Leveraging Social Media for Culturally-Inclusive Parental Mental Health Support in BIPOC Families

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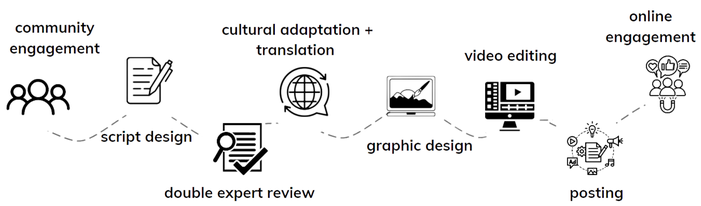
INTRODUCTION

Due to global crises such as COVID-19, war and racism, BIPOC families encounter significant challenges in accessing reliable health support[1]. Consequently, many caregivers turn to online platforms for connection, parenting and health guidance. However, existing online parenting resources often lack reliability, and fail to address cultural and linguistic inclusivity. Research indicates that when individuals in marginalized communities receive health information from professionals who share their lived experience – including racial identity and language – there is greater trust, uptake and application of health information into positive health behaviours[2]. Therefore, in response to the gap in existing parenting resources, our team launched **Our Kids' Health**, a **social media-based health initiative dedicated to delivering free, evidence-based, culturally relevant parenting resources co-designed using community-based participatory methods** for 10 cultural-linguistic groups:

Our Mission

- Evidence-based content for culturally diverse families
- Representation and inclusivity for all
- Embracing the power of families and communities
- Sharing vital information that matters to our community
- Supporting families in making informed decisions

Process for Content Creation



OBJECTIVE

This proof-of-concept study explores the initiative's impact on online community members' experiences of parental empowerment, competence, and mental health.

METHODOLOGY

In this mixed-methods study, we conducted social media data analysis and pre-post interviews. Participants were caregivers who identified with one of our cultural-linguistic groups and followed the social media platform for at least 12 months.

RESULTS

Initial findings indicate a substantial need for this initiative. The program has reached over **900K community members** and more than **90 million views** across over **40 countries**.

Through 20 in-depth interviews, caregivers reported:

- Increased understanding of child health through gaining new information from our channels
- Improvement in parental mental health by adapting their parenting styles and strategies
- Increased empowerment to make health decisions
- Being more critical of health information and misinformation
- Greater trust in healthcare professionals and experts.

> The positivity always remind me of the responsibility and how rewarding it is to be a parent. Being encouraged to seek help and knowing there are alternative solutions really enlighten my emotions and bring me hope in my parenting journey.

> "Excellent information for parents and even teachers! I am a teacher and a grandma, and try to inform myself so I can better support my grandson."

> Having easily accessible and reliable information guides me in making decisions about my family's health. I ask for advice from my parents or friends, but at the end of the day, I decide for my own family.

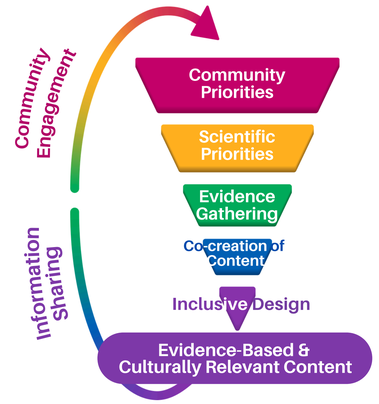
> Thank you for raising this important topic! Especially now and in the future, society in Ukraine will need more and more information about disability and the attitude of society members towards it.

Top content



CONCLUSION

Our Kids' Health has demonstrated promising outcomes in positively impacting health and parenting behaviors, and the overall well-being of caregivers. With its high level of global engagement and by leveraging social media technology, Our Kids' Health contributes to reducing mental health disparities, empowering caregivers, and advancing health equity and engagement among marginalized communities.



REFERENCES

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