeding outcomes**





**Racial/ethnic disparities
in childhood obesity may be
determined by factors that operate
at the earliest stages of life**

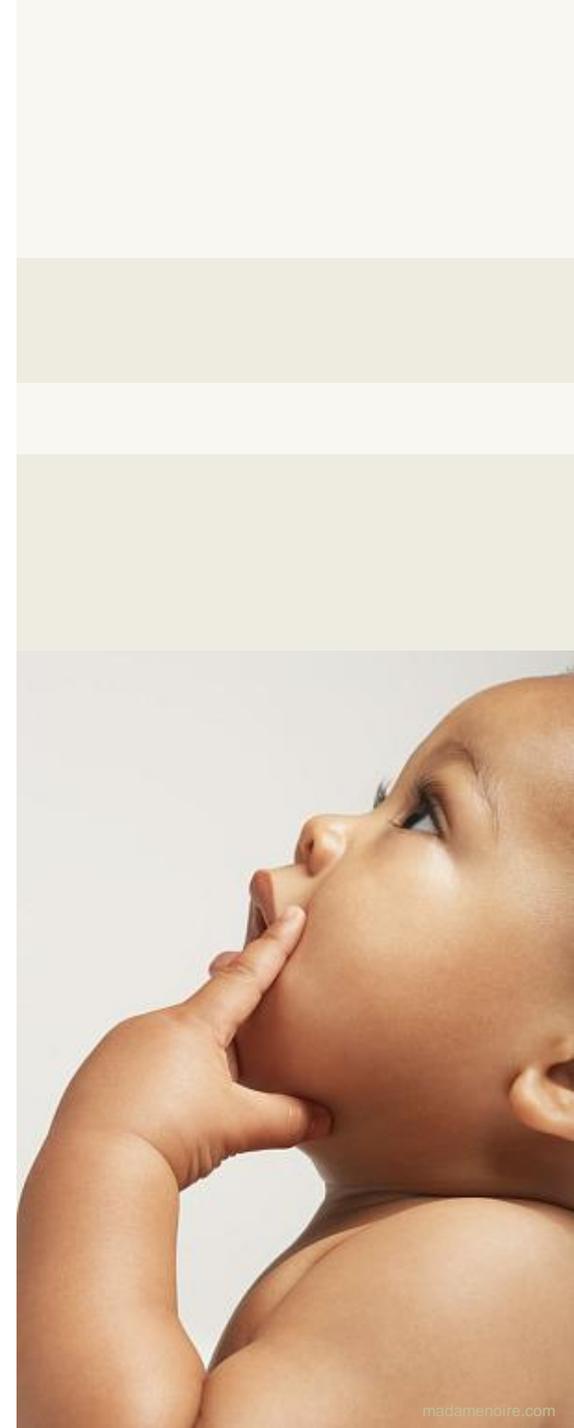
— Taveras et al., 2010

Poverty and younger motherhood

- **Low birth weight infants**
- **Non-breastfeeding**
- **Low infant nutrition knowledge**
- **Mistimed introduction of solid foods**

Few eHealth programs for new mothers

- **Primarily target mothers who are older and more educated:**
 - Just in Time Parenting
 - Text4Baby
- **Large gap in tech-based outreach for minority teen mothers**





eBaby

research questions



harness social media?



culturally relevant?



accessible?



eBaby

objective one: videos



adapt JITP content into videos



pilot-test videos with CAB



**distribute on social
media sites**



Just in Time Parenting

About Just in Time Parenting!

Just in Time Parenting (JITP) brings quality time it can be most useful and make the bi

Over the past 30 years, Cooperative Extension developed and evaluated an unusually parent moment," monthly "just in time" newsletter parent's child.

Cooperative Extension has a well-established find useful. [Click here](#) for a summary of Ex

Extension professionals from the land-gran based age-paced newsletters into a national partnership with eXtension, Just in Time Pa

- Age-paced newsletters that can be dow
- Facts sheets
- Frequently Asked Questions
- Experts across the country
- Upcoming local Extension programs

Although the JITP materials currently focus on parenting infants, the information will extend from pregnancy through parenting in the teen years.

Because manageable amounts of information addressing the exact challenges parents are facing reaches them regularly, Just in Time Parenting is one of their "favorite bookmarks."

- JITP pulls together the core information needed to help children and their families thrive.
- JITP connects parents to resources and information – when they or their children need help.
- JITP can be read by all the adults in a family, and can help dispel child-rearing myths and misinformation.
- JITP is a parent-friendly way to learn how to help children grow up healthy and ready for success.

Age-paced newsletters deliver trusted information just in time -- providing parents with the information they need to support and guide the growth of their child. We hope you find the Extension Just in Time Parenting resources helpful.

Leadership Team

Newsletter Content Team

Evaluation Team

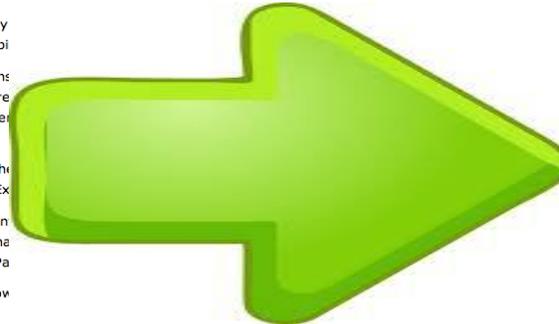
Advisory Team

FAQ and ATE Team

Join JITP

Learn more about Age-paced newsletters

Download newsletters



videos



eBaby

objective two: website



develop culturally tailored site



adapt JITP content for site



pilot-test site with CAB



beta-test and launch site



eBaby

results



develop/pilot eBaby logo



produce/pilot 9 eBaby videos



develop/pilot eBaby website



**launch eBaby YouTube
channel and website**



videos

- 🌸 Prenatal Nutrition Tips
- 🌸 Day in Life of Teen Mom
- 🌸 Breastfeeding Myths
- 🌸 How to Breastfeed: Part 1
- 🌸 How to Breastfeed: Part 2
- 🌸 Introducing Baby to Solid Foods
- 🌸 Caring for Baby with Less Stress
- 🌸 Your Sleep...Baby's Sleep
- 🌸 Bottle-feeding Myths

A young woman with dark, wavy hair is smiling and looking towards the camera. She is wearing a light green, textured knit sweater. She is holding a white sign with vertical blue lines and three hole punches. The name 'Brittani' is written on the sign in pink, bubbly letters. The background consists of a brick wall and a wooden door.

Brittani

<http://www.youtube.com/watch?v=KWbVHUFcrVU>

Welcome to eBaby4u!



A Day in the Life of a Teen Mom Meet 16-year-old Lexus

Lexus is a student, softball player, and the mother of

What is eBaby?

The eBaby4u site is your one-stop shop for your baby questions. Motherhood can be confusing. With our help, you'll have the answers you need for a happy, healthy baby.

Check out our

- Videos
 - Social Media Channels
 - Newsletters
- and the rest of the eBaby website for more information.

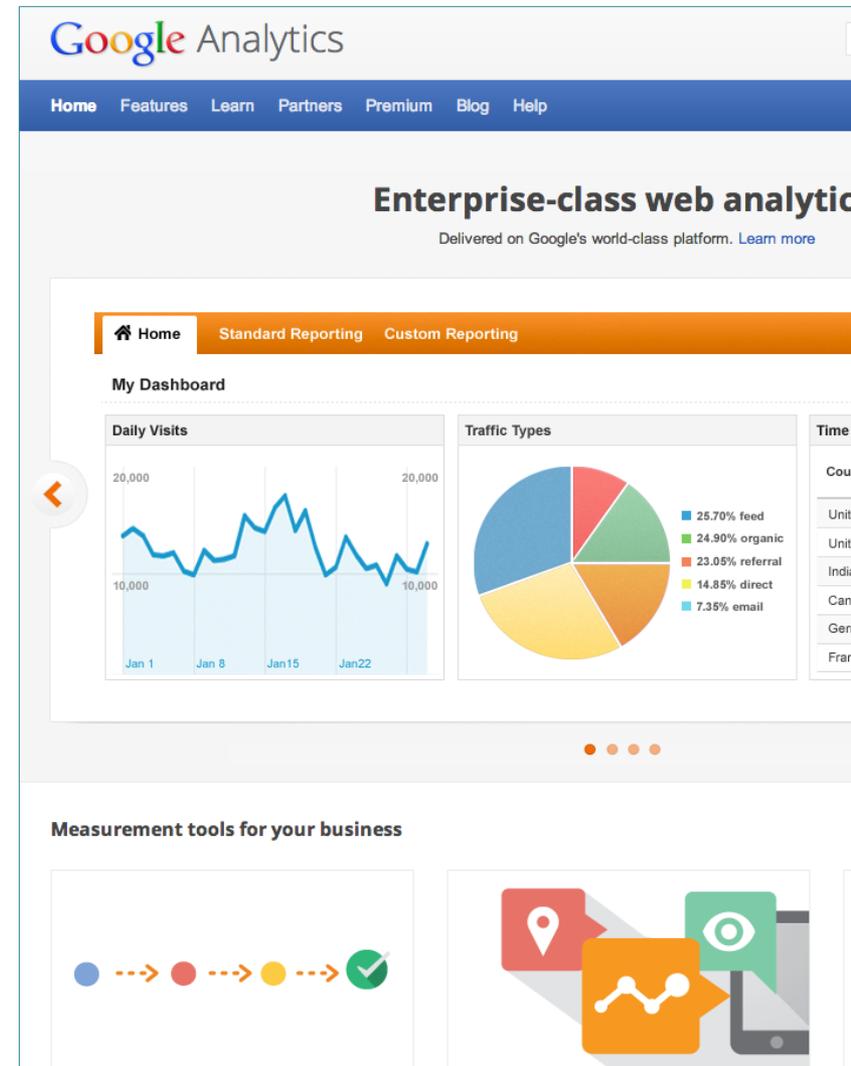


eBaby

implications

eHealth efforts must be...

- **Culturally tailored**
- **Mobile-responsive**
 - maximize likes
 - minimize bounce rates
- **Dynamic**
- **Sustainable**
- **Evaluated:**
 - Google Analytics
 - Facebook Insights





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