Online support & new power: the bump2bump study

Nikki Newhouse

@nikkinewhouse
#PNDHour

54,596 Tweets

4,230 participants

102,404,269 impressions
#RealStaceys

Donate by texting

APPY10 £5 or APPY10 £10
to 70070

www.app-network.org  Charity No. 1139925
<table>
<thead>
<tr>
<th>OLD POWER</th>
<th>NEW POWER</th>
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<td>currency</td>
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Source: Jeremy Heimans and Henry Timms, 2014
New power and maternity research

mumsnet
by parents for parents

What to Expect
Pregnancy

UNMUMSY mum

babycenter
We know what mums want

Emma's Diary

UCLiC
What I thought my research was about...
The bump2bump Study

- Use of the internet and digital resources ubiquitous
- Most were disappointed with perinatal care – info gap
- Biggest postnatal challenge was breastfeeding and directly impacted on maternal wellbeing
- Majority sought advice from lay peers online
- Actively avoided ‘rhetoric of despair’ online
- Created own bimodal model of support
Finally

- **New power** in healthcare is happening **NOW**
- New power is fuelled by **technology**
- New power is **participant-led**...let them lead...develop what they want
Acknowledgments

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Thank you

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