

MUMs: Mapping and understanding mothers' social networks: An exploration of research methodology

Dr. Megan Aston RN PhD

Associate Professor

School of Nursing Dalhousie University

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Research Team

Principal Investigators

Dr Megan Aston

Dr Sheri Price

Co investigators

Dr Andrea Hunter

Dr Josephine Etowa

Dr Gail Tomblin Murphy

Dr Annette Elliott Rose

Meaghan Sim

Collaborators

Linda Young

Christine Hart

Sionnach Lukeman

Susie Wood

Research Coordinators

Joelle Monaghan

Martha Paynter

Health Issue

- Having a new baby can be exciting and challenging for mothers and their families
- The majority of mothers need/want postpartum support and information
- Public health in Canada is committed to supporting mothers and families postpartum; however services and programs look different across the country.
- Similar issues globally (UK, Sweden, Tanzania)

MUMs

MUMs: Mapping and understanding mothers' social networks

Although there are many postpartum groups, programs and services available to new mothers, there is a gap in our understanding about **how** and **why** mothers access them



Research Question

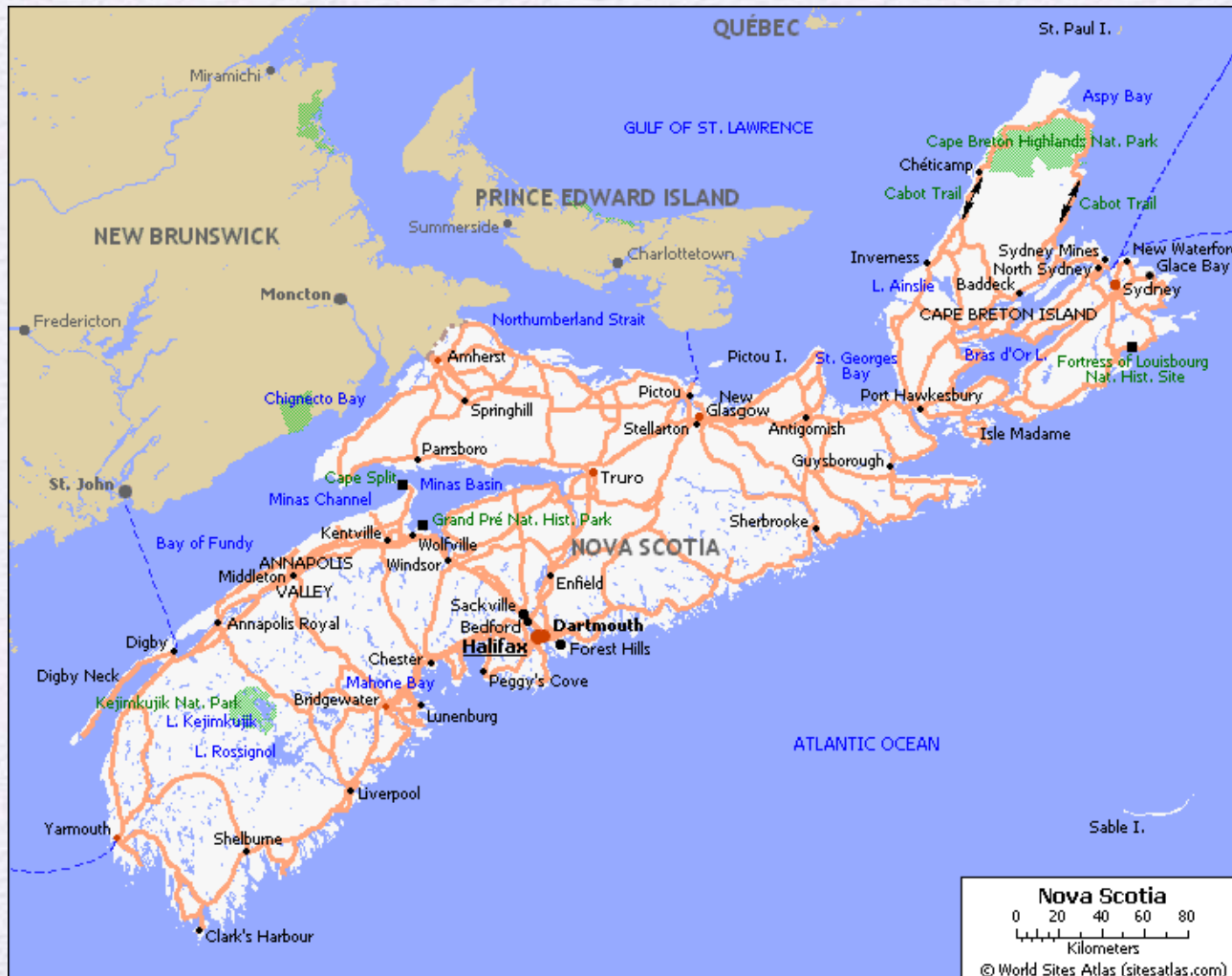
- **How** do new mothers identify and prioritize their own postpartum needs and where do they go to access information and support within the first six months postpartum?



Mothers' Social Networks

- Face to face
 - Public Health drop in centres and home visits
 - Store front drop in centres
 - Family resource centres
- Phone
 - Public Health Nurses
 - 811 – help line - nurses
- Online
 - Blogs
 - Online discussion forums
 - Facebook pages

Mapping across Nova Scotia



Team Expertise

- Members of research team have expertise in:
 - MCNH (Canada and Global Health)
 - Mapping
 - Needs Based Assessment
 - Qualitative Research
 - Feminist Poststructuralism

Mapping: more than just connecting the dots



A New Map for NS

MUMs

- Will comprehensively collect, analyze and present data
 - Online discussion forums
 - Focus groups across NS
 - Online e-interview

Feminist Poststructuralism

- Feminist poststructuralism will provide a methodology to examine the complexities of accessing postpartum information and support
- Examines HOW and WHY through
 - Personal Experience
 - Social and Institutional construction of experience
 - Language
 - Discourse analysis
 - Relations of power

Online Discussion Forums



Data software

- 50 mothers followed on NS online discussion forums
- Zotero
 - open source web capture tool
 - Searches the internet
 - organizes
- Tableau
 - Data visualization software
 - Converts data from Excel spread sheets into maps and graphs

Focus Groups



Open ended questions

Focus groups & E Interview

- 2 focus groups
- As a new mother, what issues (needs, desires, concerns, or problems) did you have during the first 6 months?
- Issues might be physical, social, emotional, psychological, etc. Issues might include difficulty breastfeeding or a desire to meet other mothers. Issues can be positive, negative or neutral.
- We want to know what was meaningful and important to you.

Electronic Interview (Online Questionnaire)



Electronic Interview (Online Questionnaire)

- 20 questionnaires completed
- Presently analyzing



Bringing all three data sources together

- Create a comprehensive mapping of how first time mothers access and don't access postpartum information and support
- Stories
- Themes
- Personal
- Social
- Institutional



Learn more about our study

Go to our website: www.mumsns.ca



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