

## Gen Y Learns Breastfeeding Through Cell Phones, Texting, and YouTube



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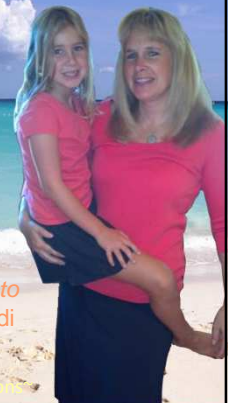
Inland Empire Breastfeeding Coalition  
Riverside, CA  
Tuesday October 25, 2016

## Disclosures

No conflicts of interest  
to declare

*"You must be the change you wish to  
see in the world."* Mahatma Gandhi

*All photos used with appropriate permissions*



I JUST SAVED A TON OF MONEY BY SWITCHING TO



*Special Breastfeeding*  
**BREASTMILK**

Facebook Breastfeeding Page



## Objectives

1. Identify the current generation of mothers and three specific learning needs.
2. List three ways texting can be used to enhance breastfeeding promotion and education.
3. Explain two reasons why YouTube may be useful for Gen Y.



## Santa Barbara Co WIC- California, USA - Agency Profile

- ◆ 90 minutes North of Los Angeles
- ◆ Caseload of 18,420
- ◆ 4 Permanent & 5 Satellite Sites
- ◆ 5 IBCLCs + 1 LE
- ◆ 23 Lactation Educators in WIC
- ◆ 1 Regional Breastfeeding Liaison
- ◆ Two FTE Peer Counselors (PCs)
- ◆ 77% WIC staff are IBCLCs, LEs, or Completed a Lactation Course
- ◆ Exclusive BF Rate 37.9% (1-12 mos) CA Average 21.2%



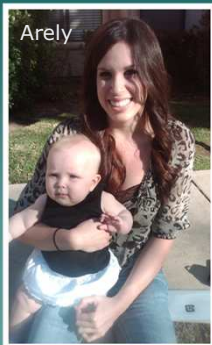
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Santa Barbara County  
California, USA



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## Meet Santa Barbara Co WIC PCs



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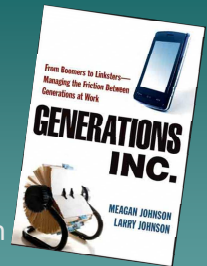
## Who is Gen Y?

Born ~ 1977-94 or 1980-95

Also called *Millennials*

Nearly 80 million in population

Represent ~76% of all births, 85% of first births



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## Ethnically diverse

(34% are Black, Hispanic, Asian, or Native American)

One in four have lived in single-parent households

75% had working mothers

Higher education

Where  
do they  
come  
from?



## Gen Y in A Nut Shell



Personalized interactions  
Connecting with women



Millennials... Rely heavily on mobile communication



## Gen Y's Modus operandi

Preferred Communication	Baby Boomers	Gen X	Gen Y
Face-to-Face	X		
Cell phones	X	X	X
Email	X	X	
IM		X	X
Texting			X
Problem solving approach	Think about what worked in the past, how to replicate it, then call a meeting to discuss	Think up a list of solutions on their own, then call a meeting to discuss	Use web and social networking for research

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## Reaching Gen Y where they're at: Targeted Social Marketing

Listen to the needs & desires of PPTs  
Trend of health education  
Computer is out & mobile devices in  
Mobile devices – reaching a critical mass world wide



<http://www.social-marketing.com/Whatis.html>

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## Bfed Texting Program Background

90% SB CO with PC ppts had cell phones  
100% OK with texting  
More likely to answer text than phone  
PCs also call and see ppts in person



## Internationally Recognized Bfed Texting Program Goals

- ✓ Meet the communication needs of Gen Y
- ✓ Targeted Social Marketing of BF messages
- ✓ Increase BF rates at 1, 3, & 6 months



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## How we started

Spring 2011, partnered with a innovative texting company

Developed prenatal & postpartum texts in English & Spanish

Went live on Friday July 22, 2011



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## Bfed Texting Program – What it is

Coined the name "Bfed"

Short code 8398..

Spam texting against the law

Participants must give permission to receive texts by "opting in"

HIPAA compliant

Only for PC participants

Evaluated Quarterly



[Wikipedia commons](#)

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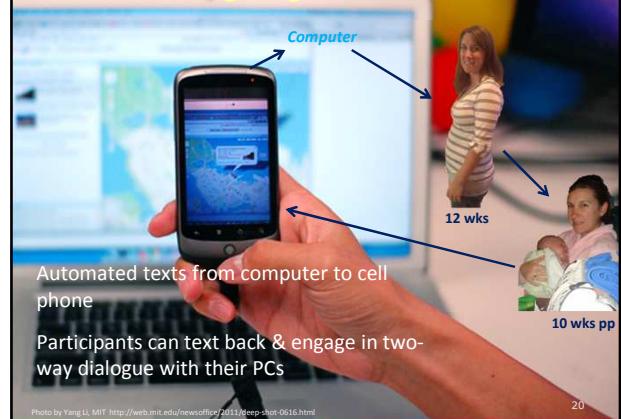
## Former BF Peer Counselor Leanna, now IBCLC



Developing messages

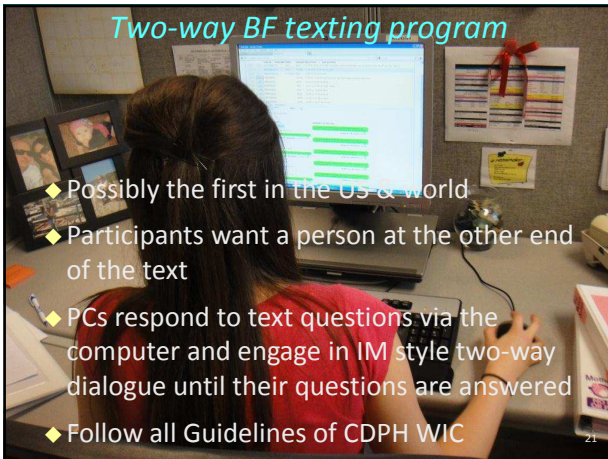
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## Bfed Texting Program – How it works



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## Two-way BF texting program



- ◆ Possibly the first in the US & world
- ◆ Participants want a person at the other end of the text
- ◆ PCs respond to text questions via the computer and engage in IM style two-way dialogue until their questions are answered
- ◆ Follow all Guidelines of CDPH WIC

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## Participants in Bfed Program

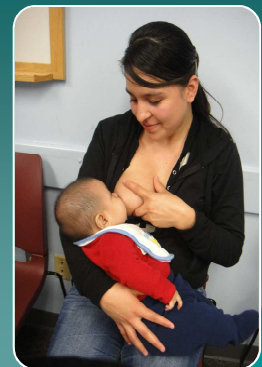
1368 subscribers to date

- 1,058 English
- 310 Spanish

28 have opted out by sending "stop"

1620 used two-way communication

~Data taken 4/27/16~



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## Are we reaching them? Survey says...

- ✓ "There is no need to go to the clinic, all I do is send a text."
- ✓ "When I had my baby and they congratulated me for becoming a mom."
- ✓ "I feel supported because I knew nothing of breastfeeding."
- ✓ "I feel confident and that I am important. Thank you."
- ✓ "I enjoyed receiving messages with information since I am a first time mom, it's nice to know."

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## Summary of our Bfed program



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## Texters show increases in BF initiation

	North Carolina	Cabarrus County	Participants receiving text*
Initiated Breastfeeding	71.5 %	78.1 %	92.9 %
Breastfeeding at 6 weeks	25.1 %	24.1 %	(between 0-3 months) 42.6%
Breastfeeding at 6 months	10.4 %	13.6 %	(between 6-12 months) 34.0%

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Picture: Cowee Mountains NC

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## WIC in Buffalo New York sees Increases in Caseload Due to Better Appointment Compliance

### Process:

- ❖ On average, Catholic Charities WIC in Buffalo sends 2,000 appointment reminders per week.
- ❖ Appointment texts are fully customizable and are fully integrated. Appointments are exported into a single excel file with the following columns: client name, appointment time/date, language preference, site location/address.
- ❖ WIC Buffalo uses two way texting to provide live assistance with responses from clients: confirming appointment or cancelation/reschedule requests!

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## Better Appointment Compliance Leads to Higher Caseload!

### Key Finding:

- ◆ During May, 2015, Catholic Charities WIC Buffalo saw an increase in their caseload by 300 and they attribute this increase to the fact that they are getting fewer no shows because clients are receiving reminders by text instead of phone calls.

Contact:  
Katie Constantino, MSEd, IBCLC  
Catholic Charities WIC Breastfeeding Coordinator  
Buffalo, New York,  
(716)218-1484 X2411  
email: [katie.constantino@ccwny.org](mailto:katie.constantino@ccwny.org)

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## Why not a different service?

### SHORTFALL OF LOCAL TELEPHONE CO. TEXTING PROGRAM:

NO opt-in based strategy

Limited one-way communication



Cannot preprogram messages

Cannot collect data

Cannot have multiple responders

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## Lessons Learned

- ◆ One PC texting too much & not talking to ppts on phone
- ◆ PCs were texting via cell phone, not the texting computer system – we lost data
- ◆ Prepaid cell cards sometimes do not allow texts
- ◆ Funding



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## Questions for Thought

Could a breastfeeding texting program work for you? Mobile devices are here to stay.

Americans age < 55 text more than call or email.

What barriers might you need to overcome?

- No cell phones
- Not allowed to text



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## WIC's Future is Now

- WIC is a leading source of BF education & support
- Increase caseload (*CO saw increased caseload & retention*)
- Personalized attention
- Increased credibility
- Research opportunities
- Provide general nutrition education

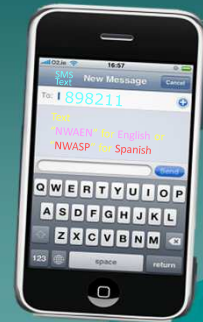


**The time to start is NOW**

## Let's take a test drive...

Take out your cell phone!

- 1) Type **898211** where you would put a phone # to text
- 2) Text **NWAEN** for English or **NWASP** for Spanish (in the message area)
- 3) Press send



Online View →

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## Online View Sample

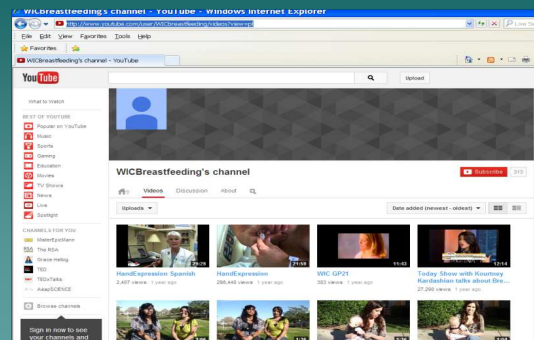


Demonstration example — not actual ppts.

<http://sms.astracorp.com/>

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## Taking advantage of Gen Y preferences: YouTube Clips & Apps in Prenatal BF Class



<http://www.youtube.com/user/WICbreastfeeding/videos?view=p>

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## More YouTube Clips & Apps for Prenatal BF Class

**BREASTFEEDING SOLUTIONS** An Interactive Guide to Solve Common Breastfeeding Problems

BEFORE → BREASTFEEDING SOLUTIONS → AFTER

LESS DRAMA. FASTER, MORE RELIABLE ANSWERS!

**FREE 1-7 AUG 2014**

Available on the App Store and Amazon



<http://www.youtube.com/user/WICbreastfeeding/videos?view=p>

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## What Questions Do You Have?

Go ahead and Text yourself something you want to remember from this talk!

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## Contact Information

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## References

References provided in the  
handout.