

Growing MotherToBaby:

Evolving strategies to ensure
a welcoming resource
for information on exposures
in pregnancy and breastfeeding

Presented by: Lorrie Harris-Sagaribay, MPH, MotherToBaby North Carolina
2020 NBDPN Annual Meeting
March 30, 2020

1

What is MotherToBaby?

- A service of the non-profit Organization of Teratology Information Specialists (OTIS), founded in 1987
- Evidence-based information about medications and other exposures during pregnancy and breastfeeding
- Provided to the public and healthcare providers at no cost




2

Who are we?


• MotherToBaby specialists come from a variety of backgrounds:

Dysmorphology	Pediatrics
Epidemiology	Pharmacology
Genetics	Public health
Neonatology	Teratology
Obstetrics	Toxicology
	...and more




3

Where are we?




15 MotherToBaby affiliates in the U.S. and Canada



4

Changing times

- National toll-free number for routing calls established in 2002
 - No longer adequate for today's world, especially younger generations
- Previously relied on HCP referrals and in-person outreach
 - More people finding us on their own via internet and social media
- Opioid crisis affecting mothers and babies
 - More women seeking confidential information



5

Our challenges

- Increase accessibility
- Foster and maintain a credible yet friendly presence
- Address stigmatizing issues such as opioids and mental health

↓

HRSA grant funding beginning in 2014
has provided an opportunity for strategic growth



6

Strategy:

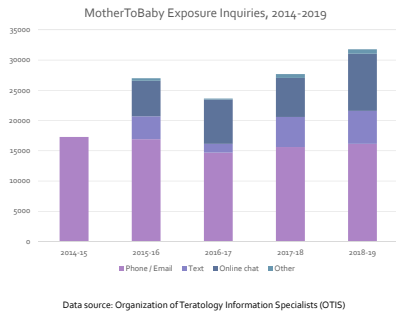
Increase accessibility through text and online chat

- Text and online chat added to existing phone and email options
 - In keeping with today's communication styles
 - More private than a phone call, may feel more confidential
 - Texting does not require internet access or data plan
 - Easily send links to resources from within the applications



7

Increased accessibility results in increased use



8

Strategy:

Increase accessibility by expanding services in Spanish

- Increase access to bilingual MTB specialists
 - Spanish calls & emails routed to MTB affiliates with bilingual staff
 - Bilingual specialists available for text & live chat
- Translate more resources into Spanish
 - Baby Blog now translated to Spanish
 - Pending website update will feature more Spanish content
- Outreach to Spanish-speaking populations
 - Healthcare providers and community services
 - Spanish-language media and social media
 - Health fairs and community events



9

Examples of MTB articles in Spanish media



10

Example of MTB ads in Spanish media



11

Examples of MTB social media posts in Spanish




12

Strategy:

Maintain a credible yet friendly presence through conversational formats

- *Baby Blogs*, podcasts, and Facebook Live events foster rapport with audiences
 - **Conversational** (vs. our informational fact sheets)
 - **Normalizing** (real life examples of callers* and their situations)
 - **Personal** (opportunities to get to know our MTB specialists)

*Any examples shared by MTB are adapted to fully protect caller's identity



13

MotherToBaby
Baby Blogs



<https://mothertobaby.org/baby-blog/>

14

The MotherToBaby Podcast



<https://mothertobaby.org/podcast/>

15

MotherToBaby on Facebook Live

213 Views
 MotherToBaby was live in What's OK if Pregnant/Breastfeeding? Ask an Expert Live on FB!
 June 22, 2019

We were ALIVE from the MotherToBaby OTIS Annual Conference in #SanDiego, CA! Many of your parents and asked some great questions about exposures... like medications, vaccines, chemicals, beauty products and more during pregnancy and breastfeeding. Our world's leading experts in both defects research and prevention provided answers. Our questions didn't get answered during the live event, please contact our helpline service at 888-625-8347, alert us a text at 858-399-3825 or email us through www.MotherToBaby.org #MotherToBaby #Pregnancy #NewbornExposures

16

Strategy:
 Address stigmatizing issues with evidence-based resources and compassion

- Dedicated webpages for opioids and mental health
 - All MTB resources on these topics housed in one place
 - Related *Baby Blogs* and podcasts
 - Nonjudgmental risk/benefit approach
- Resources for families affected by birth defects or adverse pregnancy outcomes (including adoptive families)
 - Evidence-based information on exposures and possible birth outcomes can provide perspective, assuage guilt
 - Related *Baby Blogs* and podcasts, including adoption topics

17

Examples of language on MTB website

Friendly, expert information about exposures during pregnancy and breastfeeding. Publications: Equilibria

Supporting Pregnant and Breastfeeding Women Through the Opioid Epidemic

Mom & Mental Health: Supporting Women during Pregnancy and Breastfeeding

Welcome To MotherToBaby We Are Here for You

Meet Our Experts No judgment. No topics are off-limits.

18

Summary:
What works

· MotherToBaby strives to provide services and resources that are:

- Accessible
- Convenient
- Credible
- Approachable
- Confidential
