

#366 IS SOCIAL MEDIA AN EDUCATIONAL TOOL FOR PELVIC FLOOR DYSFUNCTIONS DURING PREGNANCY AND POSTPARTUM?

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BACKGROUND

While health information about pregnancy and postpartum is widely available on social media, there remains a significant gap in academic research examining how social media influences knowledge of pelvic floor dysfunctions (PFD).

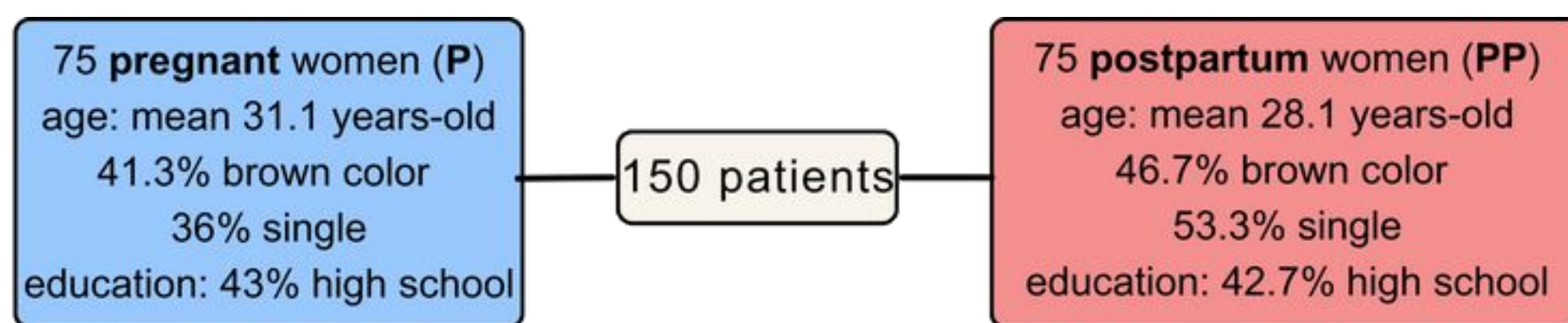
HYPOTHESIS/ AIMS OF STUDY

To evaluate the use of social media among pregnant and postpartum women as a tool for health information, understand the perception of reliability of this content and assess the impact of the media on patients' understanding and interest regarding pelvic floor dysfunctions (PFD).

METHODS

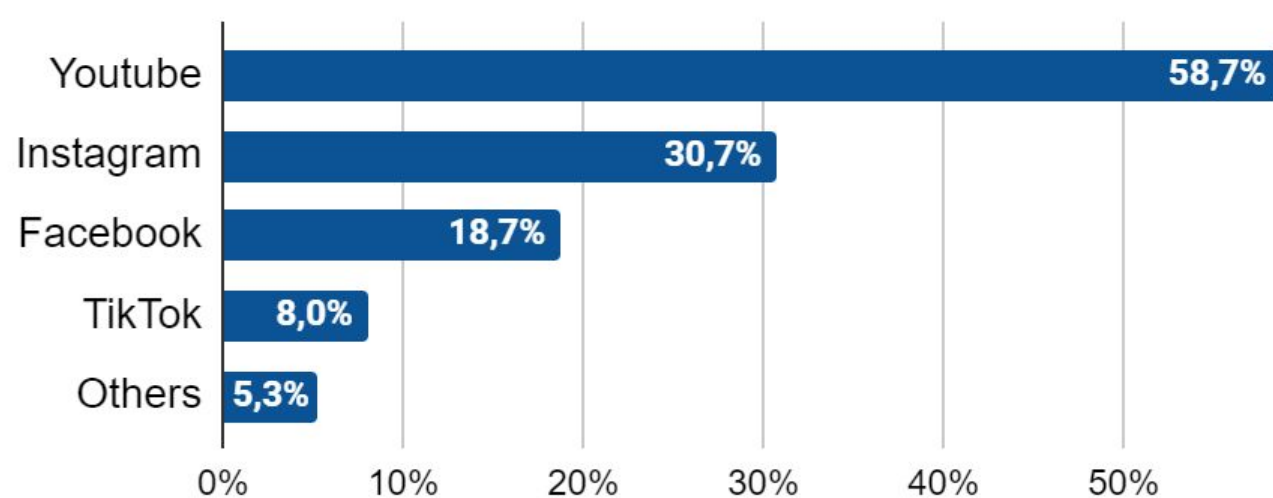
- Cross-sectional observational research.
- Women >18 years, pregnant or up to one year postpartum.
- Sociodemographic form + 16-question survey about the use of social media during pregnancy and postpartum.
- Descriptive statistical analysis.

RESULTS

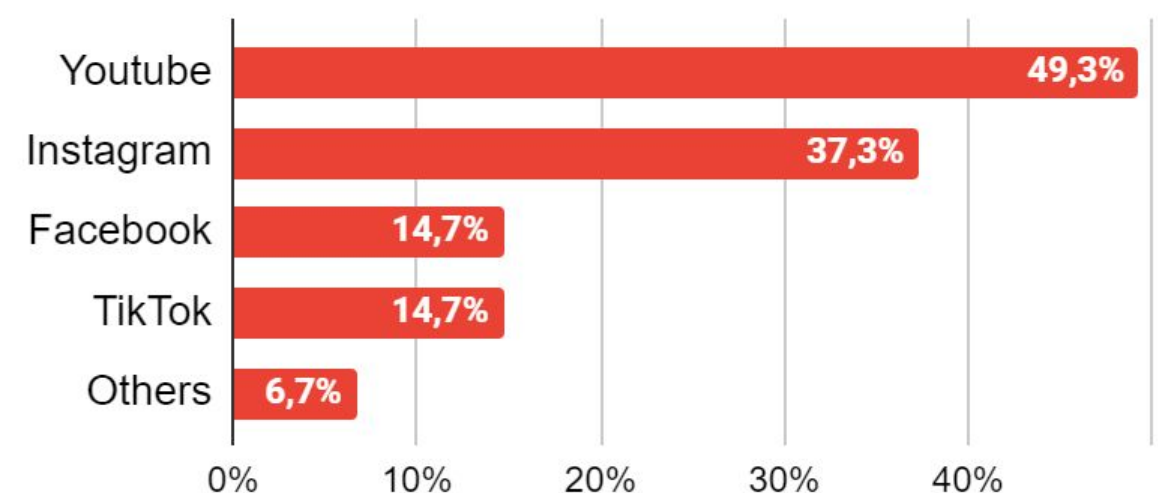


CHOICE OF SOCIAL MEDIA FOR HEALTH RESEARCH

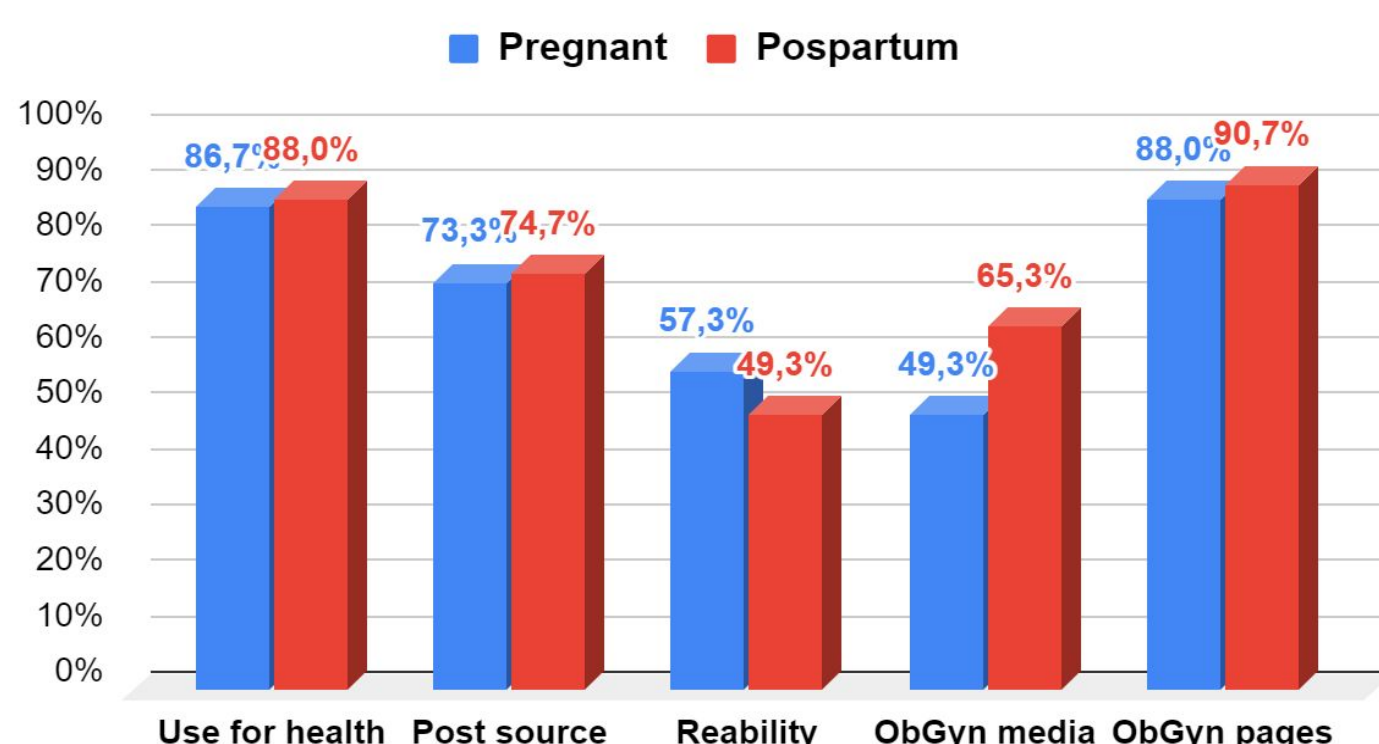
PREGNANT



POSTPARTUM

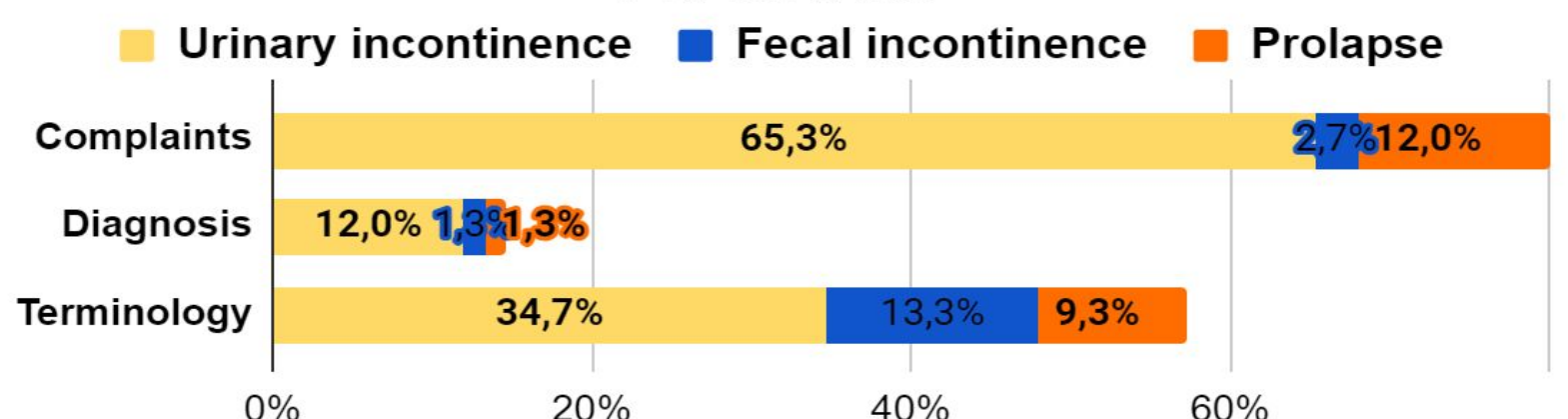


USE OF SOCIAL MEDIA

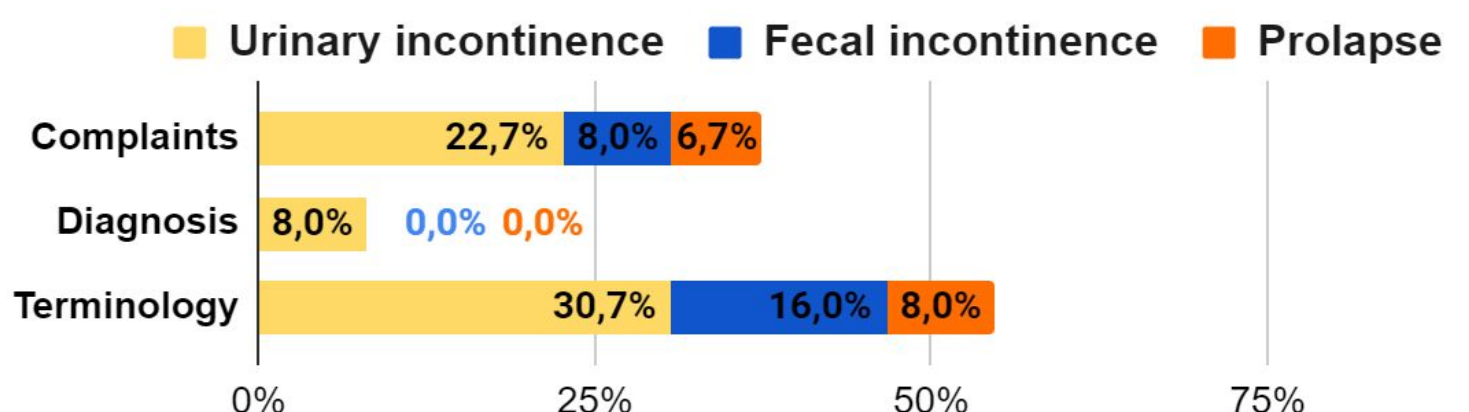


- Research health-related posts (P:86.7%, PP:88%)
- Check the sources of information (P:73.3%, PP:74.7%)
- Reliability: 57.3% pregnant x 49.3% postpartum
- Follow their ObGyns: 49.3% pregnant and 65.3% postpartum
- Interest in following physicians (P:88%, PP:90.7%)

PREGNANT

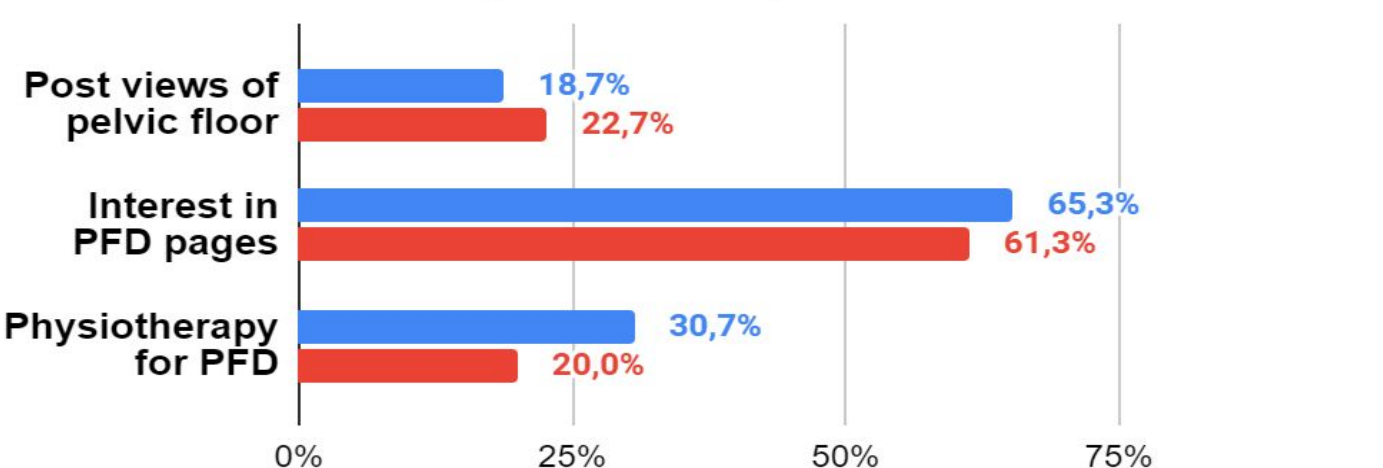


POSTPARTUM



- Pregnant women have more urinary complaints
- A few patients with PFD diagnoses
- The minority of patients recognized PFD terms
- "Urinary incontinence" was the most familiar term oppose to "fecal incontinence" and "prolapse"

Pregnant Postpartum



- Social media posts on the topic "pelvic floor" were scarce
- Majority has interest in following PFD related pages
- Role of physiotherapy in the prevention and treatment of PFD was known by less than a half of the women

CONCLUSIONS

Social media is becoming an important source of health information, with platforms like YouTube and Instagram playing a key role. While many women may perceive these posts as reliable, their accuracy needs further investigation. Since pelvic floor dysfunction (PFD) and physiotherapy are not widely known topics, healthcare professionals should intensify efforts to share accurate information. Promoting posts about PFD can effectively raise awareness of these still unfamiliar conditions.

REFERENCES

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- (2) Kiyosaki K, Ackerman AL, Histed S, Sevilla C, Eilber K, Maliski S, Rogers RG, Anger J. Patients' understanding of pelvic floor disorders: what women want to know. Female Pelvic Med Reconstr Surg. 2012 May-Jun;18(3):137-42.