

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:

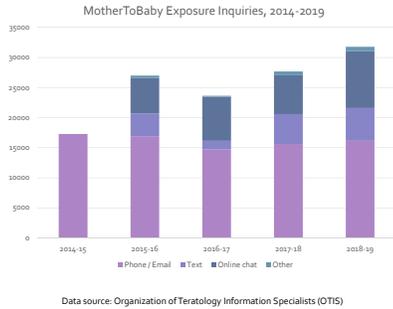
Increase accessibility through text and online chat

- 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

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

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
