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

Kathleen Ragsdale, PhD\textsuperscript{a} Laura R Walton, PhD APR\textsuperscript{b} Cassandra Kirkland, PhD\textsuperscript{c} Chiquita Briley, PhD\textsuperscript{d} Casey L Smith, BA\textsuperscript{b} Kelli Conrad, BA\textsuperscript{b} Tracy Frazier, BA\textsuperscript{b} Sarah E Pellegrine, BA\textsuperscript{a}

\textsuperscript{a} Family & Children Research Unit, Social Science Research Center, Mississippi State University
\textsuperscript{b} Media Collaboration Laboratory, Social Science Research Center, Mississippi State University
\textsuperscript{c} School of Human Sciences, Mississippi State University
\textsuperscript{d} Department of Family and Consumer Sciences, Tennessee State University

2013 National Conference on Health Communication, Marketing & Media \textsuperscript{Ξ} August 20, 2013

The eBaby Project is supported by USDA National Institute of Food and Agriculture (NIFA), Grant No. 2012-4610020098-12111382 (K Ragsdale, PI; LR Walton, Co-PI)
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?
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 best.

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

Cooperative Extension has a well-established track record of finding useful content. Click here for a summary of Extension professionals from the land-grant based age-pacing newsletter into a national partnership with eXtension, Just in Time Parenting.

- Age-pacing newsletters that can be delivered
- 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 school.

Age-pacing 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.
objective two: website
develop culturally tailored site
adapt JITP content for site
pilot-test site with CAB
beta-test and launch site
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
Welcome to eBaby4u!

Breastfeeding vs Bottle feeding
Is there really that big of a difference?

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.

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

Lexus is a student, softball player, and the mother of two.
implications
eHealth efforts must be...

- Culturally tailored
- Mobile-responsive
  - maximize likes
  - minimize bounce rates
- Dynamic
- Sustainable
- Evaluated:
  - Google Analytics
  - Facebook Insights
The eBaby Project is supported by USDA National Institute of Food and Agriculture (NIFA), Grant No. 2012-4610020098-12111382 (K Ragsdale, PI; LR Walton, Co-PI). We gratefully acknowledge the eXtension Just in Time Parenting Leadership Team, Arthur G. Cosby of the Social Science Research Center (SSRC) of Mississippi State University (MSU), the SSRC Media Collaboration Laboratory, and the MSU Division of Agriculture, Forestry & Veterinary Medicine for their support.

We also gratefully acknowledge Brittani Dubose, Dr. Cassandra Kirkland, Lexus Noland, and the members of the eBaby Community Advisory Board for their invaluable contributions to the project.