

October 26-28, 2020

# Maternal & Infant Health in the Digital World:

*Patient-Centered Care During COVID and Beyond*

**VIRTUAL CONFERENCE**

[hmhbga.org/event/beyondcovid2020](https://hmhbga.org/event/beyondcovid2020)

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# Crafting Reassuring, Relatable, & Reliable Messages to New and Expecting Moms

*During COVID-19 and Beyond*

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# Learning Objectives

- **Understand** the basic principles of person-centered communication
- **Apply** patient-centered communication to public health messaging for new and expectant moms
- **Build skills** to effectively communicate information to new and expectant moms during the COVID-19 pandemic and beyond





Expecting Health is made up of key leaders in health communication with a strong passion for **bridging scientific information with the everyday realities of parenting experiences and family lives.**

## VISION

The fear and confusion individuals and families face during pregnancy and parenting is **replaced by confidence and agency to make the best healthcare decisions for their lives.**

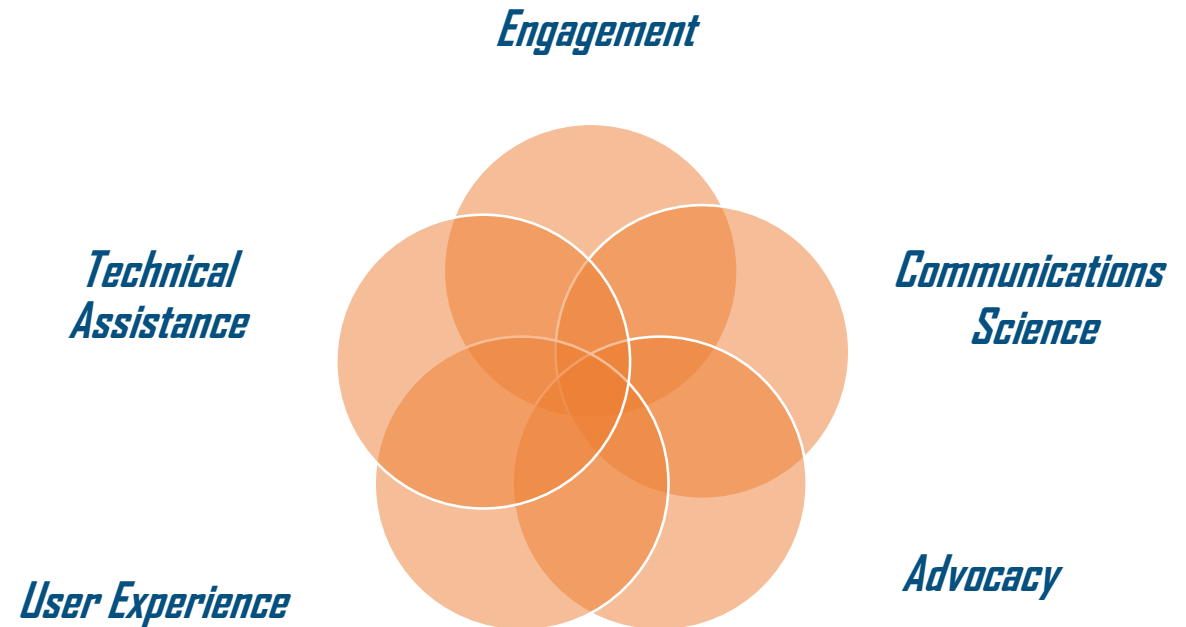
## GOAL

**To alleviate pain points, pressure, and confusion** faced by families planning and/or experiencing a pregnancy, and during those early motherhood years.



# Our Approach

With a focus on pregnancy and newborn health, we utilize principles of **community engagement and user driven design** to reach diverse audiences.



# What We Do



**Provide actionable, relatable science:** bridge science-based information with health literacy to create relevant, accessible, and actionable messaging



**Advocacy:** work with legislators, org leaders, and other decision makers to ensure that policy, funds, and guidance matches the needs of community & trusted partners



**Coalition building and convening:** lead collaboration between scientists, health providers, and the people affected by their decisions through trainings and technical assistance



**Create trainings, connection, and technical assistance:** increase capacity and build skills across multi-stakeholder partners





# Women as Health Information Seekers

**Women are the primary seekers of health information in a household.<sup>1</sup>**

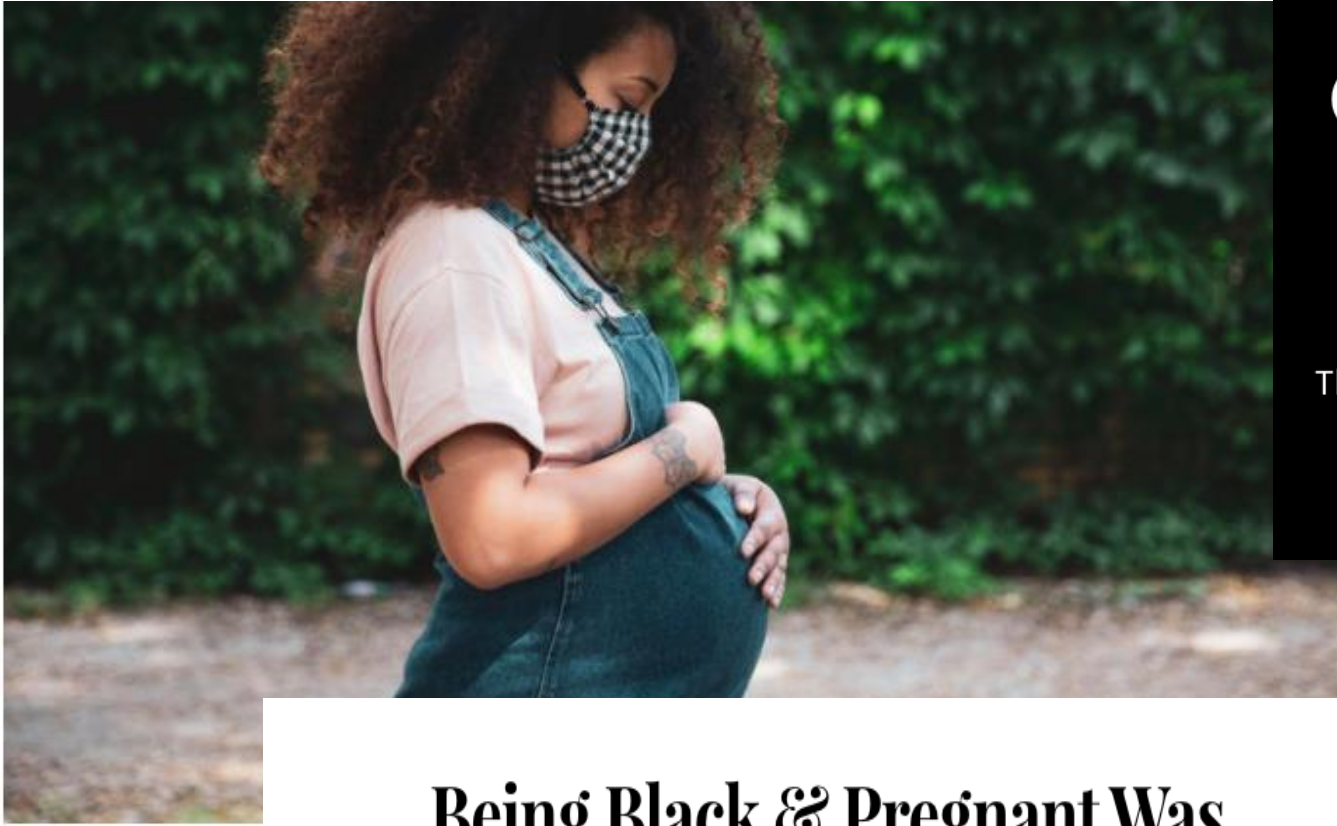
**Moms often search for information on fetal development and nutrition during pregnancy.<sup>2</sup>**

**Women worry about the reliability of information from the Internet.<sup>1</sup>**

1. Rainie, L. A., & Fox, S. (2000, November 26). Section 2: Health Seekers. Retrieved January 22, 2018, from <http://www.pewinternet.org/2000/11/26/section-2-health-seekers/>
2. Sayakhot, P., & Carolan-Olah, M. (2016). Internet use by pregnant women seeking pregnancy-related information: a systematic review. *BMC Pregnancy and Childbirth*, 16, 65. <http://doi.org/10.1186/s12884-016-0856-5>



## Safe Pregnancy As COVID-19 Surges: What's Best For Mom And Baby?



Pregnancy is a time of hc  
to avoid catching the corr  
of the world.

## Being Black & Pregnant Was Already Scary — Coronavirus Makes It Even Scarier

## Pregnant women with COVID-19 may be at higher risk of preterm births and stillbirths, study finds

The CDC published a study of 598 pregnant women who were hospitalized with COVID-19 infections.

*By Alexandra Kelley | Sept. 24, 2020*

## 'I Gave Birth to My Son While My Husband Watched on Zoom:' A Local Mom Shares Her Birth Story



## Parent Perspectives: Being Pregnant During A Pandemic

"I'm **getting anxious** about weird things that I never thought I would be thinking about, like whether or not I want medical professionals to even be touching my baby...**Does my baby also need to wear a mask?**"

-First-time mom in San Mateo, CA

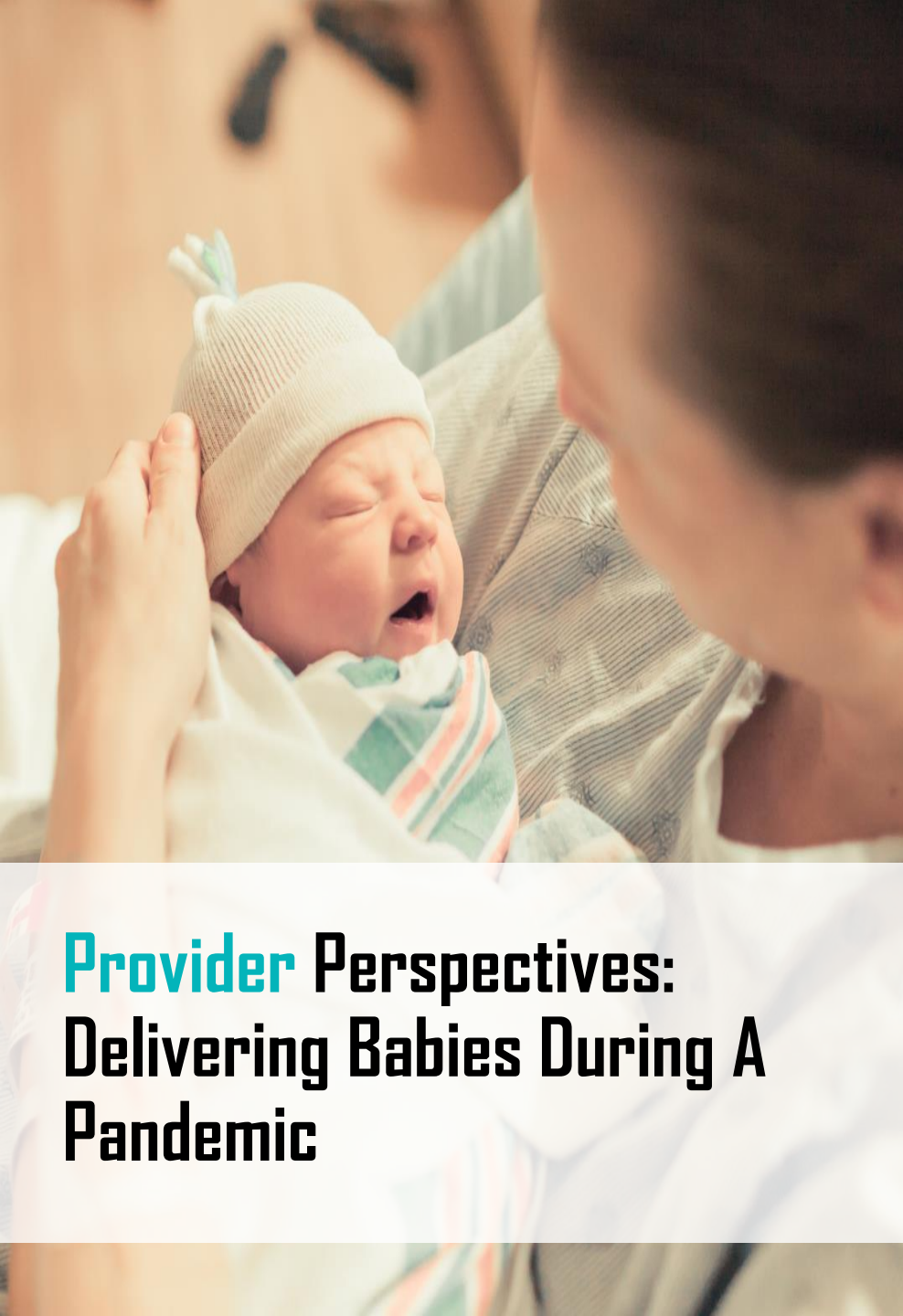
From KQED News

"I worry that I'll be diagnosed with COVID at the time of delivery and be separated immediately from my son...I'm concerned that, due to hospital overcrowding, **there won't be space for me to deliver and I'll be turned away**, and I'm definitely not prepared for the logistics of a **home birth.**"

-Soon-to-be mom of three in Detroit, MI

From Refinery 29





## Provider Perspectives: Delivering Babies During A Pandemic

"It is indeed **distressing**...We relentlessly urge our pregnant women to protect themselves and their unborn children first because **we don't know everything about the behavior of this virus.**"

"They were very anxious in the beginning — **there was so much misinformation out there.** Pregnant people are often in these Facebook groups and communities, and so if one person had a bad piece of information, it was spreading like wildfire — or like the virus."

-Heather Bartos, MD

From Refinery 29



# The Need: Effective Messaging



# Patient-Centered Communication



Understand the patient's  
perspectives



Acknowledge the unique social and  
cultural context



Reach a shared  
understanding



# Accessibility of the Message

- **Understand** your audience's experiences and needs
  - *What is your reader going through?*
- **Write** a message that conveys information and relates to your audience's experiences
- **Disseminate** the message to various communication channels
- **Develop** a feedback loop to support iteration and improvement of message dissemination

# Steps in **Effective** Messaging

**ASK YOURSELF:**



**WHO** are trusted sources of information?



**WHERE** do your members or constituents access information?



**HOW** do you gather professional/family/other perspectives?



# Patient-Centered Communication: **Examples**

*Understanding patient perspectives*



**Relatable**

*As a soon-to-be or new mom, you have a lot going on! With the recent outbreak of coronavirus, also called COVID-19, there is even more misinformation, confusion, and fear around what you need to do to stay healthy.*

# Patient-Centered Communication: Examples

*Acknowledging the unique social and cultural context*



Reassuring

*Whether you're comfortable seeing friends, family, and doctors in-person again or staying at home, these are your decisions to make. There's no right or wrong way to adjust to this new lifestyle, but there are ways to prevent the spread of germs and to be prepared.*

# Patient-Centered Communication: **Examples**

*Reaching a shared understanding*



**Reliable**

*You can remind yourself of what is certain – your support system is still available; your healthcare team is committed to the health and safety of you and your baby; and your baby is lucky to have you!*

# Our Examples

CORONAVIRUS (COVID-19) · 22 June 2020

## Creating Your New Normal During the COVID-19 Pandemic



As places enter different phases of reopening, it's important to not only follow your local health department's rules and recommendations, but to also consider what you're comfortable with and what's best for you and your family.

[READ MORE >](#)



CORONAVIRUS (COVID-19)

13 April 2020

## COVID-19 and Infant Feeding

Feeding your baby is a difficult task! With the added uncertainty of COVID-19, deciding how to feed your baby may be overwhelming and nerve-wracking.



CORONAVIRUS (COVID-19)

02 April 2020

## COVID-19 and New Moms

As a new mom during the COVID-19 pandemic you may have a lot of questions about what you can do to keep yourself and your baby healthy.

[READ MORE >](#)



# Case Study



A local clinic in Washington, DC asked us consult on their communications campaign to promote their new initiative. The clinic describes their brand as **warm and trustworthy** and predominantly serves **Spanish-speaking families**. They are launching a program to host virtual support groups for pregnant women facilitated by a doula. The clinic is interested in promoting the groups on their social media and website.



# The **Key** Message

The virtual support group offers pregnant women *connection, support, and education* from the comfort of their own home.



*Short (1-2 sentences)*



*Conveys exactly what your audience needs to know*



# Sample Message: **Social Media**

You're going to have a baby no matter what and will have to interact with healthcare professionals. Share your experiences with others like you!



**Cold**

**Matter-of-fact**

**Practical**





# Sample Message: Revised

You're going to have a baby no matter what and will have to interact with healthcare professionals. Share your experiences with others like you!



**Have questions about what to expect when you go into labor? Remember, your healthcare team is committed to the health and safety of you and your baby! Join our support group to talk to other soon-to-be moms and a doula!**

# Sample Message: Website

There's so much going on, but it's important to protect your baby from COVID-19 at all costs. That means protecting yourself by avoiding stress, wearing a mask, and most importantly knowing everything about COVID-19. Join our virtual support group to speak to experts and other moms like you!



**Baby-centric**

**Unrealistic**

**Unrelatable**



# Sample Message: Revised

There's so much going on, but it's important to protect your baby from COVID-19 **at all costs**. That means protecting yourself by **avoiding stress**, wearing a mask, and most importantly **knowing everything about COVID-19**. Join our virtual support group to speak to experts and other moms like you!



As a soon-to-be mom, there's a lot going on. You may be overwhelmed with information, but remember:

- You're not alone.
- You're doing your best.
- Your healthcare team is taking care of you and your baby.

Led by a doula, our virtual support group will connect you with other soon-to-be moms and will provide you what you need to know about COVID-19. Share your experiences and ask all your questions in the comfort of your own home!

# COVID-19 and Beyond





# Creating Messaging For New and Soon-to-be Moms

- Pregnancy creates a unique opportunity for messaging to make a significant difference in how new and expecting moms process and act on health information.
- Women use information on the Internet to help them decide to seek medical advice.<sup>3</sup>

3. Bidmon, S., & Terlutter, R. (2015). Gender Differences in Searching for Health Information on the Internet and the Virtual Patient-Physician Relationship in Germany: Exploratory Results on How Men and Women Differ and Why. *Journal of Medical Internet Research*, 17(6), e156. <http://doi.org/10.2196/jmir.4127>



# Checklist



Relatable: *Understand the audience's perspective*



Reassuring: *Acknowledge the unique social and cultural context*



Reliable: *Reach a shared understanding*



# Stay Connected



HOME ABOUT ▾ DISCOVER ▾ PROGRAMS ▾ RESOURCES ▾ CONTACT 🔍


## CORONAVIRUS (COVID-19) RESOURCES

Home > Coronavirus (COVID-19) Resources

Updated 05/19/20



We are learning so much about novel coronavirus (COVID-19) every day, and want to remind you that we are here to provide the information you need to stay informed, up to date, and prepared. Below are a list of resources that can help you and your family stay safe and healthy.




Resources Your State Find a Condition En Español

About Newborn Screening Your Baby's Screening Living With Conditions Health Professionals Programs and Policy About Us Search 🔍

## Coronavirus (COVID-19) and Newborn Screening

**ASK AN EXPERT**  
Have a question that's not answered on Baby's First Test? Send it to our experts.  
[ASK A QUESTION](#)



**What is COVID-19?**  
COVID-19 is a viral illness that can affect your lungs and airways. COVID-19 spreads from person to person. People with COVID-19 typically show the following symptoms:



Questions?







# Expecting Health

## Connect

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## Keep in Touch



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