

RUPRECHT-KARLS-UNIVERSITÄT HEIDELBERG

MEDIZINISCHE FAKULTÄT HEIDELBERG

**Media use in gynecological and obstetric care and its  
relation to women's self-determined level of  
education about lifestyle-related risks during  
pregnancy and lactation**

Cross-sectional study

**Masterarbeit**

zur Erlangung des akademischen Grades „Master of Science“

im Studiengang Versorgungsforschung und Implementierungswissenschaft im  
Gesundheitswesen

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## **Abstract**

**Background:** Lifestyle-related risk factors (LRRF) during pregnancy and lactation such as malnutrition, overweight, stress or alcohol consumption can cause short- and long-term impairments in the offspring's health, e.g. malformations or developmental disorders. Nevertheless, a lot of women still expose themselves to LRRF. As consequences of LRRF can be mainly avoided, it is of great importance to raise the risk-awareness of pregnant and lactating women as well as of women in childbearing age. Different studies show that informing and educating patients results in better health outcomes, increased adherence and improved health literacy. Therefore, the media use is beneficial and additionally desired by patients.

**Objective(s):** The objective of this study is to determine the media use in gynecological and obstetric care and its relation to women's self-determined level of education on LRRF during pregnancy and lactation based on information provided by their gynecologist/midwife.

**Study design:** To assess women's opinion concerning the media use in maternity care and the care of lactating mothers a cross-sectional observational study in 14 medical institutions from different settings was conducted. All women meeting the inclusion criteria could complete the quantitative questionnaire. After reporting descriptive statistics ordinal logistic regressions were conducted to calculate the OR and the 95% CI with statistical significance ( $\alpha=0.05$ ). Afterwards the model was adjusted for covariates and a second model including an interaction effect was considered.

**Results:** The sample size included 219 participants. The media use by gynecologists/midwives about pregnancy has a statistically significant positive influence on women getting a self-determined higher level of education based on information about pregnancy provided by the gynecologist/midwife (PG: OR 4.765; 95% CI 2.172, 10.456;  $p=0.000$ . PM: OR 4.049; 95% CI 1.604, 10.225;  $p=0.003$ ). This also applies to lactation, but these models are not fitting well (LG:  $p=0.147$ ; LM:  $p=0.712$ ).

**Conclusion(s):** The present study clarifies the positive influence of the media use by the gynecological and obstetric health care providers for educating women about pregnancy and lactation. Therefore, the use and availability of media for educating women about lifestyle-related risks needs to be supported and researched further on. This ensures a better gynecological and obstetric care for women and their children.

**Keywords:** pregnancy, lactation, health education, media, lifestyle-related risks