

Reaching the Unreachable:

Web-based Program for Overweight Postpartum Teens

EL Budd, MPH
Washington University in St. Louis
Missouri, USA

Acknowledgements

D Haire-Joshu, PhD
C Schwarz, MPH, MS, RD
M Elliott, PhD

M Norfolk, MPH
A Wren, Financial Coord.

Washington University in St. Louis
George Warren Brown School of Social Work
& Department of Internal Medicine
St. Louis, Missouri, USA

Funded by the National Cancer Institute of the
National Institutes of Health
USPHS 1 R01 CA121534

Background

- Internet as a tool to reach the hard to reach; teenagers
- 87% of teens use the Internet , ~11 million use daily
- Research is needed on the technology use and preferences of teenage moms



Background

- ~500,000 teens become pregnant each year
- 27% teens gained > 40 pounds during pregnancy
- 20% teens retained or increased pre-pregnancy weight by > than 11 pounds



Moms 4 Healthy Balance

- N=1325 postpartum American teens
- Ages 12 to 19 years
- Test the effectiveness of a multilevel intervention delivered in home visits, school classes, and an interactive Internet website
- Primary outcome to reduce postpartum weight retention



Moms 4 Healthy Balance

- Interactive Website
 - 10 focus groups
 - Colors, pictures, articles & features
 - Supported interactive features



Website

| Construct | MFHB Website Feature |
|----------------------------------|-------------------------------------|
| Knowledge | Resources and tips |
| Goal Setting and Problem Solving | Set specific goals & track progress |
| Social Support | Blogging with other teens |
| Problem Solving | Calorie calculator |
| Tailoring | Personal Profile |

Website

➤ Blogging with
other teen moms

Moms4healthybalance

Moms 4 healthy balance

February 15,
2007

Increase Your Steps

What are some ways that you found to increase the number of steps you take each day?

[Exercise Section](#) • [0 Comments/Trackbacks](#)

February 7,
2007

Snacks you eat

What are snacks you eat.

[Snack Section](#) • [1 Comments/Trackbacks](#)

Website

- Personal Profile
- Goal Setting
- Information on Beverages

The screenshot shows a website titled "moms4 healthy balance" with the tagline "DRINK MORE WATER & GET MOVING" and "REDUCE SNACKS & TV VIEWING!". The header features four photos of diverse families. The main content area is divided into three columns. The left column has a pink background and contains a butterfly icon, a "Name" field, and four orange buttons labeled "my PROFILE", "my RESOURCES", "my SUPPORT", and "my WIZARD". The middle column has a white background and features a large "LIQUID candy" title over a watermelon image, followed by text explaining the concept of liquid candy and its health implications. The right column has a purple background and contains a "my Goals" section with a goal statement, a "my Action Steps" section with a specific action, and a "Benefits" section with a goal statement.

moms⁴ healthy balance
DRINK MORE WATER & GET MOVING
REDUCE SNACKS & TV VIEWING!

LIQUID candy

What has 135 calories, 35 grams of carbohydrate and 25 grams of sugar? Is it four pieces of red licorice, a regular 12-ounce soft drink, or 1.5 ounces of sour candy? If you guess all three, you're right! These three candies, yes THREE candies, contain the same amount of calories, carbohydrates, and sugar! You might be thinking that a soft drink is not a candy, it's a drink. Well, it is both - it's a liquid candy!

Like candy, soft drinks have little nutritional value. They're full of calories and sugar that, when eaten in large amounts, can cause medical conditions such as weight gain and type 2 diabetes. Some reports indicate that teens get up to 15% of their calories from soft drinks. That's a lot of calories with very few vitamins and minerals.

Soft drink manufacturers are offering fruit drinks, sports drinks, diet soft

my Goals
Everyday I will replace at least one beverage with water

my Action Steps
I will carry a water bottle to refill and drink from all day long

Benefits
Drinking 8-11 cups of water

Purpose

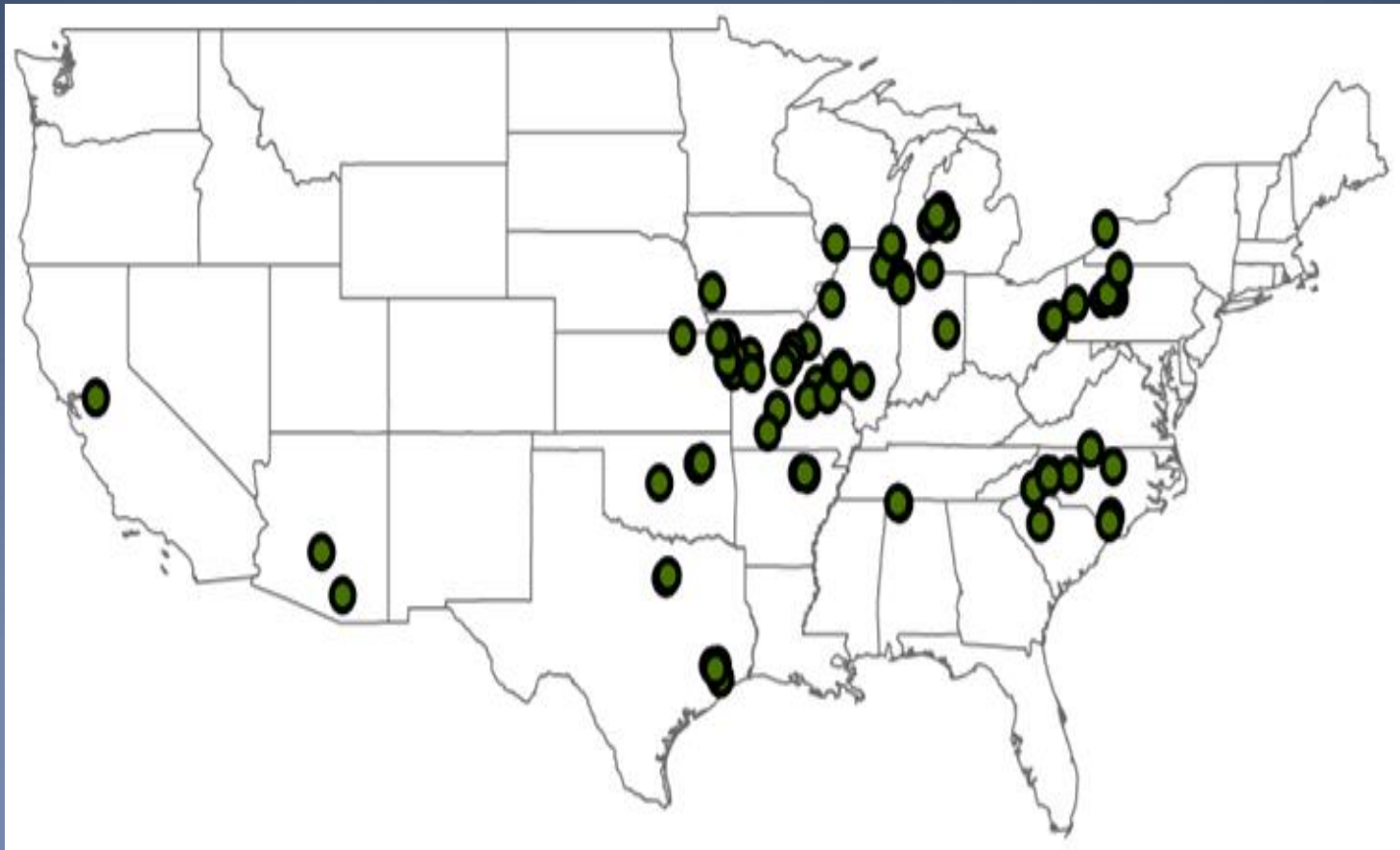
To assess the technology use and preferences of postpartum teens.

Design

This is a cross-sectional study with 102 randomly selected postpartum teens from Moms 4 Healthy Balance.

Setting

Location of Teen Tech Pilot Participants Nationwide



Subjects

| Postpartum Teens | N(%) |
|------------------------|---------------------|
| Age | MN=17.41 (SD 1.379) |
| Ethnicity | |
| African American | 17 (17.0) |
| Hispanic | 14 (14.0) |
| Receive WIC | 90 (88.2) |
| Overweight | 31 (36.0) |
| Soda Consumption | |
| days/week | MN=4.61 (SD 2.514) |
| times/day | MN=2.75 (SD 2.622) |
| French Fry Consumption | |
| days/week | MN=2.31 (SD 1.779) |

Methods & Measures

- N=102
- 50.7% response rate
- 56 eligible to use MFHB website
- Teen Tech Pilot Study
 - 19 question telephone survey
 - 11 multiple choice, 3 5-point Likert scale & 5 open-ended questions
 - Frequency & Chi² analyses

Results

| General Technology Use | Total %(N) |
|--|------------|
| Internet Frequency: At least monthly | 85.3 (87) |
| Internet Location: Home | 72.4 (63) |
| Internet connection: High Speed | 81.6 (71) |
| Email frequency: At least monthly | 86.2 (75) |
| Cell phone frequency: At least weekly | 100.0 (80) |
| Text message frequency: At least monthly | 90.0 (72) |
| Own an Ipod: No | 83.3 (85) |

Results

| General Technology Preferences | Total %(N) |
|--|------------|
| What is your favorite website? | |
| MySpace | 44.8 (39) |
| Yahoo | 17.2 (15) |
| What do you like most about this website? | |
| Talk with friends | 48.2 (41) |
| Can find anything | 10.6 (9) |

Results

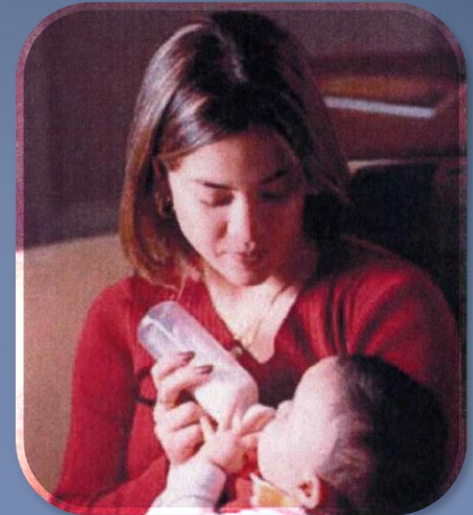
| MFHB Use | Teens %(N) |
|---|------------|
| Used the MFHB website | 72.7 (40) |
| MFHB website frequency | |
| Once | 15.4 (6) |
| ≥ 2 times | 84.6 (33) |
| MFHB use duration | |
| 5 to 10 minutes | 32.5 (13) |
| ≥ 10 minutes | 67.5 (27) |
| What prevented you from using the website? | |
| I did not know that there was a MFHB website. | 41.7 (5) |
| Lack of time | 33.3 (4) |
| Lack of access to the internet | 8.3 (1) |

Results

| MFHB Preferences | Teens %(N) |
|---|------------|
| What is your favorite feature on MFHB website? | |
| Reading information on snacks, beverages & activities | 60.0 (24) |
| Reading comments from other teens | 20.0 (8) |
| Taking the quizzes | 10.0 (4) |
| Creating a personal profile | 5.0 (2) |
| Using the calorie calculator | 2.5 (1) |
| Setting goals | 2.5 (1) |
| I intend to use the information presented in the MFHB website. | |
| Agree to Strongly Agree | 92.5 (37) |

Conclusions

- Promise for the Internet as a vehicle to reach teen moms
- Promise for use of other technology to keep in contact with teen moms
- Sites should be simple, informative, and provide opportunities to connect with other teens.



Thank you!



- Postpartum teen group performing physical activity, following a class on healthy snacking.

**Center for Obesity Prevention
&
Policy Research**



**Washington
University in St. Louis**

**GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK**

SCHOOL OF MEDICINE