

Title: #B2Wmom: A Text Messaging Support Intervention for Breastfeeding Mothers

Author(s): Jillian Knapek & Meredith G. Wagner

Primary author affiliation: Concordia College, Moorhead, MN

Author(s) who will be participating in the poster presentation session on March 7: Jillian Knapek

Abstract

Promoting breastfeeding, using whatever means possible, is an important public health intervention. However, despite numerous initiatives to improve breastfeeding initiation and duration, compliance with stated breastfeeding recommendations is poor in most populations. The purpose of this study was to analyze the current #B2Wmom program, a text messaging support intervention for breastfeeding mothers, to determine characteristics associated with continued participation in the program. Characteristics of the program, such as the style of language and communication and the reading level that was used within the text messages, were analyzed by coding the set of text messages sent to participants. The average week of dropout was analyzed by utilizing a decoded participant data set. Of the total 255 participants enrolled in the #B2Wmom program as of September 2022, 68% dropped out after receiving a text message that utilized a direct communication style compared to 32% dropping out after receiving a text message that utilized both a direct and nurturing communication style. Alternatively, no participants dropped out after receiving a message that solely utilized a nurturing communication style. Participants had a dropout rate of 26% at week 40; text messages sent this week contained information about the importance of skin-to-skin contact with the newborn post-birth. Based on findings of this content analysis, there is need for a breastfeeding text messaging support intervention that solely utilizes a nurturing communication style with a focus on both the mother and infant.