



# Social Media and the Internet: A Potential Platform for Hispanic Women to Achieve a Healthier Weight

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## Background

In Los Angeles County (LAC), 57% of reproductive aged Hispanic women are overweight or obese. Sixty percent of the 133,000 births in LAC are to Hispanic women. Maternal overweight and obesity are linked to poor birth outcomes and lower breastfeeding rates. Nationally, 92% of new moms use text messaging and access the Internet more often than others in the general population. Hispanics in the U.S. are the ethnic group with the highest use of text messaging among all socio-economic levels. The aim of the focus group, results of which are presented here, was to ascertain the utility and ease of participating in a self-initiated, web-based, postpartum weight loss program- Choose Health LA Moms (CHLA Moms).

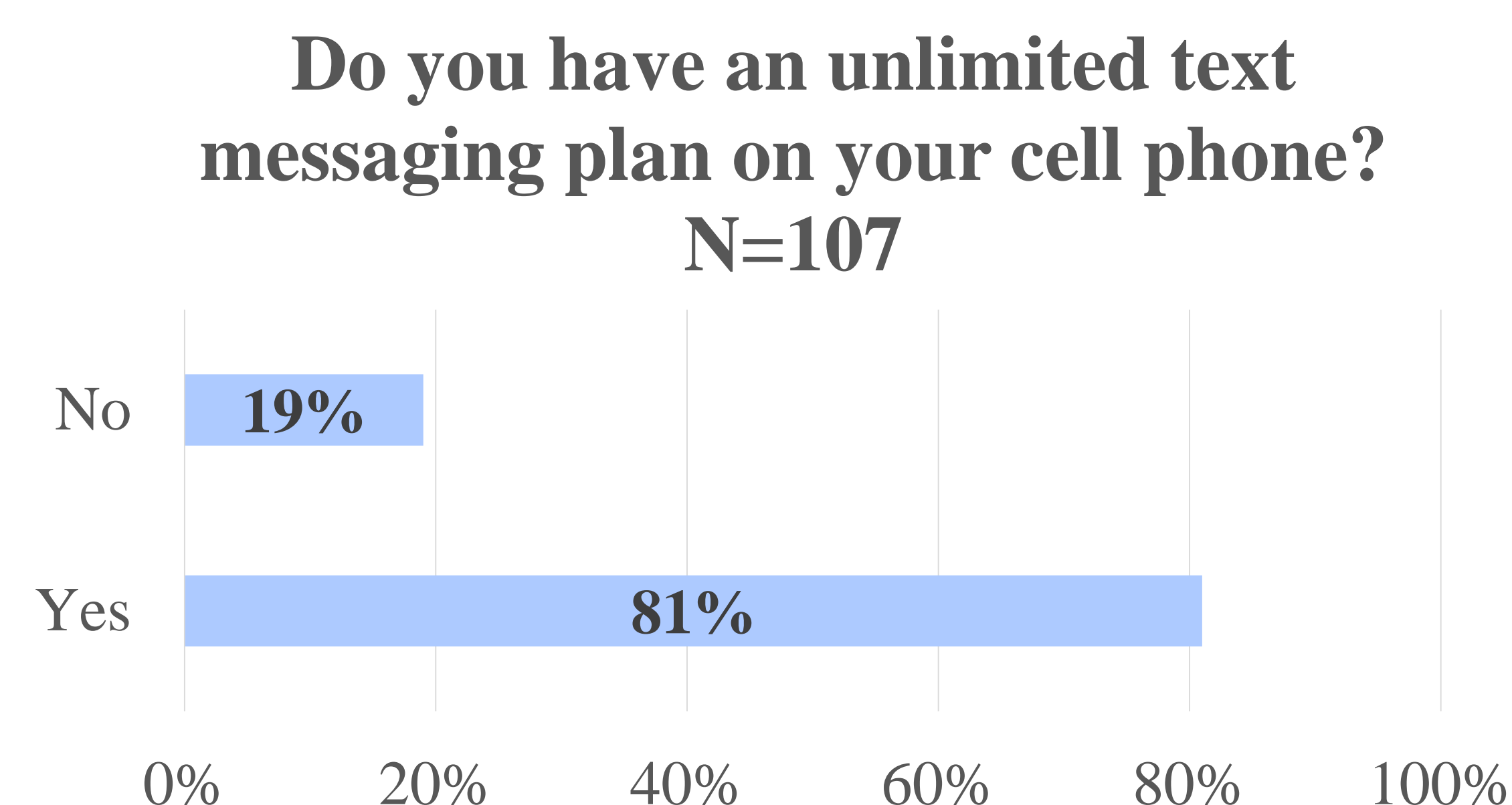
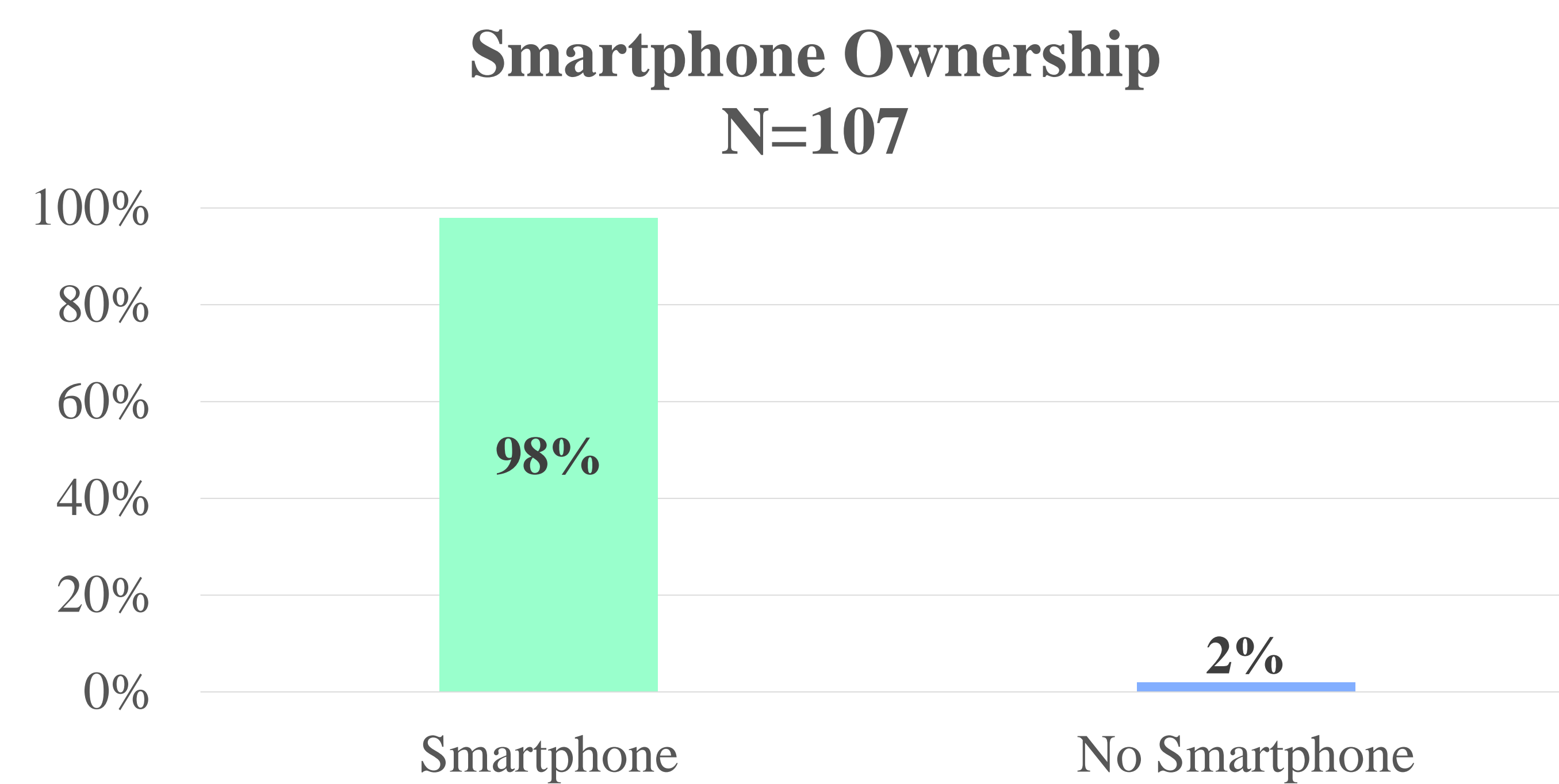
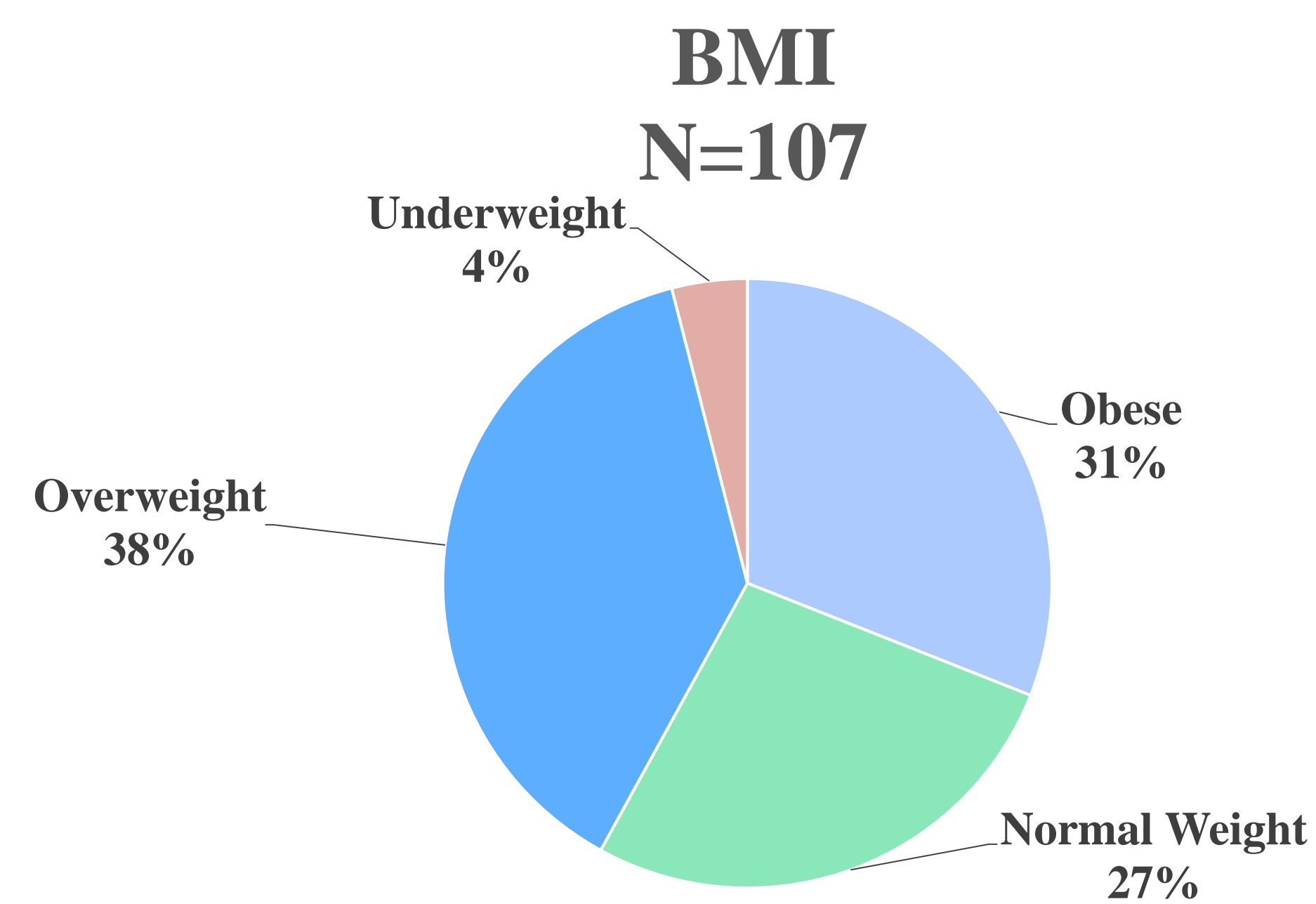
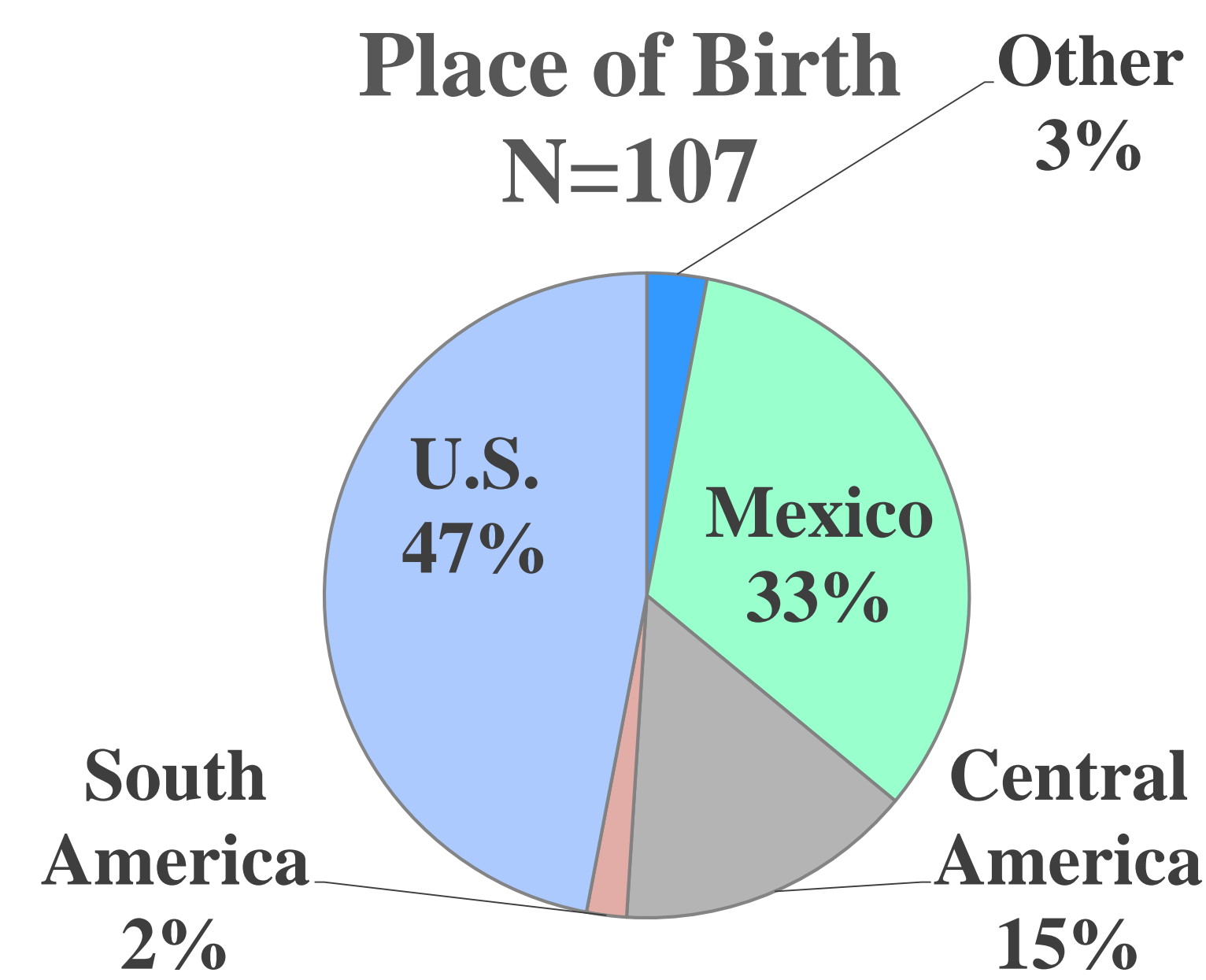
## Program Background

CHLA Moms is a six-month, self-directed weight management program for newly postpartum moms delivered via web-based lessons and text messages, and uses social media as a reinforcement platform. An assessment of the social determinants of health at the beginning of the program identifies any potential barriers that may preclude successful weight loss. CHLA Moms begins immediately postpartum and focuses on three core components: breastfeeding, walking, and drinking water.

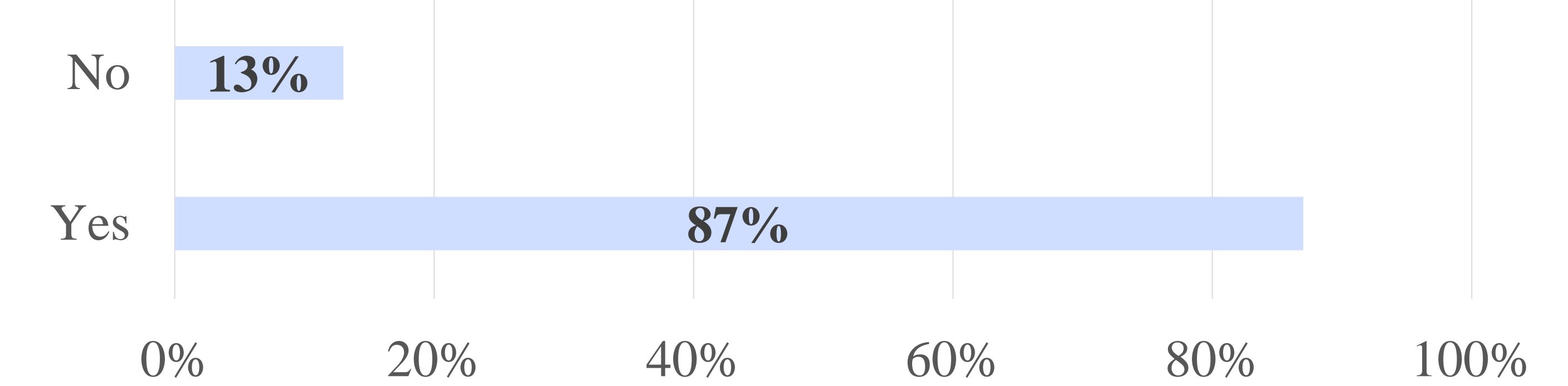
## Evaluation Methods

One hundred and seven Hispanic women participated in 90-minute focus groups to assess the feasibility of promoting a postpartum weight management program using the Internet and text messaging. A baseline questionnaire addressing the use of mobile phone, internet, and social media was used.

## Results



**Are you able to access the Internet regularly (at least once a day) from a cell phone or computer?**  
N=107



### Factors that Influence Preference for Web-based Health Interventions Among Hispanic Moms

- Favor health interventions that are interactive by using text messaging and sharing on social media.
- No transportation needed
- Already use the Internet and social media daily and like the idea of receiving health information while doing something they already enjoy
- Easy access to resources through web links and videos

## Conclusions

Hispanic women of reproductive age are using text messaging, the Internet and social media daily, regardless of language preference or education level. Delivering a postpartum weight management program through communication platforms they already use is welcome and useable, especially for moms who choose to limit going out of the home after delivery, a period culturally referred to as *cuarentena*.

## Implications For Research and/or Practice

Other health and public health initiatives can emulate CHLA Moms and meet the interactive self-initiated health improvement movement among the general population.