Creating a Community with Mothers with Mental Illness Using Opioids

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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.
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).

Example of survey opportunity
How it worked
Examples of social media content
How it worked
Opioid specific content

Example of opioid content
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

• 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 CESs 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.
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