Modern Mommy Doc: Using the Internet to prepare tech-savvy expectant and new mothers to care for their infants and themselves

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Abstract

Modern parenthood is increasingly difficult, especially for new moms. A baby's first month outside the womb can be a whirlwind. There is so much transition and the learning curve is incredibly steep. In the end, successful parents often do two things well: they set realistic expectations and they make a plan for self-care early on. They understand that, although we've modernized the baby gear industry, infants still have primitive needs for food, comfort, and security when they first arrive. They accept the reality of their baby's needs, focusing on coping with instead of changing the newborn period.

That level of contentment and confidence does not come easily. Expectant mothers face unrealistic expectations and significant pressures to be perfect as they transition to motherhood, yet lack quality, credible resources and knowledgeable support in relatable and accessible formats. Breastfeeding failures, sleep deprivation, and social pressures often quickly contribute to a sinking feeling for fledgling moms that they're "lesser than" other first-time parent peers and set the stage, for some, for Postpartum Depression and Anxiety.

Pediatricians and other health care providers must meet pregnant and new mothers where they are to successfully prepare them ahead of time for parenthood, helping moms-to-be set realistic expectations and make postpartum self-care plans. Using the social media and blogging platforms of this parenting generation, Modern Mommy Doc is reaching new mothers *right* where they are: on their smart phones and computers. This out-of-the-box approach to harnessing the power of the Internet for healthcare good is not only innovative, it's critical to maintaining healthcare providers' relevance for modern moms.

Image



Recent Publications

1. Casares, Whitney N. The Newborn Baby Blueprint: Preparing to Care for Your Infant and Yourself. USA: Createspace Independent Publishing, 2018.
2. Casares, Whitney N.; Lahiff, Maureen; Eskenazi, Brenda; & Halpern-Felsher, Bonnie L. (2010). Unpredicted trajectories: The relationship between race/ethnicity, pregnancy during adolescence, and young women's outcomes. Journal of Adolescent Health, 47(2), 143-150.



Biography

Whitney Casares, M.D., is a pediatrician, speaker, and author of *The Newborn Baby Blueprint: Preparing to Care for Your Infant and Yourself.* Dr. Casares completed her medical school training at The University of Vermont and her pediatrics residency training at Stanford University. She also holds a Masters of Public Health in Maternal and Child Health from The University of California, Berkeley. Her passion is helping parents find their way to confidence and success, especially in the newborn period. She developed Modern Mommy Doc to inspire, educate, and encourage new moms so they can win at parenting without losing themselves.

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