

# “Gen Y Learns Breastfeeding through Cell Phones, Texting and You Tube”

2015 NWA Annual Education and Networking Conference & Exhibits  
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**Santa Barbara County WIC Breastfeeding Peer Counselor (BPC) “Bfed” texting program is part of the Peer Counselor Program. Most of the BPCs time is used for phone calls and to see participants in person for face to face contacts. The BPC program is part of the agency’s overall breastfeeding support.**

## Learning 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

## Santa Barbara County Public Health Department (PHD) Nutrition Services / WIC – California Agency Profile

- 90 minutes North of LA
- Caseload of 19,000 with 4 permanent and 5 satellite sites
- 6 International Board Certified Lactation Consultants (IBCLCs) – paid via Comprehensive Perinatal Services Program (CPSP). Two FTE Peer Counselors. Twenty five Lactation Educators / completed a 5 days course
- 80% staff are IBCLCs, Les, or completed a 5 day lactation course
- State WIC BF Award 2003 & 2009; ILCA/IBLCE Award in 2013
- Exclusive Breastfeeding (BF) rate 37.9% (Oct 2014). This is fully BF mothers from one to 12 months all mixed together at any given month. CA state Average 21.2%
- One WIC site had a 94.44% fully or exclusive BF rate at one month (March 2015)

## Who is Gen Y?

- Born 1997-1994  
([http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WICConnects%20Presentations/Communicating\\_with\\_Todays\\_WIC\\_Mom\\_Meredith\\_10.3.11.pdf](http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WICConnects%20Presentations/Communicating_with_Todays_WIC_Mom_Meredith_10.3.11.pdf))
- Other sources state Gen Y has birthdates between 1980-1995 (Generation, Inc. From Boomers to Linksters-Managing the Friction Between Generations at Work)
- Nearly 80 million in population (baby boomer was 72 million)  
<http://theechoboom.com/2010/09/generation-y-demographics/>
- Now represent ~76% of all births, 85% first births  
([http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WICConnects%20Presentations/Communicating\\_with\\_Todays\\_WIC\\_Mom\\_Meredith\\_10.3.11.pdf](http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WICConnects%20Presentations/Communicating_with_Todays_WIC_Mom_Meredith_10.3.11.pdf))

Picture for Generations, INC book used with permission. Stock photo

## Gen Y

- Ethnically diverse (34% are Black, Hispanic, Asian, and Native American)
- One in four lived in single-parent households
- 75% had working mothers
- Higher education than previous generations (Ref: Same link under Sociological Section)  
<http://theechoboom.com/2010/09/generation-y-demographics/>

## Gen Y

The text messaging, multi-tasking, advertising-wary, trendsetting, sarcastic, blog-reading, information-addicted, social media-savvy, tech-embracing, fast-moving, highly ambitious, quick-talking, well-educated, iPod, iWhatever-listening crowd

<http://smallbiztrends.com/2010/08/3-smarter-faster-cheaper-ways-market-to-generation-y.html>

### Connection: The Key to Millennials

- ❖ Personalized Interactions
- ❖ Place a high importance on connecting with other women
- ❖ Millennials... rely heavily on mobile communication



[http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WIConnects%20Presentations/Communicating\\_with\\_Todays\\_WIC\\_Mom\\_Meredith\\_10.3.11.pdf](http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/WIConnects%20Presentations/Communicating_with_Todays_WIC_Mom_Meredith_10.3.11.pdf)

Photo taken with permission BPC Arely

Pulido.

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

<http://r1consulting.com/baby-boomers-generation-x-and-generation-y-in-the-workplace-a-melting-pot-of-expertise/>

<http://www.lucidpathconsulting.com/why-geny-hates-phones/>

[http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&ved=0CD8QFjAF&url=http%3A%2F%2Fwww.waprogramming.com%2Fdownload.php%3Fdownload%3D526c80e09457e7.39457918.pdf&ei=AaJBVeP\\_DsjAggSL3IGYAg&usg=AFQjCNH38zliCNvsywXQtvK-qs\\_4aSAvfw&sig2=ZjXveDKNAX7a6nz4-SCAYw](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=6&ved=0CD8QFjAF&url=http%3A%2F%2Fwww.waprogramming.com%2Fdownload.php%3Fdownload%3D526c80e09457e7.39457918.pdf&ei=AaJBVeP_DsjAggSL3IGYAg&usg=AFQjCNH38zliCNvsywXQtvK-qs_4aSAvfw&sig2=ZjXveDKNAX7a6nz4-SCAYw)

<http://careerpivot.com/2013/communication-style-generational-workplace/>

<http://www.businessnewsdaily.com/6609-multi-generational-workforce-challenges.html>

Reaching Gen Y Where They're At: Targeted Social Marketing (<http://www.social-marketing.com/Whatis.html>).

Picture from "The Arbiter"

- Listened to the needs and desires of our participants, and building our programs from there—"participant centered"
- Current trend of health education

<http://ns.umich.edu/new/releases/20394-omg-texting-ups-truthfulness-new-iphone-study-suggests>

[http://www.researchgate.net/publication/264365216\\_SOMEONE\\_TO\\_LISTEN\\_INCREASING\\_YOUTH\\_HELP-SEEKING\\_BEHAVIOR\\_THROUGH\\_A\\_TEXT-BASED\\_CRISIS\\_LINE\\_FOR\\_YOUTH](http://www.researchgate.net/publication/264365216_SOMEONE_TO_LISTEN_INCREASING_YOUTH_HELP-SEEKING_BEHAVIOR_THROUGH_A_TEXT-BASED_CRISIS_LINE_FOR_YOUTH)

[www.TXT4Life.org](http://www.TXT4Life.org)

Perez-Escamilla, R. (2012). Breastfeeding Social Marketing: Lessons Learned from USDA's "Loving Support" Campaign. *Breastfeed Med.* doi: 10.1089/bfm.2012.0063

Wolynn, T. (2012). Using Social Media to Promote and Support Breastfeeding. *Breastfeed Med.* doi: 10.1089/bfm.2012.0085

Woolford, S. J., Barr, K. L., Derry, H. A., Jepson, C. M., Clark, S. J., Strecher, V. J., & Resnicow, K. (2011). OMG do not say LOL: obese adolescents' perspectives on the content of text messages to enhance weight loss efforts. *Obesity (Silver Spring)*, 19(12), 2382-2387. doi: 10.1038/oby.2011.266

Woolford, S. J., Clark, S. J., Strecher, V. J., & Resnicow, K. (2010). Tailored mobile phone text messages as an adjunct to obesity treatment for adolescents. *J Telemed Telecare*, 16(8), 458-461. doi: 10.1258/jtt.2010.100207

- Computer is out & the cell phone (mobile device) [http://www.away.gr/wp-content/uploads/2012/03/PIP\\_Teens\\_Smartphones\\_and\\_Texting.pdf](http://www.away.gr/wp-content/uploads/2012/03/PIP_Teens_Smartphones_and_Texting.pdf)  
<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>  
<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>  
<http://www.pewinternet.org/2013/09/19/additional-demographic-analysis/>  
<http://www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic/>  
<http://www.slideshare.net/KarlPortio/mobile-data-usage-trends-20112015>  
<https://textually.org/textually/archives/2015/04/033370.htm>
- Mobile devices – reaching a critical mass worldwide  
<http://ddwgames.com/insea/insights/Mobile-Consumer-Report-2013.pdf>  
[http://cdn.blog-sap.com/innovation/files/2012/08/SAP\\_Mobile\\_Is\\_The\\_New\\_Face\\_Of\\_Engagement.pdf](http://cdn.blog-sap.com/innovation/files/2012/08/SAP_Mobile_Is_The_New_Face_Of_Engagement.pdf)  
<http://www.practicalecommerce.com/articles/4139-Text-Messaging-Effective-for-Retailers->

#### Santa Barbara County observational data /Bfed Texting Program Background

- ◆ 90% PC participants had cell phones(estimated survey in 2010/201)
- ◆ 100% OK with texting
- ◆ More likely to answer texts than the phone (we discover this when the BPCs would text after calling and the ppt would answer the text but not the call)
- ◆ PCs also call and see participants in person

#### Santa Barbara County Nationally Recognized BPC (BF Peer Counselor) “Bfed” Texting Program Goals

- ✓ Meet the communication needs of *Gen Y*
- ✓ Targeted Social Marketing of BF messages
- ✓ Increase BF rates at 1 ,3 ,and 6 months for our agency

#### How we started:

In the Spring 2011, partnered with an innovative text messaging company

Developed a text message platform. Developed prenatal & postpartum texts in English & Spanish

Went live on Friday July 22, 2011

#### We named our Santa Barbara County BPC texting program “Bfed” - 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 our PC participants
- ◆ Evaluated Quarterly

#### Santa Barbara County “Bfed” texting program – how it works

- ▲ Sends automated text messages from computer to cell phone starting at 12 weeks and ends 10 weeks postpartum.
- ▲ PC participants can text back any question or concern and engage in two-way dialogue with their assigned Peer Support Counselor

#### Two-way Breastfeeding texting program:

- ◆ We believe possibly 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. If the conversation becomes too involved or difficult, the BPC will call ppt.
- ◆ Follow all Guidelines of CDPH (California Department of Public Health WIC)

## Participants in Santa Barbara Co BPC “Bfed” Program:

1211 subscribers to date

- 951 English and 260 Spanish

- ◆ 13 have opted out of the texting program by sending “stop”
- ◆ 1150 have used the system for two-way communication. Data taken 4/30/15

Are we reaching them? Survey says: (taken from 2011,2012, and 2013 BPC Bfed texting survey)

- *I learned something new in almost all the messages*
- *There is no need to go to the clinic, all I do is send a text*
- *I feel very good and more confident about breastfeeding*
- *When I had my baby and they congratulated me for becoming a mom*
- *I feel supported because I knew nothing of breastfeeding*
- *I like receiving the messages. They have great information.*
- *I feel confident and that I am important. Thank you.*
- *I like receiving them, it’s a reminder of why breastfeeding is so important and teaches me things I didn’t know about.*
- *I enjoy receiving messages with information since I am a first time mom, it’s nice to know.*

Survey questions include:

- 1) I understood the text messages that I received?
- 2) The text messages made me feel supported while breastfeeding?
- 3) The text messages increased my knowledge in the importance of breastfeeding?
- 4) How do you feel about receiving text messages for the Breastfeeding Peer Counseling Program? (open response)
- 5) What was your favorite text message that you received?
- 6) 6) What is something that you learned about breastfeeding from receiving the text messages that you had not known before?
- 7) Do you have any suggestions for text messages that would have been helpful to you during your breastfeeding process that you did not receive?

Summary of our Bfed texting program

- ◆ Web-based texting interface
- ◆ Participant opts-in (secure). We do not use long codes or phone numbers which is not secured
- ◆ Language flexibility (Spanish & English)
- ◆ Automated BF message service
- ◆ Two-way communications: Also can be used for caseload management e.g. touching base, answering questions, & scheduling appointments
- ◆ Meets all Regulations for Confidentiality (uses short codes vs long codes which are phone numbers)

Why not use a local phone company’s texting service?

- NOT an opt in based strategy (opt in based texting is the only method of texting recommended by HHS, HRSA, CDC, because it protects the end user’s privacy)  
<http://www.hhs.gov/open/initiatives/mhealth/recommendations.html>
- Limited to one-way communication – can’t text back. Participant find ability to text with their peer counselor in a one-on-one conversation very valuable
- Cannot preprogram the messages. We have messages sent automatically biweekly to weekly.

Lessons Learned

- ◆ One PC texting too much & not talking to ppts on phone. This was discovered during the quarterly reports and was addressed with the BPC. Continual face to face contacts were encouraged by the BF Coordinator. She later left the position.
- ◆ PCs were texting via cell phone, not the texting computer system – we lost data. Review with BPCs importance of texting through the computer and how important data collection was.

- ◆ Prepaid cell cards sometimes do not allow texts. Be mindful that a handful have prepaid cards as ask participants before they are signed up.
- ◆ Funding. We work with the funding levels we have. Funding needs to be increased and the BPC program needs to be rolled into the regular WIC budget on a permanent basis

#### Questions for Thought

- ❖ Could a breastfeeding texting program work for your agency or state because mobile devices are here to stay?
- ❖ Americans under 55 now text more than they make voice calls and email (Pew research)
- ❖ Save money – Cost \$6-\$20 a call vs 80 cents for a text (Forester & Oracle)
- ❖ Of course texting is not the only form of communication. Face to face is very important too.
- ❖ What barriers might you need to overcome?
  - No cell phones or not allowed to text

#### WIC's Future is Now.

- ◆ Leading edge in ppt centered counseling
- ◆ WIC is a leading source of BF education & support
- ◆ Count as an education contact? Increase caseload (Colorado saw increase caseload & retention)
- ◆ Personalized attention & increase credibility
- ◆ Research opportunity (needs to be preapproved by the CDPH-WIC). USDA is funding a study with Washington DC WIC.
- ◆ WIC programs may be interested in expanding messages to include nutrition information
- ◆ **Time to start 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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If you would like to practice opting into the demonstration system, you will receive immediately the first three messages only. The messages that you will receive are:

- There are 200+ important things in breastmilk that are not in ANY formula. These things keep your baby strong, healthy and smart!
- Your body starts making milk at about 3 months in your pregnancy-- you already have milk for your baby! This first milk is called colostrum.
- Women with all different types of breasts and nipples can breastfeed. If you have questions about your body, ask to see a WIC Lactation Consultant.

# YouTube Clips & Apps used in Prenatal BF Class



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

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YouTube site for prenatal breastfeeding class.



## What Questions Do You Have?

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

## Contact Information

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