



PREGNANCY IS AN EXPERIENCE, NOT A MEDICAL CONDITION

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INTRODUCTION

iDREAM serves as a trusted source for health literacy focused on Black mothers in a clear and concise manner. Our Los Angeles County collegial network embodies an inter-generational sisterhood of mothers and targets millennial-age women (b. 1981-1997) who are the current demographic for preterm births, low birth weight babies and maternal and infant deaths. The stubborn and persistent burden of adverse birthing experiences and pregnancy outcomes requires empowered health conversations, shared decision-making and building trust within **community-engaged advocacy** (i.e. family-centered health literacy, consensus-building leadership and mothers support groups). With the help of WIC, mothers, infants, and children are provided with nutritious foods like fruits and vegetables as well as other supportive resources. WIC and first 1000 days <https://thousanddays.org/5-ways-wic-works-improve-child-health/>

METHODS

#AdvocatingForTwo draws upon inspirational wisdom, real stories and invites the reader to share her own maternal experiences. The infographic series tells the story of pregnancy within each trimester and continues the HABIBAH2iDREAM 25-year tradition of Black women helping Black women as a catalyst for supporting new mothers.

Launching #AdvocatingForTwo during #BMHW19 builds upon the iDREAM health communications team's number one goal to serve as the regional hub for online learning and information gathering around pregnancy and postpartum wellness. Our collaboration with CinnaMoms (since 2018) and Mocha Moms (since 2010) are **two** concrete outcomes aligning with Los Angeles-based and Black women-led intergenerational relationships.

CinnaMoms and Mocha Moms are committed to Black motherhood and pregnancy as an experience.

PURPOSE

#AdvocatingForTwo is the 7th hashtag iDREAM for Racial Health Equity launched since 2015 and aligns with the Healthy People 2020 national goals for Health Communications and Health Information Technology. The purpose of the campaign is to increase multimedia engagement among social media users, build community among millennial-age women and access learning about pregnancy and maternal wellness during the first 1000 days. The campaign will launch during the 2nd National Black Maternal Health Week on April 11-17, 2019. CinnaMoms, a kindred partner of Black Mamas Matter Alliance, increases breastfeeding rates among Black women enrolled at the PHFE WIC program in greater Los Angeles. Support circles extended beyond WIC services, provided encouragement and a safe space to chat about historical feeding practices, perceptions of breastfeeding, familial feeding experiences, and the health benefits of breastfeeding. Discussion topics include maternal and postpartum health, support systems, and cultural beliefs. <https://www.cinnamoms.org/about>



DISCUSSION

According to the research from our Pepperdine student consultants, over 90% of new mothers are Millennials, and 50% rank a good work/life balance as more important than good health care. iDREAM uses social media platforms to reach Millennial-age women with curated and created content developed by their peers. Thought-provoking hashtags – simple words or phrases- that initiates dialogue, creates a call-to-action, and raises the conversation from user-to-user and user-to-organization on national, State, regional and local maternal and infant health topics. The infographic series will add to existing social media analytics for top 10 posts discussion and theme development. The Health Communications Team found that Images, articles, and personal stories receive higher numbers of impressions, reach, clicks and engagements on Facebook.

CONCLUSION

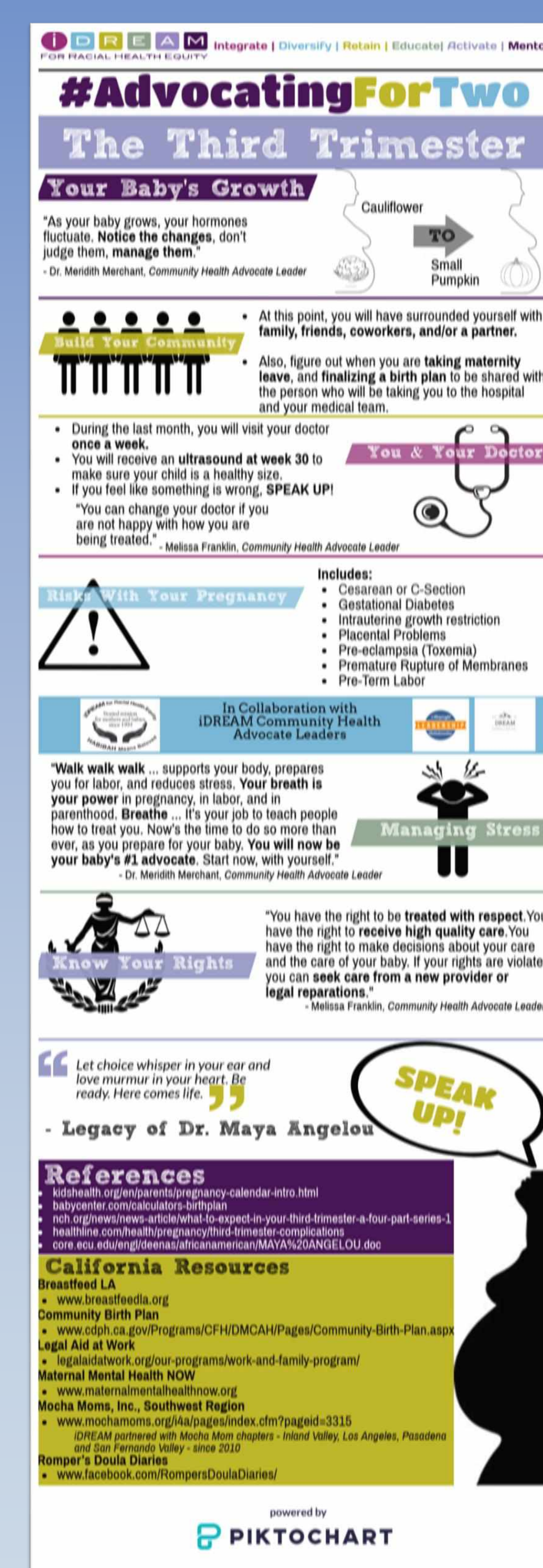
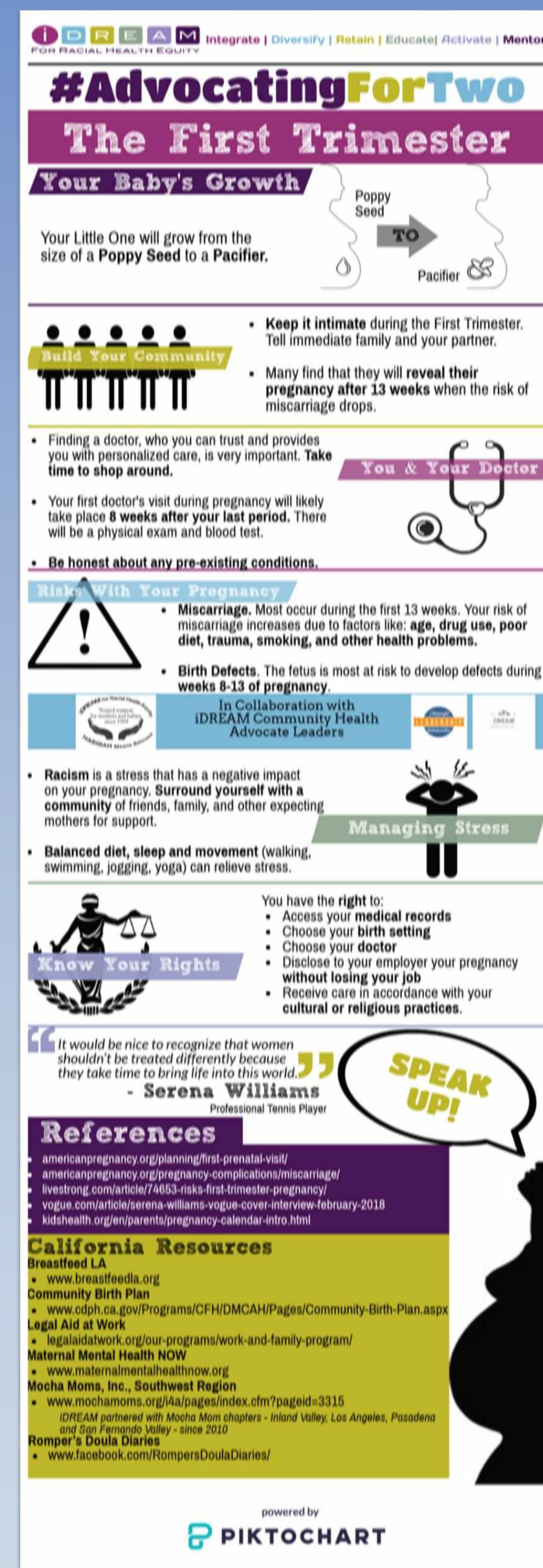
Since April 2017, iDREAM served as a key stakeholder and subject matter influencer in Black maternal and infant health.

State and local public agency involvement:
• Community Birth Plan Task Force, California Department of Public Health, Quality Care/Hospital Patient Experience Work Group
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Community-Birth-Plan.aspx>
• African American Infant and Maternal Mortality Steering Committee
Los Angeles County Department of Public Health
African American Birth Outcomes in Los Angeles County (2018), SocialQuest, Inc. with funding from First 5 LA. (executive summary)
<https://www.sosnet.com/~/media/2019/01/2018-aa-birth-outcomes-report.pdf?rev=2019-01-2018-aa-birth-outcomes-report.pdf>

Breastfeeding collaborations:
• 2017 Breastfeed LA Advocacy 101
• 2018 National Breastfeeding Awareness Month (lunch n learn)
• 2018 Black Breastfeeding Week (CinnaMoms tabling event)
• 2018 Breastfeed LA Task Force Summit (keynote speaker)
• 2019 California WIC Association Conference (plenary session)

Maternal wellness collaborations:
• Hidden Triggers: Race, Stress and Mental Health of Black College Graduates. Panel Presentation and Film Screening. University of California, Santa Barbara, April 2017. Maternal Mental Health NOW Conference. June 2017
• Adolescent and Maternal Traumas Inform A Life Course Perspective on Mental Health with Millennial Black College Graduates. Panel Presentation. Association of Black Psychologists Conference. June 2018
• Value Us: Black Mothers Are Subject Matter Experts for Improving Maternal Health and Birth Outcomes in Los Angeles County. July 2018

Family-centered collaborations:
• 2017 Mocha Moms Southwest Regional Summit (Downtown LA Host)
• 2019 Eastern Los Angeles Family Resource Center Town Hall



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