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

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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

Who are we?
- MotherToBaby specialists come from a variety of backgrounds:
  - Dermatomyology
  - Pediatrics
  - Pharmacology
  - Public health
  - Teratology
  - Toxicology
  - ...and more
Where are we?

15 MotherToBaby affiliates in the U.S. and Canada

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

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
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

Increased accessibility results in increased use

Data source: Organization of Teratology Information Specialists (OTIS)

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
Examples of MTB articles in Spanish media

Example of MTB ads in Spanish media

Examples of MTB social media posts in Spanish
Strategy:
Maintain a credible yet friendly presence through conversational formats

- Baby Blogs, podcasts, and Facebook Live events foster rapport with audiences
- Conversational (vs. informational factsheets)
- 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

MotherToBaby Baby Blogs
https://mothertobaby.org/baby-blog/

The MotherToBaby Podcast
https://mothertobaby.org/podcast/
MotherToBaby on Facebook Live

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
- 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

Examples of language on MTB website

Supporting Pregnant and Breastfeeding Women Through the Opioid Epidemic

Meet Our Experts

No judgment. No topics are off-limits.
MotherToBaby strives to provide services and resources that are:

- Accessible
- Convenient
- Credible
- Approachable
- Confidential