



GREAT LAKES BREASTFEEDING WEBINARS

Ethics, Online Messaging, and Pressure to Breastfeed

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- Ethics are morals and values that guide a person's behavior and beliefs in face to face interactions and are transferable to online behavior.
- Every person has the right to the following online: 1. The right to voice your opinion; 2. Use your power to protect; 3. Tell the truth at all times; 4. Present your opinion as opinion; and 5. Reveal your sources unless doing so can harm your sources.
- Ethical online behavior includes the following: Be critical of your sources and seek independent verification; always give credit where credit is due; always preserve the intended meaning of a statement, and admit and correct your mistakes immediately.
- Families are seeking breastfeeding information online more often than seeking in-person support. As providers, we must point families in the right direction in order for them to receive reliable information online.
- The main social media platforms are Facebook, Twitter, Instagram, Snapchat, and YouTube.
- Consider the credibility of content when utilizing information from any social media platform.
- Representation matters in online messaging because women of color face continued disparities in breastfeeding initiation and duration rates.
- Disparities in breastfeeding rates are rooted in historical inequities and continued racial discrimination.
- Social determinants of health and the pressure to breastfeed impact families, their decision to breastfeed, and the ability to reach their breastfeeding goals.
- As providers, we can work to **refer** families to breastfeeding support before they deliver; **understand** that breastfeeding may not be a viable option; **choose** words that do not harm or judge; and **reinforce** the positive actions of families.
- Uplifting social media sites is one realistic way a woman can sustain breastfeeding.

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