

Postpartum Risky Drinking: A Survey to Inform Development of a Text Messaging Intervention

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Background & Objectives

Background

- Postpartum women are at high risk for alcohol relapse, as more than half of women who reduce their drinking during pregnancy return to pre-pregnancy levels within 3 months postpartum.
- Postpartum women are unlikely to seek formal treatment for risky drinking (RD) due to stigma and fears of child removal.
- Text messaging interventions (TMIs) show promise for improving reach to address postpartum RD and prevent negative outcomes.

Objective

- To assess feasibility, acceptability, and utility of a TMI to address postpartum RD.

Methods

Qualtrics Panel Survey

- N = 170 low-income women who gave birth within the prior 6 months.

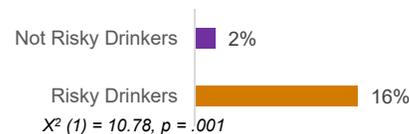
Methods

- We defined risky drinking as reporting any binge drinking during pregnancy OR reporting binge drinking monthly or more before pregnancy or postpartum.
- We compared women who reported risky drinking (N = 44) to those who did not (N = 126) on concern about drinking, technology use, and barriers to TMI participation.

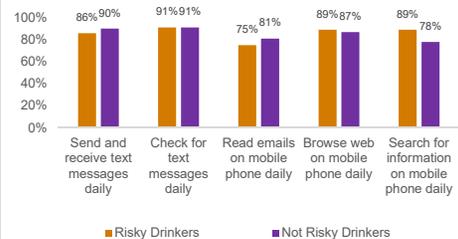
Results

Concern About Drinking:

[% reporting being very or somewhat concerned about their drinking since giving birth]



Technology Use:

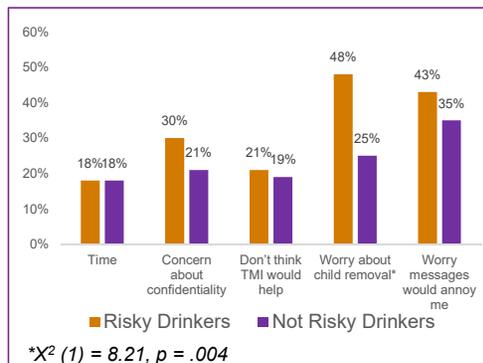


Results

Willingness to Participate in TMI:

- **48%** of risky drinkers rated automated text messages with tips for avoiding drinking as helpful or very helpful.
- **43%** of risky drinkers were very or extremely likely to participate in a research study asking them to receive automated text messages with information about drinking.

Barriers to TMI Participation:



Conclusions & Implications

Conclusions

- Risky drinkers were more likely than others to report being concerned about drinking since giving birth.
- Risky drinkers were frequent users of mobile phones, particularly text messaging.
- Risky drinkers are willing to participate in a TMI for RD.
- Most frequently endorsed barriers to participation among risky drinkers included worry about the messages being annoying and fear of child removal.
- Fear of child removal was a greater concern for risky drinkers compared to women who were not risky drinkers.

Implications

- Results support the feasibility of and interest in a TMI for RD in postpartum women and also suggest that fear of child removal is a particular area of concern for this population.
- Results will inform TMI development.