

Let's Talk About Seafood: The Impact of Messaging on Expecting and Breastfeeding Moms' Behavior

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Who We Are

Expecting Health is a team of key leaders in health communication and pregnancy and pediatric health, with a strong passion for **bridging actionable information with the everyday realities of women's experiences and family lives.**

Born from Genetic Alliance, Expecting Health shares science-based and policy-informed information that reflects the lived experiences of individuals and their families.

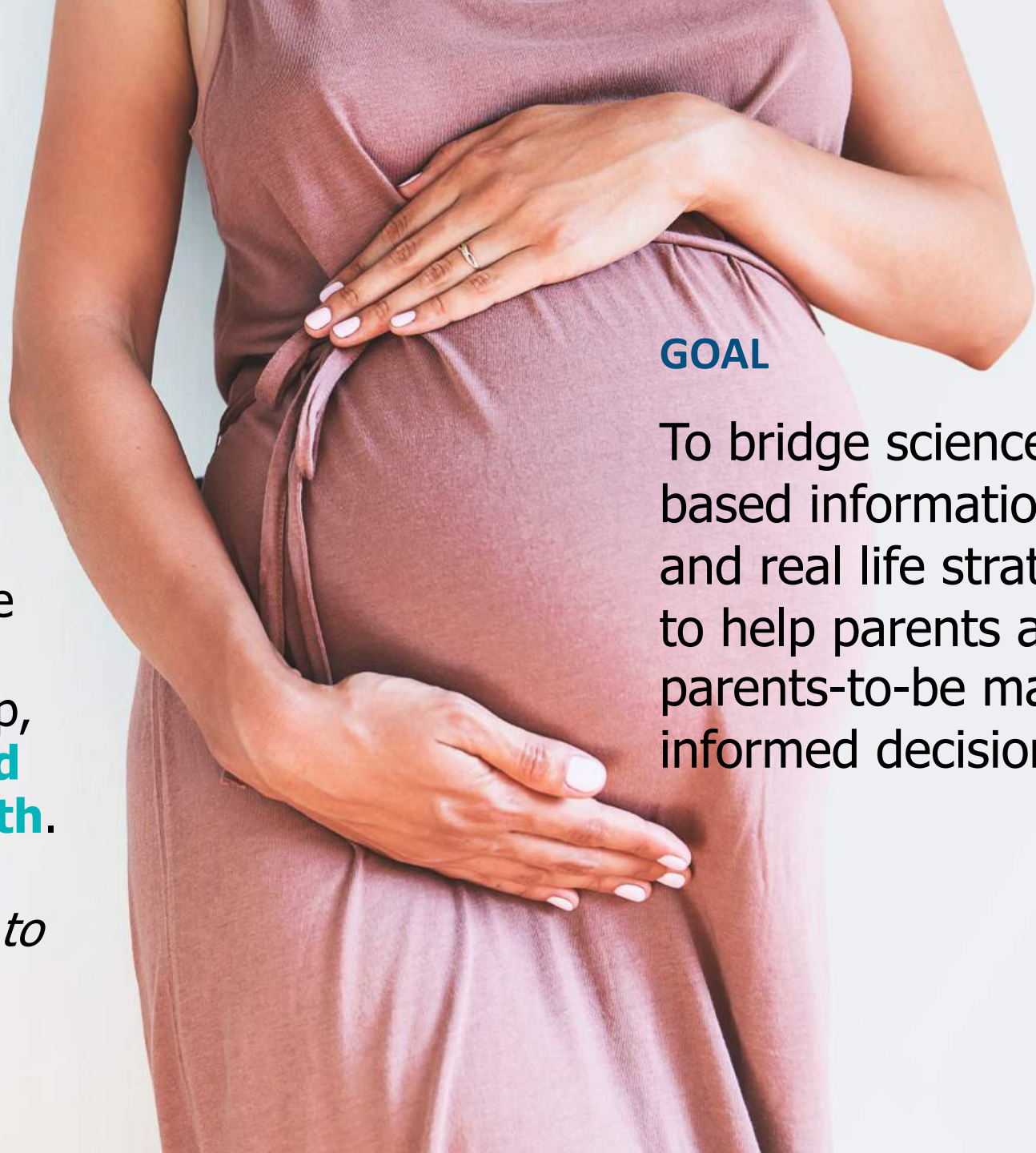


We know that education and support don't start or end at childbirth. Instead, a whole new set of shared support and needs emerge.

VISION

At Expecting Health, we believe that **new and expecting families**, regardless of makeup, income, or background, **should and deserve to expect health.**

We simply don't think it needs to be this hard.



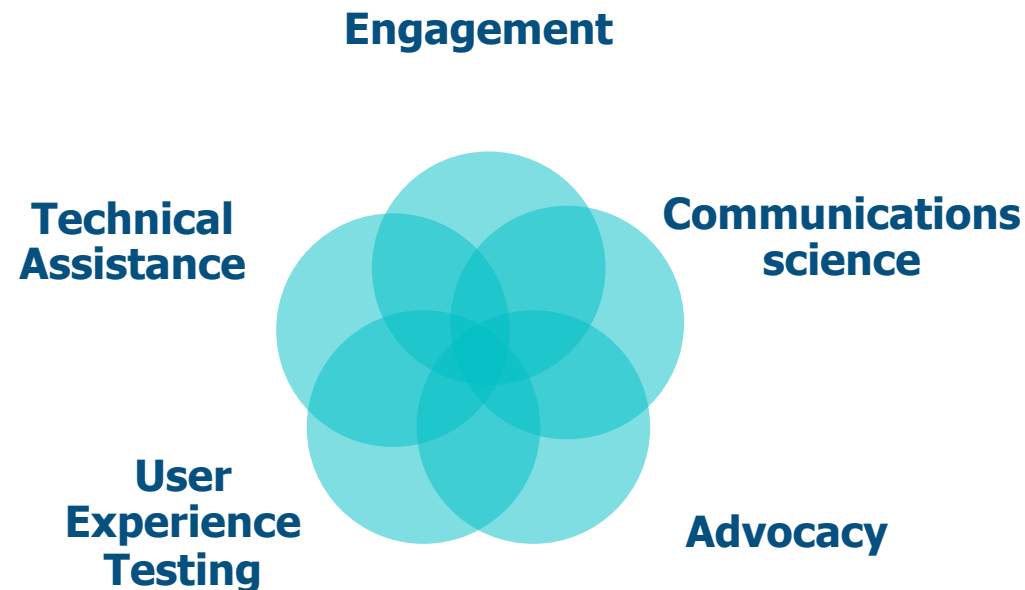
GOAL

To bridge science-based information and real life strategies to help parents and parents-to-be make informed decisions.



Our Approach

Using a **person-centered approach** to bridge the gap between (policies, science, health system) and (lived experience, consumer needs) to build a **holistic/ inclusive approach** to family health and development.



Why Messaging Matters...

Looking at How Moms and Families Search for Health Information

- Women are more likely than men to seek out health and illness information and answers related to specific symptoms and after visiting a doctor.¹
- Women are more likely to worry about getting more reliable information from the Internet.²
- Increasingly, moms turn to the Internet & social groups for trusted information.³
- While women increase their health and nutrition knowledge after searches, they are *not as likely* as men to seek medical attention or advice as a result of their search.⁴

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 Ibid.

³ Harris Interactive. (2012). How do U.S. women use the Internet and other sources of pregnancy information?: A Listening to Mothers III Data Brief | Transforming Maternity Care. Retrieved January 22, 2018, from <http://transform.childbirthconnection.org/reports/listeningtomothers/internet-use/>

⁴ 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>

Steps in Effective Messaging

ASK YOURSELF:



WHO are trusted sources of information?



WHERE do your clients or members access information?



HOW do you gather professional/family/other perspectives?

Accessibility of the Message

- Tailor the **content and the format** for your reader
- Take the message recipient's **needs** into account
- Consider **social determinants, benefits, and barriers** to executing the behavior
 - *What is your reader going through?*
- Segment the message based on **specific audience**
- Use the most relevant **channels** to reach your audience
- Put in place **feedback loop** to support iteration and improvement of message dissemination

What Makes Info Trustworthy?

■ Who?

- *Who wrote it?*
- *Who provided the facts?*
- *Where did the facts come from?*
- *Who paid for it?*

■ When?

- *When was it written or updated?*

■ How?

- *How do you know this information pertains to you?*
- *Does the information seem reasonable based on what you've read or know?*

The screenshot shows the 'Trust It or Trash It?' website. The header is orange with a magnifying glass icon and the title 'Trust It or Trash It?'. Navigation links for 'About', 'Contact', and 'Español' are in the top right. Below the header are three evaluation scales: 'Content Scale' (green), 'Quality Scale' (yellow), and 'Usability Scale' (orange). Each scale has a question and a large number (1, 2, and 3 respectively). To the right is a blue box titled 'Who said it? When did they say it? How did they know?' with instructions on how to use the tool. At the bottom, there are links for 'Send us a note', 'printer friendly version', 'disclaimer language', and a 'survey' link. The footer includes a Creative Commons license and the Genetic Alliance logo.

Contradictory Messages in the Media: *Examples of Conflicting Information*

Exclusive Breastfeeding

- **Exclusively breastfeed for six months**

"Infants should be exclusively breastfed – i.e. receive only breast milk – for the first six months of life to achieve optimal growth, development and health. "Exclusive breastfeeding" is defined as giving no other food or drink – not even water – except breast milk."

July 2015



**World Health
Organization**

- **Six months of exclusive nursing is out of reach for many moms**

"Many studies have failed to differentiate between exclusive breastfeeding and any breastfeeding..."

"In developed countries, the immediate benefits of breastfeeding are not necessarily as clear-cut, because diarrheal disease is not a major cause of infant mortality here, Dr. Flaherman says."

December 2017

THE
HUFFINGTON
POST

Sleep Training

- **Start sleep training around 4 and 6 months, because that is when babies are ready**
May 2016



- **Pick up your baby every time they cry so they become happy, well adjusted adults**
February 2017



- **Babies can not be trained and letting them cry is "torture"**
November 2016

Psychology Today

- **Letting your baby cry it out is fine and is important to their development**
May 2016



Prolonged Skin-to-Skin Contact

- **Prolonged SSC of low birthweight newborns led to lower mortality rates**
December 2015

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

- **Prolonged SSC is the biggest risk factor for sudden unexpected postnatal collapse**
January 2016



- **Babies can suffocate if they fall asleep on a parent's chest**
August 2017



INDEPENDENT

Bed Sharing

- **Bed-sharing is dangerous**

"Bed-sharing may put your baby at risk for sudden infant death syndrome (also called SIDS) and other dangers during sleep, like suffocation. The safest place for your baby to sleep is in her own bassinet or crib placed close to your bed."

May 2015



- **Bed-sharing improves breastfeeding**

"Bed-sharing works so well because breastfeeding mothers and babies are hardwired to be together during vulnerable sleep periods... the baby's happier and doesn't have to cry... and [mom] doesn't have to get out of bed - she just latches and maybe even falls back to sleep."

August 2014

THE
HUFFINGTON
POST

Safe Sleep Conditions

- **Place your baby on its back when putting them to sleep**
"The single most effective action that parents and caregivers can take to lower a baby's risk of SIDS is to place the baby to sleep on his or her back for naps and at night. Compared with back sleeping, stomach sleeping carries between 1.7 and 12.9 times the risk of SIDS."

- **Reposition your baby to avoid SIDS and plagiocephaly (flat head syndrome)** *"Experts have noticed a fivefold increase in misshapen heads since then... Avoid leaving your baby for extended periods of time in a car seat, infant seat, baby swing, baby carrier, or other place where her head is likely to rest on the same spot."*

July 2016



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



babycenter®



Pacifier Use

- **Pacifiers may reduce the risk of SIDS, but can cause ear infections**

"Pacifier use during naps or nighttime can prevent sudden infant death syndrome. Doctors aren't sure how it works, but if you give your baby a pacifier while they're asleep, you might lower their risk of SIDS by more than half. According to one study, children who use pacifiers are almost twice as likely to get multiple ear infections as children who don't."

July 2015

WebMDSM

- **Pacifiers may or may not create breast feeding problems**

"Some research links pacifier use to less frequent breast-feeding or the ending of breast-feeding after only a few months in certain babies. However, a review of unrestricted pacifier use in healthy, full-term infants found that it had no impact on the continuation of breast-feeding."

July 2017



MAYO CLINIC

HEALTH SYSTEM

How Do You Craft Trusted, Accurate, and Actionable Messages?

Communicating the Benefits of Seafood in Pregnancy – A Case Study



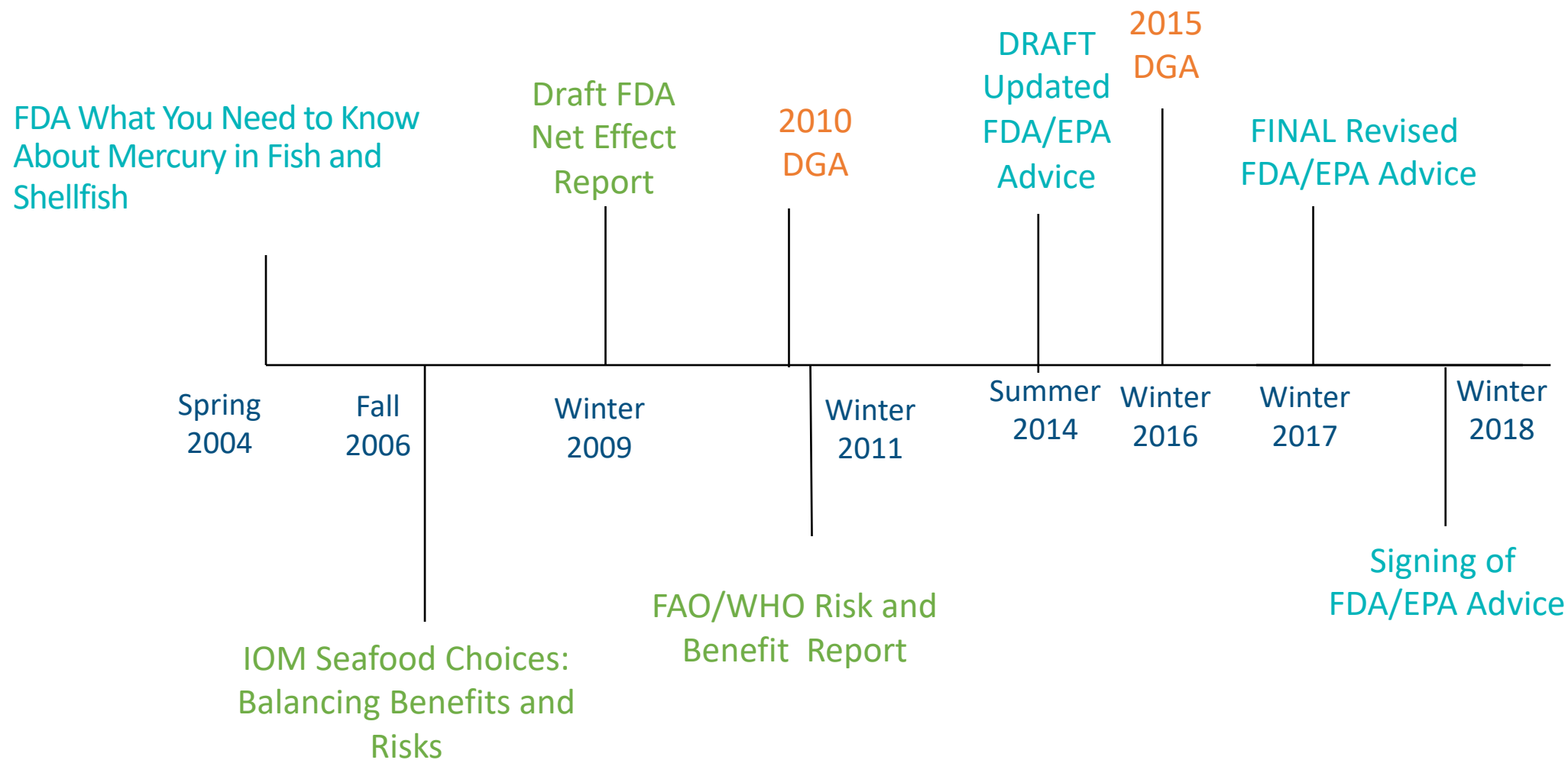
Why this Topic During the Perinatal Period?

- Concern that **pregnant women are missing out on important nutrients** for themselves and their baby
- Seafood is critical for **infant brain and eye development**
- Americans (especially pregnant women) **do not consume enough fish and seafood** for optimal benefit
- Connection to the **federal process and healthcare providers/influencers**: how can we give pregnant and breastfeeding women the best advice?
- Nearly than **4 million births/year** in the U.S. (in 2014, **62% qualified for WIC**)¹

¹. United States Department of Agriculture Food and Nutrition Service. Women, Infants, and Children. Retrieved September 18, 2018, from <https://www.fns.usda.gov/wic/wic-eligibility-and-coverage-rates>



History of Education Around Fish and Seafood During Pregnancy



Pregnancy is a time for psychological, cognitive, and behavioral changes and women are **more likely to change routines and behaviors in pregnancy** than at any other time in their lives.

Women are searching for health information during pregnancy, with **intentions of embracing healthy behaviors** to give their baby the healthiest start in life.

Pregnant women **rely heavily on their healthcare provider** for clear and consistent information and affirmation of what they learn in the community.

↓
OPPORTUNITY

↓
Simple, clear, and positive language can make a difference

Expecting Health Efforts

- Partnership with FDA & other federal agencies
- Educational meetings with legislators
- Convene and partner with key nutrition experts/researchers
- Manage the Perinatal Nutrition Collaborative
 - Provider and consumer-facing organizational leaders in perinatal health
 - Clinician representatives
 - Nutrition organizational leaders
- Material development and other dissemination (webinars, blogs)



Fact Sheet

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Guide to Communicating the Benefits of Fish and Seafood in Pregnancy

KEY POINTS TO REMEMBER:

- ✓ Consumer-friendly language is key. Clear, consumer-friendly language about the benefits of eating fish for mom and baby is imperative for helping pregnant women understand they can — and should — enjoy fish and seafood during pregnancy.
- ✓ Simple is better. Messaging must be simple, empowering, and easily understood. New language must inspire confidence about eating fish and seafood during pregnancy.
- ✓ Empower providers to educate his/her patients. Clear, positive and action-oriented language has the power to inspire healthcare professionals to speak confidently to patients about fish and seafood during pregnancy, and effectively educate pregnant women.

KEY MESSAGES TO KNOW (FOR PROVIDERS/PROFESSIONAL GROUPS):

- Seafood is needed for the best possible brain development in babies. Seafood is one of the only foods naturally rich in the omega-3 fatty acids EPA and DHA, which promote brain development.
- The 2015-2020 Dietary Guidelines for Americans¹ encourages pregnant women to eat 2-3 seafood meals a week to boost babies' brain development.
- The newly released, 2017 FDA advice² urges pregnant women, breastfeeding moms, and young children to eat more seafood.
- The new advice² recommends that pregnant and breastfeeding moms eat at least 2-3 servings (or 8-12 ounces) of a variety of seafood each week, including popular options like salmon, canned tuna, shrimp, tilapia, and crab. The average pregnant woman in the U.S. eats less than 2 ounces of seafood a week.
- Pregnant and breastfeeding moms should aim to eat a variety of seafood each week to maximize nutrient intake. The seafood found in U.S. grocery stores and restaurants offer options that are both healthy for mom and baby, and safe to eat during pregnancy.
- Limiting seafood during pregnancy and early childhood can mean missing out on critical nutrients that would have a positive impact on growth and development in children and heart and brain health for adolescents and adults³.

KEY MESSAGES TO SHARE (WITH PATIENTS AND FAMILIES):

- Eating seafood during pregnancy is important for you and your baby. Seafood is full of nutrients needed for your baby's growth and brain development, including healthy omega 3-DHA, vitamin D, selenium, and iodine.
- Eat 2-3 servings of a variety of seafood weekly for your baby's growth and brain development. Young children should eat seafood at least once or twice a week.
- Nutrients in seafood help mom's brain, heart, and mood too.
- All varieties of store-bought and restaurant seafood⁴ are safe to eat during pregnancy - except shark, swordfish, marlin, orange roughy, tilefish, king mackerel and bigeye tuna (found in sushi).

* For seafood caught by family and friends, check with local advisories.

Sources:

1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015-2020 Dietary Guidelines for Americans. December 2015. Available here.
2. FDA. Eating Fish: What Pregnant Women and Parents Should Know. January 2017. Available here.
3. FDA. A Quantitative Assessment of the Net Effects on Fetal Neurodevelopment from Eating Commercial Fish. May 2014. Available here.

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Expecting Health

2017 Advice: Room for Growth

Top Concerns

1. No mention of omega-3s or their role in boosting brain development
2. 62 species of fish categorized into multiple unclear lists
3. Gives impression seafood should not be given to children younger than two years old
4. No consumer testing and no interagency review

Why?

Because omega-3s are essential for optimal brain development, and the brain is so rapidly developing between 0-2, there is a real risk of harm from unnecessarily delayed introduction of seafood. From an allergy standpoint, the American Academy of Pediatrics suggests no such delay once solids are started at around 6 months.

A Better Way to Talk About Seafood

- Clear, consumer-friendly language about the benefits of eating fish for mom and baby is imperative for helping pregnant women understand they can—and should—enjoy fish and seafood during pregnancy.
 - Communicate the unique nutrition attributes of fish such as omega-3s
- Focus on the empowering! (without convoluted lists)
 - Studies show that fish lists (eat this, not that...) discourage consumption and create confusion. Guidance about the four fish to avoid should be explained in the context that all other varieties of commercially-available fish are safe to eat.
- Keep messaging simple and easy to understand
 - Make messaging relevant to moms-to-be and their life circumstances
 - Share tangible ideas for obtaining and preparing fish and seafood
- Positive and action-oriented language is helpful for healthcare professionals to speak confidently to their clients and patients

The Pregnant Woman's Guide to Eating Seafood

Delicious Fish for You
and Your Baby



Eating seafood is a great way to get important nutrients for you and your baby during pregnancy. Seafood is one of the only foods rich in a healthy fatty acid called omega-3 DHA. Omega-3 DHA is the best possible nutrient for your baby's brain and eye development.

Other nutrients found in seafood — including calcium, protein, vitamin D and iron — help build healthy bones and muscles. This guide will show you tasty ways to meet your seafood needs so you and your baby can get the many health benefits of fish.

When you are pregnant,
aim to eat a variety of
cooked seafood 2-3 times
each week.

ARE SEAFOOD AND FISH THE SAME?

Both words are used in this guide to mean all seafood, including fish and shellfish.

Research shows that moms-to-be who eat fish 2-3 times each week during pregnancy have babies who reach these milestones more quickly:

6 Months



Copy sounds



Hold up head



Recognize family



Climb stairs



Drink from a cup



Draw

The most popular types of seafood in the U.S. are all safe and healthy to eat during pregnancy.

Women who are pregnant or breastfeeding can eat both white (albacore) and light canned/pouched tuna, as part of a variety of their 2-3 servings of seafood each week.

TOP 10 SPECIES OF SEAFOOD CONSUMED BY AMERICANS



1. Shrimp



2. Salmon



3. Canned/
Pouched
Tuna



4. Tilapia



5. Pollock



6. Pangasius



7. Cod



8. Crab



9. Catfish



10. Clams



The only fish that pregnant women need to avoid are:

- Shark
- Swordfish
- King mackerel
- Tilefish
- Bigeye tuna (found in sushi)
- Marlin
- Orange roughy

Most Americans do not typically eat these fish, and there are many other seafood options you can enjoy.

For the general population, there are no types of commercial seafood to avoid.

Simply eat 2-3 servings of a variety of seafood each week.

Meal Planner Ideas for Lunch, Dinner and Snacks

Lunch



TILAPIA NACHOS

Tortilla chips + Tilapia + Shredded cheese
+ Mango salsa + Guacamole



SALMON MAC-N-CHEESE

Mac-n-cheese + Salmon + Broccoli

Dinner



TROUT RICE BOWL

Trout + Olive oil + Lemon + Wild rice
+ Asparagus



CLAM PIZZA

Canned clams + Kale + Mozzarella Cheese
+ Olive Oil + Whole grain pizza dough



SHRIMP PASTA

Shrimp + Feta cheese + Cherry tomatoes
+ Whole wheat pasta + Spinach



ROASTED SALMON & VEGGIES

Salmon + Honey glaze + Sweet potato
+ Cauliflower

Snacks



TUNA SALAD

Tuna + Mayonnaise or yogurt
+ Dried cranberries + Apple slices



CRAB QUESADILLA

Canned crab + Cheddar Cheese
+ Avocado + 2 Corn tortillas

After Your Baby Arrives

While you're adjusting to your new life and little one, it may seem tough to eat well and care for a newborn. The following tips will help nourish you and your baby when you are breastfeeding.

**500
CALORIES**

Breastfeeding moms need about **500 extra calories a day**, but let hunger be your guide.



Aim to drink **non-sweetened beverages like water** (toss in fruit for flavor) each time you nurse your baby.



Breastfeeding moms need plenty of protein and healthy omega-3 fats. A tasty way to get both is to eat **2-3 seafood meals each week**.

As Your Baby Grows

Pediatricians recommend **introducing soft, solid foods, including fish, into your child's diet around 6 months**. Unless your family has a history of food allergies, the latest science shows there is no need to delay the introduction of fish beyond 6 months. Offer your baby one new food at a time, and wait a few days to watch for any allergic reactions before introducing another food.

By introducing healthy foods to your child early on, you are helping your child develop good habits for later in life. One of these habits is eating seafood regularly. **Children should eat 2-3 servings of seafood each week** in age-appropriate portions to match their calorie needs.

Sources:

- Scientific Report of the 2015 Dietary Guidelines Advisory Committee
- Dietary Guidelines for Americans 2015-2020
- Institute of Medicine
- Academy of Nutrition and Dietetics



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