Rapid infant weight gain in the first 6 months of life is associated with an increased risk of obesity. Adolescent mothers’ feeding behaviors are related to infant weight gain in the first year of life. Compared to adult mothers, adolescent mothers are less knowledgeable and less skilled in infant feeding.

**Purpose:** to obtain evidence for efficacy, feasibility, acceptability, and satisfaction related to T4TM.

**Problem Statement**

- Rapid infant weight gain in the first 6 months of life is associated with an increased risk of obesity.
- Adolescent mothers’ feeding behaviors are related to infant weight gain in the first year of life. Compared to adult mothers, adolescent mothers are less knowledgeable and less skilled in infant feeding.

**Design and Methodology**

- This study is a 2 group randomized controlled trial with low income 14-19 year-old first time mothers of infants.
- Data is collected at three time points of infant age (4-8 weeks, 3 months old, 6 months old) using self-report and anthropometric measures.
- T4TM is a 6 week program including:
  - Daily text message reminders
  - Infant feeding website with daily challenge activities
  - Quizzes relating to the challenges
  - “Ask the Advice Nurse” feature, which sends a direct message to an RN
  - Additional resources about motherhood
  - Website activity and completion of daily challenges were tracked.
- Participant satisfaction was obtained via post-intervention surveys and phone interviews.

**Participant Demographics**

- Participant age ranged from 14 to 19 with a mean of 17.5.
- At baseline, 38 of the 59 participant were currently breastfeeding or had previously breastfed.
- Highest Level of Completed Education:
  - Some College
  - GED
  - 10th grade
  - 12th grade
- Race/Ethnicity:
  - Black/African American
  - Hispanic/Latina
  - American Indian
  - Multiracial

**Preliminary Results**

- **Website Usage:** (n=33)
  - 33 participants have completed the intervention.
  - Visited the website average 23 of 42 days.
  - Completed average 23 of 42 challenges.
  - Completed an average of 4 quizzes.
  - 23 participants accessed the website after their intervention was over.
  - 24 participants viewed additional information during their intervention.

**Post-Intervention Survey Responses:** (n=32)

- 31 participants agreed that they found the website helpful.
- 28 participants agreed that they would recommend T4TM to a friend.
- 30 participants agreed that they learned a lot about infant feeding from T4TM.

**Implications for Nursing Practice**

- Preliminary evidence suggests use of text messaging and daily challenges as effective strategies to engage adolescent mothers in healthy infant feeding practices.
- T4TM has the potential to improve the knowledge and feeding behaviors of teen moms to reduce infant obesity risk.
- If feasible, this study will serve as a model for future nursing interventions on how social media can be used to augment teenage education via social media.

**Program Highlights**

- One participant visited the website 54 times after her intervention had completed.
- One participant felt comfortable enough with the program to use the “Ask the Advice Nurse” feature to reach out about her depression.
- Four moms have completed all 42 challenges or gotten on all 42 days while in their 6-week intervention.

**Participant Feedback**

- “It’s a good program. I like it because it teaches me new things about becoming a great mother, and I really appreciate this program. Thank you so much!”
- “I think the website is extremely functional, very well organized and very helpful. Honestly I think it is very well made.”
- “I like quizzes. It was definitely helpful having them and it helped me remember little things.”
- “I think it is really helpful because a lot of websites don’t work really well on phones, but the website worked really well on my phone and popped right up which was really helpful.”
- “The website was bright and attracted my attention.”

**Lessons Learned**

- Participants prefer calls or texts, and generally do not communicate through email.
- Mobile friendly access to the website was important to all randomly selected interviewed participants (n=11).
- Our original design included Facebook reminders in addition to texts; however, participants have not shown any interest in accessing T4TM through Facebook.
- Several participants indicated that they would appreciate more quizzes.