

Perspectives of Black/African American women on a digital healthcare platform to reduce PPD and improve mother-infant interaction





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Background

- Postpartum depression (PPD) affects 20% of women, with an even higher prevalence among Black/ African Americans (B/AA).
- Structural inequities, stigma, limited access to care, & logistical barriers such as childcare or transportation contribute to low treatment engagement with subsequent adverse effects on the quality of maternal-infant interaction and severity of depressive symptoms.
- Digital health interventions offer a scalable, costeffective, and accessible solution.
- This study explores B/AA women's perspectives to inform *the culturally tailored* development of *MommaConnect*.

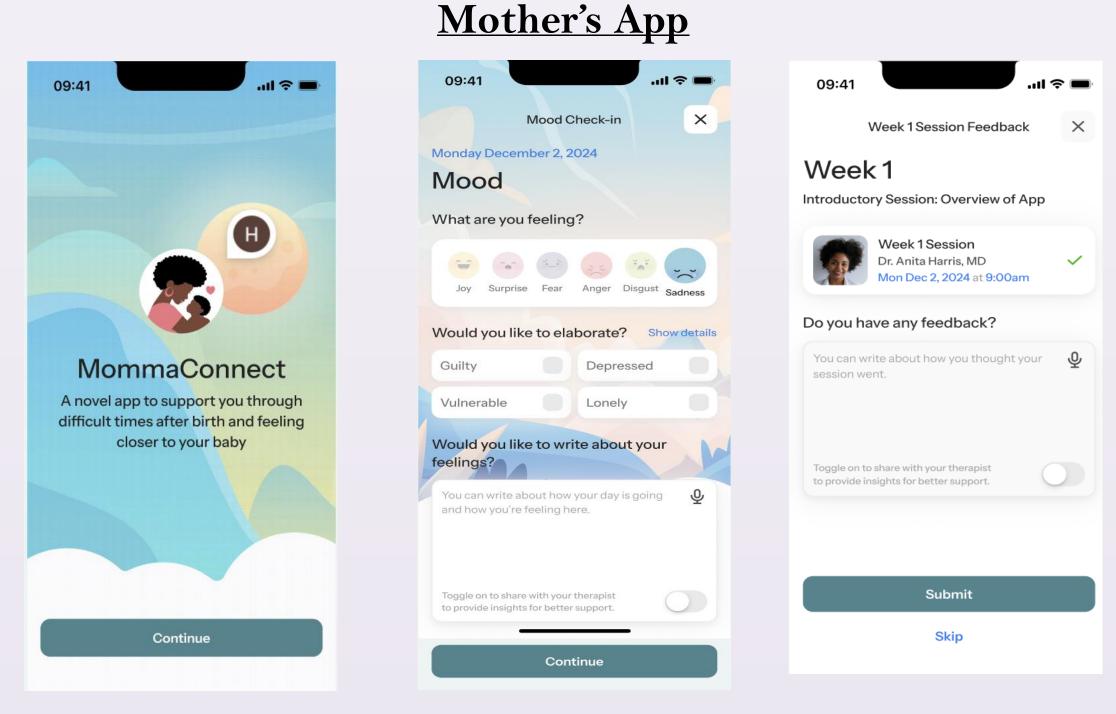


Action:

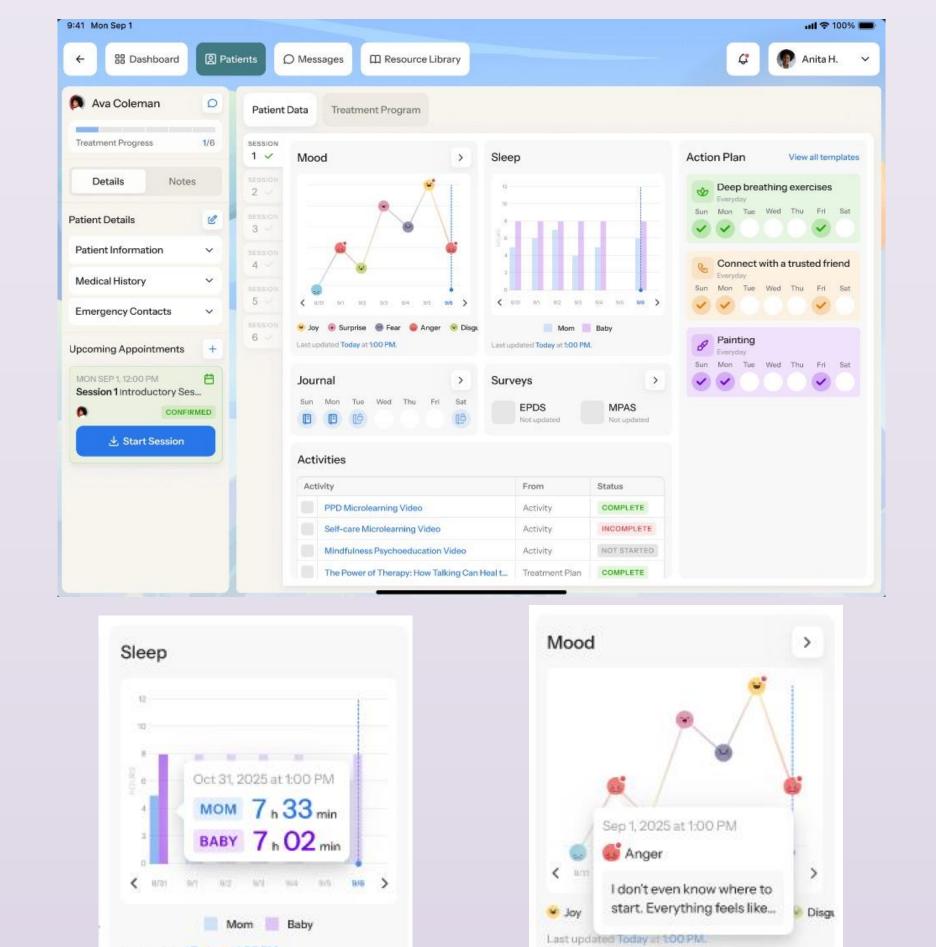
- Following a *user-centered design process*, we conducted focus groups with 6 B/AA o gain their perspectives on the design of *MommaConnect*.
- Participants reviewed high-fidelity rendering of the app which features psychoeducation materials about interpersonal therapy, mother baby interaction therapy, self-care, mindfulness, telehealth scheduling, appointment setup, and between session activities.
- Verbatim transcripts of meetings were analyzed using qualitative content analysis to identify key themes

Themes	Qualitative Response
Systemic and Cultural Barriers to Mental Health Care	Number one is finance access to the mental health facility because of race or language barrier.
Racism and Discrimination in Healthcare	I think nobody listens to us. Nobody listens to us. Nobody believes us.
Effectiveness of Mental Health Treatment Approaches	It has been absolutely incredible to do telehealth, trying to get everything together enough to get out of the house with a baby, let alone travel across town and park and everything. It's a nightmare.
Alternative Mental Health Support and Self-Care Strategies	Yeah, I love a good support group. I'm a part of a lot of work groups on Facebook. It's been a lot of fun, just like finding and joining and talking to people.
Technology-Based Mental Health Support Preferences	Yeah, I think [it] is a good app. It should [have] more privacy like, logging in the beginning because a lot of people have iPhones, like, you know, you could add face ID or whatsoever.

MommaConnect Platform Design



Clinician's View of Mother



Implications for Practice

- Results from this study informed ongoing development of *MommaConnect* as a culturally tailored intervention for B/AA women with PPD to improve health outcomes for both mothers and infants.
- Clinical implications include using
 MommaConnect for B/AA women across a
 variety of practice settings.
 References

