

*Task Force on Research Specific to Pregnant Women and
Lactating Women, February 26-27, 2018*

Effective Communication Strategies: Health Care Provider Perspective



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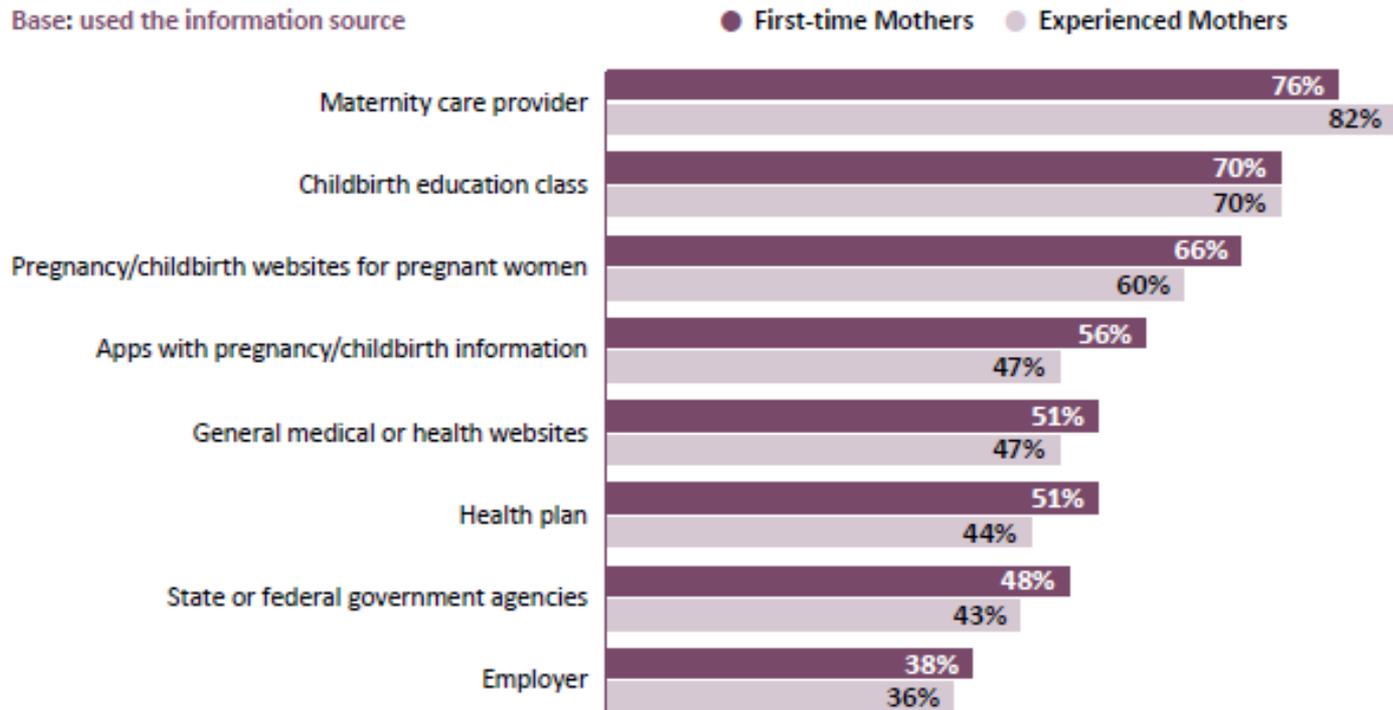
Strategies to Reach Target Audiences



- Healthcare Providers (HCPs)
 - Childbirth educators, registered/advanced practice nurses, lactation consultants, doulas, physicians, psychologists, public health outreach workers, hospital managers and administrators, social workers, women's health physical therapists, yoga instructors and others

Valued Sources of Information

Figure 4. Mothers' ratings of sources of pregnancy and childbirth information used during recent pregnancy as "very valuable," by childbearing experience



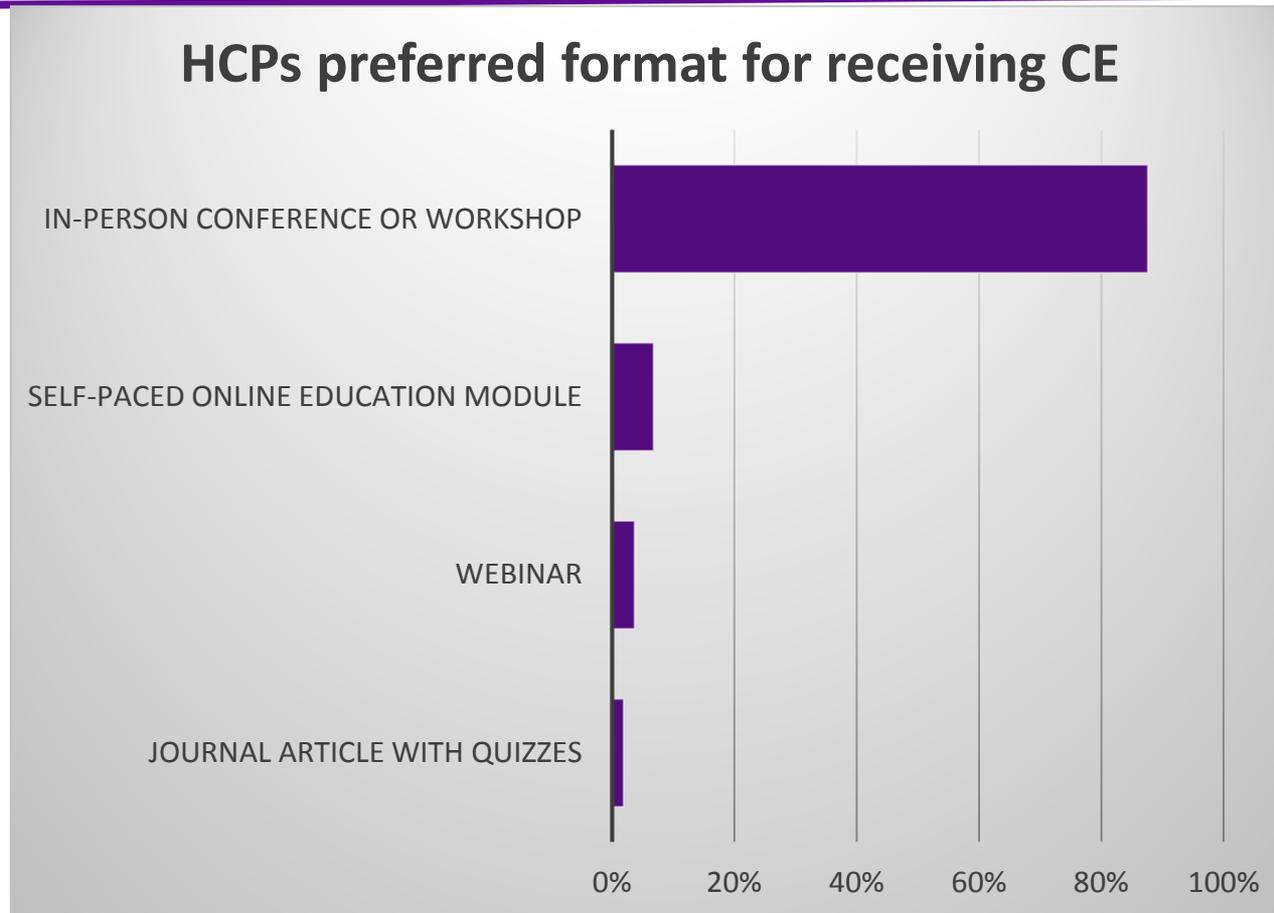
Source: Declercq ER, Sakala C, Corry MP, Applebaum S, Herrlich A. *Listening to MothersSM III: Pregnancy and Birth* (May 2013), New York: Childbirth Connection.

Communication Strategies



- Offering continuing education credit (CE) is key
 - CE credit is needed to maintain licensure and certifications
- Interactive formats such as conferences, seminars, and workshops are preferred
 - Respected thought leaders
 - Breakout sessions preferred over plenaries
 - Opportunities for networking
 - Patient education resource distribution

Continuing Education Formats



Source: Lamaze International, 2015 Lamaze and ICEA Conference Evaluation. Unpublished.

Continuing Education Formats

Barriers to Live, In-Person Formats



- Expense
- Time away from work responsibilities
- Time away from family
- Distance

Continuing Education Formats



- Live webinars
 - Interactive, but less accessible
- Archived webinars
- Self-paced online learning activities/modules
 - Many younger professionals are comfortable with this format
 - Hospital required learning
 - Joint Commission, Baby Friendly
- Academic journal articles with CNE

Traditional Communication Formats



- Academic Journals

Messaging from editor/respected thought leaders

Tweets about particular articles

- Online newsletters/information

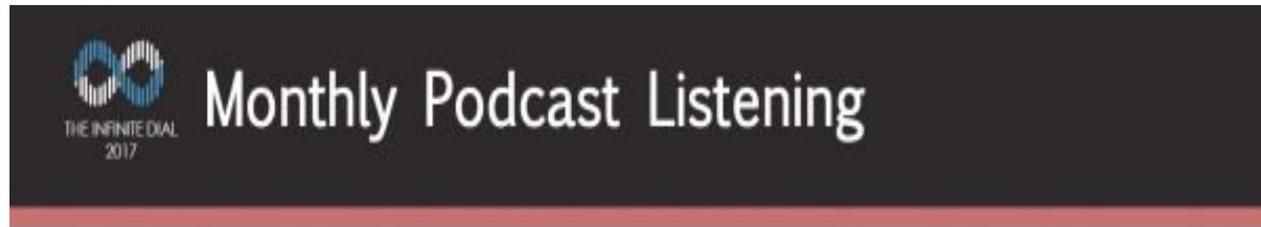
ACNM, AWHONN, NANN *SmartBrief*, USBC
Staying Abreast Weekly Wire, Medscape
MyAlert, *Inside Lamaze*

CDC Subscription service—email, texts, podcasts, tweets, MMWR, etc.

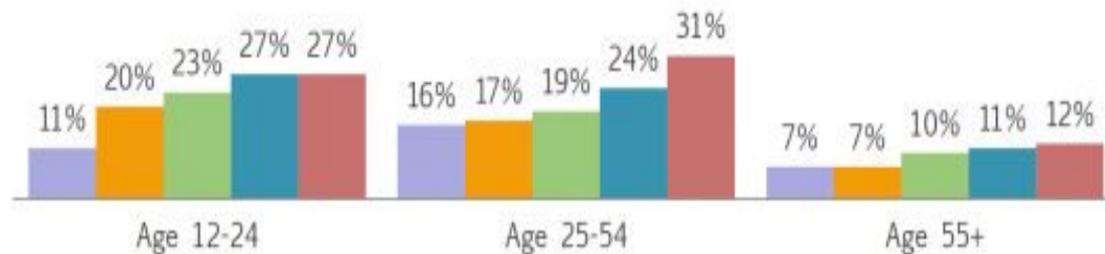
Subject line critical

Text and Email alerts

Podcasts



■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



% listening to a podcast in last month



The Infinite Dial © 2017 Edison Research and Triton Digital



Source: Edison Research and Triton Digital. Accessed 2.18.18 @

<http://www.convinceandconvert.com/podcast-research/the-11-critical-podcast-statistics-of-2017/>

Social Media Strategies

Time Spent on Social Media per week



Generation X (35 - 49) 7 hours

Millennials (18 – 34) 6 hours

Boomers (51-69) 4 hours

Social Media Strategies



Evidence-based blogposts

- *Scienceandsensibility.org*



Facebook page (68%)

- Organizational FB pages
- Private Facebook groups
- Facebook Live



Twitter (21%)

- Tweets
- Conference or subject hashtags
- Online Twitter chats
- Short shelf life

Source: Pew Charitable Trust. 2016 Social Media Update. Accessed 2/18/18
<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

Social Media Strategies



YouTube

- Great for visual learners
- Subscribe and content is curated for you
- Browse at [YouTube.com](https://www.youtube.com)
- Comment section



Instagram (28%)

- Mostly picture and video-sharing
- Two step process to get people on
- Public or private
- Infographics work well or artistic photos with text overlay
- Can promote apps

Social Media Strategies



LinkedIn (25%)

- Professional Social networking
- Higher income earners/college grads
- Can write posts and articles and share within your network

Collaborations



- *Lamaze White Paper and Roundtables*
- *March for Moms May 6, 2018 Washington, DC*
- *California Maternity Care Quality Collaborative*
- *National Partnership for Women and Families*
- *March of Dimes Prematurity Campaign Collaborative*

Takeaways



- Repeated messaging in a variety of formats is essential for reaching HCPs
- HCPs are motivated to seek continuing education offerings that provide CE
- Organizational newsletters reach a wide audience
- HCPs appreciate content that can be replicated and shared through texts and tweets
- Snowball effect when professional organizations collaborate around a single issue
- Movement toward interactive online formats such as blogs, twitter, and group forums that promote a sense of connection