

POSTER



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Title: “Blog Mami y Niños”

ABSTRACT

Objective: to increase the promotion of healthcare education and satisfaction by the use of a mother and child healthcare blog.

Design: descriptive study of intervention with following effects measurement

Setting: Primary care center in Valladolid, Spain. Urban

Participants: Blog users.30 weeks pregnant, 15 days post- delivery and 3 months post-delivery women.

Measurements and findings: a healthcare blog use was measured along 18 months by Google analytics in order to know the users´ level of satisfaction and their internet profile. 334 women were interviewed in three different stages (30 weeks pregnancy, 15 days and one month post-delivery). First time pregnant women have used the blog the most frequently and shown a high degree of satisfaction regarding the usefulness of it.

Conclusions: we are facing a new type of healthcare education and a new source of information which have many local and international followers. The blog is a powerful and inexpensive mean of communication in mother and child healthcare.

Implications for practice: in general terms, midwives are in charge of an important part of healthcare education. Using the type of initiatives shown in this article, they can leader and make visible their competences through multidisciplinary team work.

Keywords: Blog, maternity, pediatrics, health information, Internet.