Abstract

Social media plays an important role in society and in communication methods today. Populations of all different age groups utilize social media including, but not limited to, a method to communicate, stay in contact over long distances, promote causes, or sell goods and services. For mothers who are struggling with breastfeeding at the place of employment or at local businesses and companies, social media can be utilized as a tool to help them resolve those types of issues. This project demonstrated the potential of utilizing social media to improve breastfeeding initiation and duration by increasing knowledge, sharing experiences, and identifying local Anchorage, Alaska businesses and employers that fostered supportive breastfeeding environments. The implementation of the project was located at a local hospital working in sync with a parenting support group. The participants completed a short survey before and after the project to measure their level of learning. The mothers that participated demonstrated an improvement on the post-survey in their ability to recall resources available in Anchorage and to summarize the Alaska breastfeeding law. These results suggest that a social media website utilized as a tool to locate and share breastfeeding resources is valuable and effective.