

Creating a Community with Mothers with Mental Illness Using Opioids

Shannon Hennig, MA
Joanne Nicholson, PhD

Maternal Mental Health
Research Collaborative &
Brandeis University

Acknowledgement and Disclaimer

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Objectives

- Create opportunities to connect mothers with mental health & opioid use with researchers.
- Engage mothers & researchers in virtual community development (*research4moms.com*).
- Implement a tailored, in-person community engagement studio model.



Photo credit: Unsplash.com

What was done

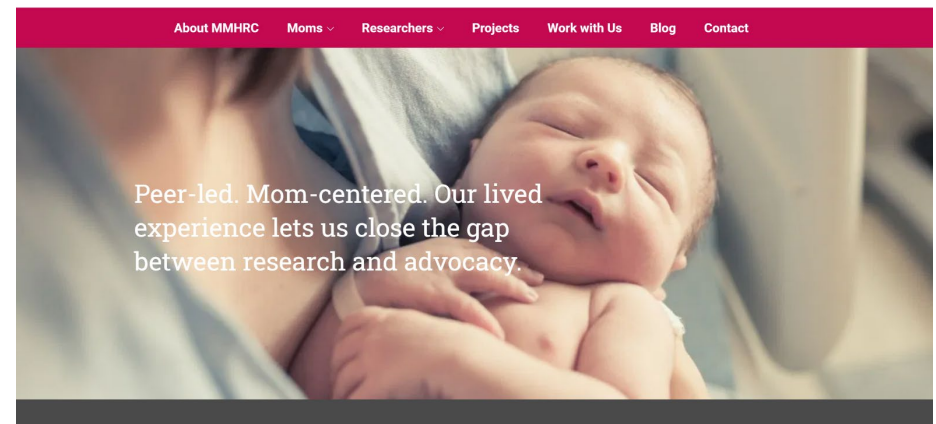
Creating the MMHRC Community

- Leveraging social media & online tools & resources – ***research4moms.com, Facebook, Twitter, Instagram, LinkedIn.***
- Engaging with stakeholders through iterative processes and rapid idea generation.



MMHRC

MATERNAL MENTAL HEALTH RESEARCH COLLABORATIVE



How it was done

Building relationships & trust

- Posting relevant content on a consistent, predictable basis.
- Using best practices from business & management.
- Adopting digital marketing strategies.
- Generating feedback (polls, surveys).

Post Details


Maternal Mental Health Research Collaborative - MMHRC is sharing a COVID-19 Update.

Published by Shannon Hennig [P] · May 11 at 2:10 PM

You know how much harder COVID-19 has made getting the social and peer support you need right now. Everyone's experience is going to be different and we want to know more about how you've given and received support from other moms since COVID-19 started.

We have three quick questions that ask about your experience. These questions will take about five minutes of your time and will help develop new research priorities to take forward to funders.

https://brandeis.qualtrics.com/jfe/form/SV_40De5JozHMgAONv



Maternal Mental Health Research Collaborative - MMHRC
Health & Wellness Website [Learn More](#)

Performance for Your Post

7,466 People Reached		
392 Reactions, Comments & Shares		
332 Like	329 On Post	3 On Shares
29 Love	29 On Post	0 On Shares
5 Comments	4 On Post	1 On Shares
27 Shares	26 On Post	1 On Shares
249 Post Clicks		
38 Photo Views	30 Link Clicks	181 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.		

Example of survey opportunity

How it worked

Examples of social media content



research4moms

research4moms #truth @postpartum

8w

research4moms #postpartumdepression #ppd #ppa #postpartumanxiety #maternalmentalhealth #goodmom #momlife #mentalhealth #mentalillness #anxiety #depression #pnd #mentalhealthmatters #motherhood #mom #real #mo #war #cov #con

APRIL 11

Add a comment...

maternal mental health research collaborative - mmirc

Published by Shannon Hennig [?] · June 4 at 6:32 PM

A fact that can't be ignored. These numbers increase further if you adjust for socioeconomic. We must do better. @everymomcounts

#BLACKMATERNALHEALTHWEEK #BMHW20

The pregnancy related mortality rate for black women with a college degree or higher is 5 times that of white women with similar education. (CDC)

4,180 People Reached

137 Reactions, Comments & Shares

39 Like	20 On Post	19 On Shares
1 Love	1 On Post	0 On Shares
3 Wow	1 On Post	2 On Shares
46 Sad	20 On Post	26 On Shares
7 Angry	1 On Post	6 On Shares
5 Comments	0 On Post	5 On Shares
36 Shares	34 On Post	2 On Shares

77 Post Clicks

23 Photo Views 0 Link Clicks 54 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

THE INVISIBLE LOAD OF MOTHERHOOD: COVID EDITION

@_HAPPYASAMOTHER

STAY INFORMED	DISINFECT	ADAPT BY THE HOUR	NOT GETTING A BREAK
24/7 MOM	HAVE ENOUGH SUPPLIES	TRY TO REGULATE YOURSELF	ISOLATED FROM SUPPORTS
WORK FROM HOME	HOMESCHOOL	LIMIT KIDS EXPOSURE TO NEWS	TRY TO KEEP LIFE AS NORMAL AS POSSIBLE

research4moms

research4moms Yes to all of this. The weight of the motherload is real and COVID has only added to it. How are you managing?

7w

research4moms #postpartumdepression #ppd #ppa #postpartumanxiety #maternalmentalhealth #goodmom #momlife #mentalhealth #mentalillness #anxiety #depression #pnd #mentalhealthmatters #motherhood #mom #realthemotherhood #motherhoodishard #war #cov #con

APRIL 19


Add a comment... Post

How it worked

Opioid specific content

MMHRC Maternal Mental Health Research Collaborative - MMHRC
Published by Hootsuite [?] · September 24 at 3:01 PM · 🌐

"Stigma is a common barrier to care for pregnant drug users. Many people at the needle exchange said doctors treat them poorly, they're brusque or don't give enough local anesthetic, for example when they realize they are injection-drug users." <http://ow.ly/YZdl30IEopV>



THEATLANTIC.COM
Pregnant and Addicted to Heroin
In Fresno County, drug use is about two times the state average. Pregnant...

👤 1,251 people reached Boost Post

[Redacted] You get what you deserve if you can't stop drugs for your baby or get on birth control to prevent getting pregnant while you're using you don't deserve sympathy

Like · Reply · Message · 1d

Maternal Mental Health Research Collaborative - MMHRC This comment isn't helpful or necessary and is EXACTLY why mothers who use drugs have issues accessing care.

Like · Reply · Commented on by MMHRC [?] · 23h

[Redacted] Maternal Mental Health Research Collaborative - MMHRC then remove it if you don't like it. I stand by it. I don't believe in coddling people. Addiction is a crutch and making it seem like it's not in their power to change it is a disservice to people who actually struggle with addiction like me and like me, those who have overcome it and carry on with productive lives and become great parents. The only enemy is yourself the only one you can blame for your addiction is yourself, no matter what you went through or why you use its your fault entirely, you chose poor coping mechanism, chose to use and not get healthy and not seek treatment for mental health issues rather than using. If you feel guilty and ashamed that is on you and you probably should because you know what you're doing isn't right. If you find people judging you maybe it's not them it's you and your choices, taking responsibility is what needs to happen not a pat on the back and a good job. Sometimes the best thing that can happen to an addict is losing everything and especially those who enable the behavior by not setting ultimatums, the best thing that can happen is having people refuse to be around you and support your addiction. Sometimes its a kick in the gut but the truth isn't pretty and reality is harsh and a good dose of reality is what people need when it comes to addiction.

Like · Reply · Message · 22h

Example of opioid content

How it worked

Research questions

THE MENTAL LOAD OF TAKING BABY TO THE DR DURING A PANDEMIC

How can I avoid
all the germs?

This is making me anxious.
Is anyone else worried?

Do I need to
sanitize my car
seat now?

How can I keep
baby safe?

Should I cover baby?

What should I
bring with me?



@MommysBundle



research4moms

3w 3 likes Reply

View replies (1)



I took my son for his 4 month well check today. It was actually the least stress I've had for a pediatric doctor's visit. They checked our temp at the door, then took us straight back to the exam room, so there was no waiting in the waiting room. The waiting room is what usually makes me nervous because that's where all the other kids who may be sick are.

3w Reply

View replies (1)



MAY 15

Add a comment...

Post

Example of comments generating potential research questions

What was done

Research 101 & Mothers 101

- Crowd sourced questions about research from moms
- Asked moms about their participation in research



[Mothers 101 video series](#)
[Click here to watch](#)



[Research 101 video series](#)
[Click here to watch](#)

What was done

Implementing the CES Model

- Mothers provide input into researchers' questions & procedures.
- Not a focus group.
- Designed to facilitate dialogue between researchers and stakeholders.



Photo credit: Pexels.com

What was done

Community Engagement Studio



Photo credit: Unsplash.com

- Brief training and survey before session.
- Short presentation from researcher.
- Facilitator to guide conversation.
- Feedback from all participants gathered at end.

COVID-19

Virtual engagement

- Well positioned for virtual engagement to continue.
- Moved in-person CEs to Zoom sessions.
- Challenges with children present, confidentiality, etc.
- Assumed that stakeholders could participate remotely.
- Learned re: barriers to treatment during pandemic.



Photo credit: Unsplash.com

Lessons learned

Online engagement, CES & more



- Understand needs & preferences of the stakeholder.
- Develop a brand presence & build trust. This takes time – lots of time.
- Regular, consistent posting of a variety of content include images & video.
- Paid advertising to promote page & content is essential.
- Ensure project team & participants are equipped & can be trained to use technology effectively.
- Attend to nuances of virtual CES sessions & adapt accordingly.

Contact Information

Shannon Hennig, MA

shannon@research4moms.com

Joanne Nicholson, PhD

jnicholson@brandeis.edu

MMHRC website – www.research4moms.com

Facebook – www.facebook.com/research4moms

Instagram – www.instagram.com/research4moms

Twitter – www.twitter.com/research4mom

LinkedIn – www.linkedin.com/company/research4moms