


**Social Media:
Public Health
Support for Parents**




6th National Community
Health Nurses Conference
May 15, 2012

Serena Dharani, RN, BScN
Eileen Viloria-Tan, RN, BScN

Public Health  Region of Peel
Working for you



Public Health  Region of Peel
Working for you

What is Social Media?



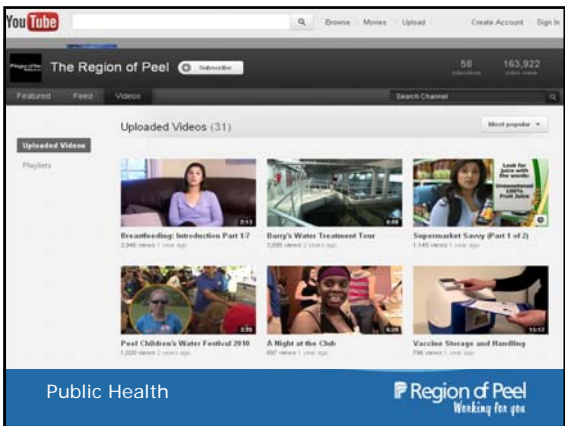
"Social media is conversation in print – through blogs, electronic tools like Facebook, Twitter, and a vast array of other online electronic platforms."

David at Marketing Integrity Sep. 2008

Public Health  Region of Peel
Working for you









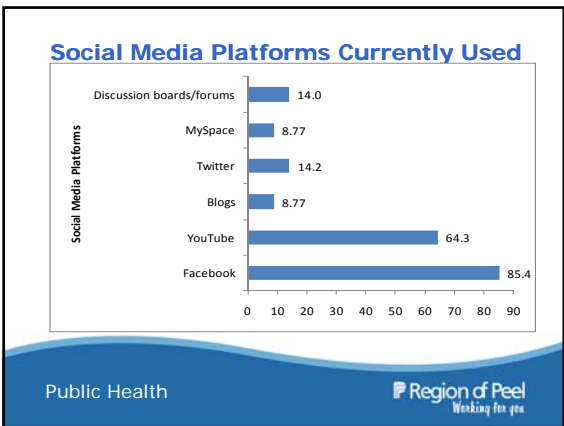
Public Health

Region of Peel
Working for you



Public Health

Region of Peel
Working for you



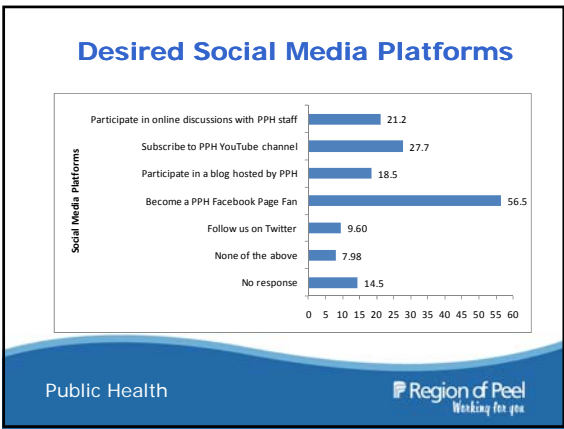
Public Health

Region of Peel
Working for you

Social Media Use By Age and Type

Ages	Facebook	YouTube	Twitter	MySpace	Blogs	Discussion boards or forums	No response
15-19	100%	90.7%	27.9%	11.6%	2.33%	0%	0%
20-29	90.5%	67.1%	15.6%	7.00%	7.41%	15.6%	2.47%
30-39	86.2%	61.1%	6.47%	4.82%	11.6%	16.7%	4.18%
40-49	77.4%	54.7%	11.3%	1.89%	5.66%	11.3%	5.66%
50+	78.6%	50.0%	7.14%	0%	0%	7.14%	7.14%

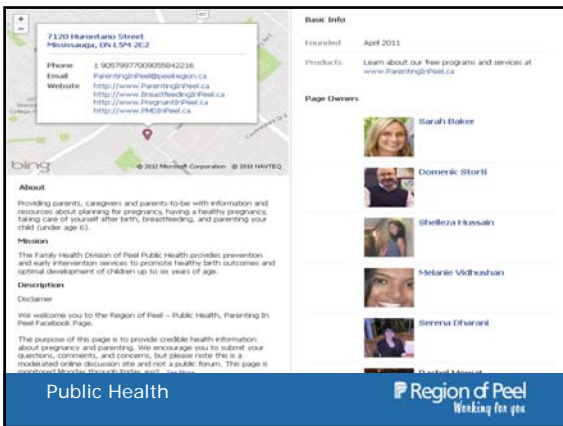
Public Health Region of Peel
Working for you

















Parenting in Peel
Breastfeeding pictures pulled from B.C. Mom's Facebook page. What are your thoughts? -Shelleza
<http://news.cbc.ca/news/canada/british-columbiatorj/2012/01/13/bc-facebook-breastfeeding.html>

Breastfeeding pics pulled from B.C. mom's Facebook - British Columbia - CBC News
www.cbc.ca
A Vancouver mother is calling foul after Facebook pulled pictures of her breastfeeding off its website, calling the photos sexually explicit.

470 People Reached · 14 People Talking About This
Like · Comment · Share · January 13 at 12:56pm

Share

Jennifer Vee I dont think facebook or any online social network is a place for breastfeeding pics...natural or not.
Seriously, what is the point?
January 13 at 12:56pm · Like · +3 2

Tobi Guyer I cant believe the ignorance being spread. Honestly, sexually explicit?? Get your head on straight facebook because if you think theres anything sexual about breastfeeding, then you have some serious issues I think you might need professional mental help with.
January 13 at 12:56pm · Like · +3 4

Rochelle Morgan LaPierre If my child nursing is explicit cause it's my breast feeding them. Then pictures of bottles and formula should be banned too. After all why should my baby eating be treated differently than another?
January 13 at 1:03pm · Like · +3 5

Krysten Peacock Salvatore This is such a touchy subject, as a breast feeding mom I think it's ridiculous to say its explicit content... how will we ever get passed the stigma attached to breast feeding with that attitude? I also feel that social media is not the place to... share such photos. as the comment above said "what's the point?"
January 13 at 1:23pm · Like

Public Health **Region of Peel**
Working for you

Tobi Guyer I agree, a very touchy subject... and it just shouldn't be so wrong that people have to be careful concerning bfing. Whats more natural? I think the point of sharing pictures of breastfeeding moms is to take away the stigma and to make breastfeeding more acceptable in social situations. In all situations. If it were more widely accepted maybe more new moms would consider breastfeeding their babies. The more women stop hating it, the more common it will become and less issue will be made of it, I think.
January 13 at 3:12pm · Like · +3 2

Flary D I am in strong agreement with Tobi. This should not be a 'touchy' subject and should not be taboo! Breastfeeding is a beautiful and necessary process that should not be viewed as sexual at all. Women's breasts were created to feed their young, and it is simply the over sexualization of women's breasts that has clouded this issue. I get SO frustrated that it's okay for women to expose themselves in a sexual way all over FB, yet a woman feeding her child is considered sexually explicit? I think using FB to dispel myths and create awareness is a wonderful thing. I must say that it is very frustrating to live in a society that puts such incredible pressure on mothers to breastfeed their children and in the same breath tells them that it is shameful and this is how (when) you should do it. I am proud to say I am still nursing my 9 month old son and will likely continue well past his first birthday. This is not child abuse, it is called nurturing and providing the best start at life I possibly can for my child. Any other interpretation of it is just pure ignorance.
January 13 at 4:22pm · Like · +3 3

Parenting in Peel Thanks everyone for sharing your comments today :) -Shelleza
January 13 at 4:33pm · Like

Jennifer Vee It's not shameful.... But not necessary to share breastfeeding photos with your coworkers, neighbors, family and old classmates.
What is beautiful to one person isn't always beautiful to the next.
January 13 at 4:46pm · Like · +3 2

Public Health **Region of Peel**
Working for you

Tobi Mackey You're right Trudy...and that's my point! I have no issues with breastfeeding whatsoever. I just don't feel it needs to be shoved in peoples faces, it needs to be done and I get that, but what I'm not understanding is why do these women make it such a big deal when it doesn't have to be! Public areas provide nice areas for women to go to so that they don't have to be exposed, and now they want to be exposed??! I just don't get it! There are places they can go if they want to be exhibitionist! Just saying! lol
January 15 at 9:58am · Like · +3 1

Jennifer Vee The whole respect thing works like this from my perspective... feed where you like and how often you need to. But please use a blanket or tent because not everyone is comfortable with what you are doing. It's not a complicated process. And before you tell me of anyone else not to look...that would be like telling people to not stop and look at a car accident.
I never said to not feed your baby. But myself, and at least the 20 other people that commented on this article on my Facebook page do not want to see any part of a woman's breast...mouth attached to it or not.
January 16 at 9:19am · Like · +3 1


Tobi Mackey @ Tobi G... How have I fed?? Your comment makes no sense! Maybe read it again! I have not "made" anything up! I am merely stating my opinions just like everyone else! Doesn't make me right... But doesn't make you right either! Reading back... You have had something negative to say about everyone's comments... Maybe you ought take a step back and realize that YOU are not understanding this conversation!
Have a good day!
January 16 at 9:31am · Like · +3 2

Parenting in Peel Wow, this has definitely been a great discussion. We're happy you were all comfortable enough to share your views with us on this sensitive topic! Just a quick note... please watch your language and don't make any personal attacks. We're a Family Friendly page :) Thanks everyone -Parenting in Peel Facebook Team
January 16 at 9:31am · Like · +3 1


Public Health **Region of Peel**
Working for you

In the first six months...

- Majority of users were female (77%)
- Fan growth increased by 381% (171 to 823 fans)
- Over 2,300 client interactions
- Page viewed over 580,000 times



Public Health Region of Peel
Working for you



- 23% increase in views of ParentinginPeel.ca website
- 584 new fans acquired via running ads on Facebook
- Valuable experience for staff

Public Health Region of Peel
Working for you

Recommendations

1. Create a social media policy
2. Continue efforts on website enhancement
3. Ensure adequate resources are available to develop and launch a social media platform
4. Start with lower risk platforms or platforms that require fewer resources
5. Establish a strategy with clear objectives

Public Health Region of Peel
Working for you

Recommendations

6. Define your audience and their needs
7. Maintain regular and ongoing interaction and engagement
8. Monitor trends and discussions on social networks
9. Learn from metrics and evaluate
10. Determine a content-clearance process

Public Health

Region of Peel
Working for you



Public Health

Region of Peel
Working for you
