Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

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Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

Johanna Bermudez Vera
Semira Semino-Asaro

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UNIVERSITY OF SAN DIEGO
Hahn School of Nursing and Health Science
DOCTOR OF NURSING PRACTICE

Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

by

Johanna Bermudez Vera

A Doctor of Nursing Practice Portfolio presented to the
FACULTY OF THE HAHN SCHOOL OF NURSING AND HEALTH SCIENCE
UNIVERSITY OF SAN DIEGO

In partial fulfillment of the
requirements for the degree
DOCTOR OF NURSING PRACTICE

May 4, 2020

Semira Asaro, Faculty Advisor and Clinical Mentor
Table of Contents

List of Tables [if applicable, enter manually or omit] .................................................. iii
List of Figures [if applicable, enter manually or omit] ..................................................... iv
Acknowledgments [optional] .................................................................................. vii
Opening Statement Purpose in Pursuing the DNP ......................................................
Documentation of Mastery of DNP Program Outcomes ........................................... 1
Final Manuscript ....................................................................................................... 2
    Abstract .................................................................................................................. 3
    [Level 1a Heading] ........................................... Error! Bookmark not defined.
    Level 2a Heading ........................................... Error! Bookmark not defined.
    References .................................................. Error! Bookmark not defined.

Concluding Essay: Reflections on Growth in Advanced Practice Nursing Role ...... Error!

Bookmark not defined.

Appendix A IRB Approval .......................................................................................... 19
Appendix B Letter of Support from Clinical Site ..................................................... 20
Appendix C Poster Abstract with Letter of Acceptance to Conference ................. 22
Appendix D Poster Presentation ............................................................................. 25
Appendix E PowerPoint Stakeholder Presentation .............................................. 26
Appendix F DNP Program Outcomes Exemplars ................................................ 36
Appendix G [Other Supporting Documents] .......................................................... 46
Appendix H Certificates or Documentation of any Additional Certifications [if
applicable] ........................................................................................................... 47
### List of Tables

Table 1 Facebook social media engagement January 2019 – January 2020

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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Table 1 Instagram social media engagement January 2019 – January 2020

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</table>
List of Figures

Figure 1 Facebook and Instagram social media engagement January 2019 – January 2020

Figure 2 Women's Age Range
Figure 3

![Top Location Cities Chart]

Figure 4

![Progression of Social Media Users Chart]
Figure 5

Top Location Countries

Figure 6 Organization’s Websites clicks on Facebook January 2019 – January 2020
Acknowledgments

First and most importantly I want to thank God and the angels for guiding me spiritually and giving me the strength to continue in moments when I doubted myself.

This project and graduation would not have been possible without the unconditional support of my mentor Dr. Asaro. She has been an angel put on my path to help me continue with my life purpose. Thank you for believing in me, for all your support, guidance and strength. Thank you for your encouragement and understanding, not only in this project but with life itself and all the struggles that come with it. I think very highly of you and you have a heart of gold. I feel very lucky to have been your student and mentee. I want to also thank Dr. Agan, Dr. Burkard, Shelly and Renata for your immediate assistance and for allowing me to develop this project.

I want to thank all my instructors during my time at the University of San Diego. I have never seen so much dedication, commitment and support to the success of students. I want to give special thanks to Dr. Terry! He is the Star of the mental health program. His wisdom, unconditional dedication and flexibility inspired me in so many ways. I hope that one day I can have as much knowledge as you do.

I feel lucky to have been able to do my clinicals at UCSD. I want to thank all my preceptors Alex, Elena, Molly, Elizabeth, Sarah, Steven and Larry for all the invaluable and clinical learning experiences. I always felt supported.

I want to thank my parents Ciro and Yolanda, my brothers and sister Alex, Andres, and Maria Alejandra for always believing in me, for all the love and support in all my life challenges and goals.

I am grateful for my psych classmates Hugo, Michael, Bohan, David, Sharon, Matt, Crystal and Josh. I could not have asked for a better group of souls working together towards the same goal. Special thanks to my FNP friends Christine, Ana. Through teamwork and supporting each other we were able to pass the most difficult classes. My final thanks to my FNP friends Leslie and Lennie who made this school program more enjoyable and fun, and who became great friends.

The most powerful way to bring anything into your life is to be a source of love!
Documentation of Mastery of DNP Program Outcomes
Social Media Engagement in Women with PMADs

Final Manuscript

Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

Johanna Bermudez Vera
Semira Asaro
University of San Diego

Author Note
SOCIAL MEDIA ENGAGEMENT IN WOMEN WITH PMADs

Abstract

**Purpose:** The purpose of this project is to explore the utilization of social media outlets (Facebook and Instagram) affiliated with a local community-based perinatal mental health organization in order to inform current and future outreach and health messaging efforts by that organization. Exploring the level of engagement and associated demographics of social media users will assist the organization regarding possible expansion of their social media presence.

**Background:** Worldwide, 10-13% of women experience a mental health disorder such as depression and/or anxiety during the postpartum period. Perinatal mood and anxiety disorders (PMADs) are associated with increased risks of maternal and infant mortality and morbidity - World Health Organization (WHO). The negative impact of untreated PMADs on the early mother-infant relationship can have long-term developmental consequences for children. Many of today’s new mothers belong to the original generation of Facebook users who were young adults or college students when many social media outlets were launched, and they continue to be actively engaged on social media. Adolescent mothers also spend a significant amount of time on the internet with some of that time spent searching for health information (Logsdon et al., 2014). Recent studies related to the use of social media by mothers with mental health conditions focus on the following variables: percentage of total photos spontaneously posted, average photos posted per day postpartum, percentage of postpartum photos that included mother, percentage of postpartum photos that include mother-baby interaction, and percentage of photos with clear baby face in which the baby is smiling (Dáu, Callinan, Mayes, & Smith, 2017).

**Methods:** This evidence-based practice project collected data from current social media platforms used by a community based nonprofit perinatal mental health organization over a 1-year period. Data gathered regarding social media engagement included: reach, engagement, new page likes, impressions, new followers, and demographics. Data was analyzed using descriptive statistics to help identify any potential gaps in outreach and offer process improvements to increase the efficacy of social media engagement.

**Results:** The ratio of reach-to-liked exceeds 100:1. Information needs to be broadcast to a wide audience in order to touch the target audience. Facebook (FB) has a 14% higher focus on the reach to the service area. FB and Instagram (IG) appear to be age related. IG attracts a younger audience (25-34-year olds) and FB attracts an older audience (35-44 year olds).

**Implications:** Maximizing the use of social media to reach mothers with perinatal mood disorders may provide connections for women and their families and assist with linkages to providers. The normalization of PMADs may help women reach out for help sooner rather than later. Early identification and treatment play a pivotal role in recovery for this population. Identification of predominant variables and demographics can further lead to strategies to target a broader spectrum of women experiencing mood symptoms including
minorities, women from various socioeconomic backgrounds and women across age groups.
Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

Various forms of social media have become a common part of everyday life in the United States. Social networks created through different forms of social media may impact various aspects of life including an individual’s mental health. In the U.S., new mothers and mothers of young children are high users of social media utilization in relation to building social networks (Morris, 2014). Given that perinatal mood and anxiety disorders are common in the U.S. and that many new mothers and mothers of young children look to social media as a way to connect with others, it is important to explore the efficacy of social media messaging in relation to Perinatal Mood and Anxiety Disorders (PMADs).

**Clinical Problem**

Worldwide, 10-13% of women experience a mental health disorder such as depression and/or anxiety during the postpartum period. Perinatal mood and anxiety disorders (PMADs) are associated with increased risks of maternal and infant mortality and morbidity - World Health Organization (WHO). The negative impact of untreated PMADs on the early mother-infant relationship can have long-term developmental consequences for children. Children are at higher risk for emotional, behavioral, psychological, cognitive and language development problems (Brummelte & Galea, 2016).

According to the Pregnancy Risk Assessment Monitoring Systems (PRAMS) released by the Centers for Disease Control and Prevention (CDC) the overall prevalence
of postpartum depression of new mothers was 11.5% of reporting states in the United States in 2012. The most common characteristics were age less than 19 or age 20 to 24, American Indian/Alaska Native or Asian/Pacific Islander race/ethnicity, less than 12 years of education, unmarried, postpartum smokers, experiencing three or more stressful life events in the year before birth, giving birth to term, low-birthweight infants, and having infants requiring neonatal intensive care unit admission at birth (CDC). Despite a decrease in postpartum depression cases since 2004, this mood disorder is often underdiagnosed and untreated. About 60% of women do not receive a clinical diagnosis, and 50% of those diagnosed do not receive any treatment (Ko et al., 2017).

Some of the barriers preventing women from seeking treatment for perinatal mood disorders, especially in low income families are lack of knowledge about treatment, family obligations, lack of transportation, stigma, lack of insurance, limited services available, low priority of behavioral health, perceived insufficient time and poor linkages between systems (Boyd, Price, Mogul, Yates, & Guevara, 2019)

Among the most common risk factors of postpartum depression are prenatal depression, childcare stress, life stress, social support, prenatal anxiety, maternity blues and history of depression (Hutchens & Kearney, 2020). Studies have shown a high association between peripartum depression and low support or a poor-quality marital relationships (Jones & Coast, 2013). For purposes of this evidence based project (EBP) the focus will be on social support and community connection.

More research is emerging to analyze social media in relation to mental health conditions by using psycholinguistic analysis, supervised and unsupervised language modeling, and expressed topics of interest. Recent analyses have suggested language
style, sentiment, users’ activities, and engagement expressed in social media posts can predict the likelihood of depression (Yazdavar et al., 2020).

Social media platforms such as Instagram and Facebook are often used to express emotions, feelings, mood, and stress from daily living. Images are a way to express emotions and are the most engaged content of Facebook, accounting for 75% of the content in the platform (Yazdavar et al., 2020). A recent study related to the use of social media by mothers with mental health conditions focus on the following variables: percentage of total photos spontaneously posted, average photos posted per day postpartum, percentage of postpartum photos that included mother, percentage of postpartum photos that include mother-baby interaction, and percentage of photos with clear baby face in which the baby is smiling (Dâu, Callinan, Mayes, & Smith, 2017). Many of today’s new mothers belong to the original generation of Facebook users who were young adults or college students when many social media outlets were launched, and they continue to be actively engaged on social media. Adolescent mothers also spend a significant amount of time on the internet with some of that time spent searching for health information (Logsdon et al., 2014). People feel more connected with today’s capabilities of technology and social media has the potential to facilitate the normalization and decrease of stigma that mental health has carried through generations.

**Purpose**

The purpose of this project is to explore the utilization of the social media outlets Facebook and Instagram, affiliated with a local community-based perinatal mental health organization in order to inform current and future outreach and health messaging efforts by that organization. Exploring the level of engagement and associated demographics of
social media users will assist the organization regarding possible expansion of their social media presence.

**Literature Review**

The literature review was conducted through electronic databases including CINAHL, Cochrane, and PubMed. Keywords utilized in the search were: perinatal mood and anxiety disorders, postpartum depression (PPD), social media, Instagram, Facebook, social support, pregnancy, perinatal mental health. Social media use in relationship to perinatal care has expanded in recent years but there is still limited research in this area. The search included publication dates within six years, Systematic Reviews, Meta-Analysis, Randomized Control Trials and Practice Guidelines. Due to limited literature for this topic one article published in 2013 and one in 2006 were included. 25 articles were reviewed, and the most relevant articles were selected. Each reference was classified in relation to the strength of the evidence using the John Hopkin’s Appendix D Evidence Level and Quality Guide.

**Description of EBP Project, Facilitators and Barriers**

The aim of this EBP project was to explore the utilization of social media outlets affiliated with a local-based perinatal mental health organization in order to inform outreach and health messaging efforts. The Doctor in Nursing Practice (DNP) student hoped to establish a better understanding of mental health information dissemination through social media of this organization.

The plan of the EBP project consisted of identifying social media platforms used by the organization, gathering data including reach, new page likes, new followers, engagement, impressions, and demographics of population reached. Descriptive analysis was applied to understand social media reach and set up a baseline for future DNP projects in continuing to
gather more consistent data, to help determining gaps, and ultimately reaching out to more women with perinatal mood disorders.

The perinatal mental health community-based organization is a local non-profit organization supported by volunteers, dedicated to raising awareness about perinatal mood and anxiety symptoms and disorders. It provides support, treatment referrals, and resources to women and their families through a website, social media, and a “warmline” that takes messages 24 hours a day. Also, the organization provides training, workshops and conferences in order to educate a wide variety of professionals who come in contact with new mothers and families. This organization started adopting the use of social media platforms since 2010 in an effort to reach more women and families through Facebook and more recently through Instagram.

The facilitators for this EBP project were a faculty advisor and clinical mentor at University of San Diego (USD), two board members from the perinatal mental health organization, the Development Chair and the Social Media Development Chair, and a USD faculty member with data analysis expertise. Initially, project ideas were discussed with the faculty advisor in November 2019. On December 02, 2019 a meeting with the Development Chair of the organization took place to discuss and plan the project. On December 11, 2019, the project proposal was presented and approved by the community-based organization. On January 14, 2020 a meeting took place with the Social Media Chair and the USD faculty data analysis expert to discuss target areas for the project. On January 15, 2020 requirements for USD’s Institutional Review Board (IRB) were approved. From January 28 to February 11, 2020 data was collected. On February 13, 2020, data analysis was completed, and initial results were discussed with the team. A stakeholder presentation took place via remote technology on April 20, 2020 with the President of the perinatal mental health organization as well as the
Development Chair and the Social Media Chair and the faculty advisor. Final results and recommendations for next steps were shared with the organization at this time.

Some of the barriers encountered while carrying out this EBP project included limited availability of research studies on the topic. While conducting literature search, there were no studies directly associating Instagram or Facebook with PMADs.

Additional barriers included gaps and inconsistencies in the data gathered, unequal data tracking system of social platforms, delays in gaining access to data, and time limitations. I was unable to reach to the board member who had access to Google analytics data for this organization; therefore, Google analytics was not included in the data.

Timeline and Poster Presentation

The abstract of this project was accepted for a poster presentation at The Western Institute of Nursing (WIN) 53th Annual Communicating Nursing Research Conference “20/20 and Beyond: Envisioning the Future of Nursing Research, Practice, and Education” in April 2020 in downtown Portland, Oregon. Data collection was finalized at the end of January 2020, data was analyzed and results were discussed in February, 2019. The project was completed near the end of February and presented at USD poster presentation day in March, 2020 via remote technology.

Model Framework

The ACE Star model was used to guide this project and assisted in understanding the process of knowledge discovery throughout the stages of development. The ACE Star model is intended for improvement of care and provides a framework for systematically putting evidence-based practice processes into operation. This model has a 5-point star. The model illustrates five major stages of knowledge transformation: knowledge discovery, evidence synthesis, translation into practice recommendations, integration into
practice, and evaluation - University of Texas Health Science Center at San Antonio (UTHSA)

Methods

The social media platforms identified for this EBP project were Facebook and Instagram. The organization-initiated use Facebook in 2010 and Instagram in 2016. Although, there had been social media activity for years by the organization, data had not been tracked before January of 2019. Prior to gathering data, Institutional Review board (IRB) approval was obtained from the USD and letter of support from a board member and the USD faculty advisor. The first set of data gathered regarding social media engagement involved data over a 1-year period including metrics of reach, engagement, impressions, new followers and new page likes. Other variables analyzed were demographics, reached locations, and progression of social media users. Data was analyzed using descriptive statistics to help identify potential gaps in outreach. Links and correlations between metrics were noted.

Results

The social media platforms utilized in this project were Facebook and Instagram. Facebook and Instagram have different systems of tracking data. Instagram generates data of the last two weeks from the day data is inquired. If data is not saved by the user, Instagram does not archive the data. On the other hand, Facebook has a more flexible user system when it comes to recording data. Data can be generated for any length of time, accessed at any day, and is archived.

Data was collected retrospectively from January 2019 to January 2020 for the first set of data (Tables 1 and 2). The metrics analyzed for Facebook were reach, engagement
and new page likes (Figure 1). The metrics analyzed for Instagram were reach, impressions and new followers (Figure 1). Although, there were gaps and inconsistencies in the data collected (Tables 1 and 2), some correlations were found. The reach showed to be significantly higher compared to the new users. The ratio of reach-to-new likes or followers exceeds 100:1 for Facebook and Instagram (Figure 1). This data suggests that the information needs to be broadcast to a wide audience in order to touch the target audience.

The second set of data analyzed was women’s age range (Figure 2). Two different age generations were found to be significantly higher on each platform. Facebook and Instagram appear to be age related. Instagram attracts a younger audience (25-34 year olds) and Facebook attracts an older audience (35-44 year olds).

The next set of data looked at location areas reached (Figure 3). Instagram and Facebook were shown to have the most outreach locally in the area of San Diego. However, Facebook has a 14% higher focus on the reach to the service area. San Diego reach corresponds 20% of total users of Instagram and 34% of total users of Facebook. The second most reached city is Los Angeles with a significant lower percentage of 2% on Instagram and 1.5% on Facebook. 100% of users reached are not represented in the graph due percentage per area being less than 1% and data appeared is visible on either of the platforms. Figure 5 shows the top location countries reached. Facebook and Instagram are targeting similar foreign countries. United states has a reach of about 80%. Canada is in second place with a reach of less than 4%. United Kingdom and Australia have a reach of less than 2%.

The progression of social media users is shown in Figure 6. This local based organization started utilizing Facebook in November 2010 and Instagram in September
2016. In 10 years, Facebook has reached close to 1700 users. Instagram has reached more than 2800 followers in 4 years. Facebook was initially created in 2004 and has been used for personal and business purposes. Instagram, a much newer platform started in 2010. Instagram not only attracts younger generations but also higher volume of users.

**Cost Benefit Analysis**

This community-based organization functions in its entirety of passionate professionals that volunteer their time. Currently, a social media board member is in charge disseminating information of Facebook and Instagram. Further evaluation is required with ongoing analysis and metrics to determine the benefit versus the cost (volunteer time and paid enhanced visibility of posts) invested on social media as an effort to reach women with PMADs. At this time, the impact is still unknown.

**Discussion**

This EBP project served as a baseline and general understanding of the engagement of social media in relation to a local based organization specialized in PMADs. Conclusions from data analyzed suggest that information needs to be broadcast to a wide audience in order to touch the target audience. The ratio of reach-to-liked exceeds 100:1. Facebook has a 14% higher focus on the reach to the service area. Both platforms appear to be age related. Instagram attracts a younger audience (25-34 year olds) and Facebook attracts an older audience (35-44 year olds). Instagram as a newer launched platform has attracted a younger and larger number of users compared to Facebook. Although, the effort is concentrated on local communities, utilization of social media has allowed this organization to reach women with PMADs internationally. There were some gaps and inconsistencies on the data collected as observed in Tables 1 and 2.
By generating a monthly ongoing system of tracking data is required to prevent gaps of data and to facilitate a better picture of ongoing impact and outreach through social media. This EBP project has raised valuable considerations and further areas of exploration to increase outreach capabilities to families and women with PMADs. As seen in Figure 6, the number of website clicks thorough Facebook have been only 7 times in the span of a year.

This project raised interesting questions about the organization’s use of social media to raise awareness about resources for PMADs. Would including posts directing users to visit their website, increase their access to care, resources and referrals?

Expansion of services could involve development of a PMADs Health Application and social media chats as an effective way to improve interaction with potential healthcare resources. Further examination and research is needed to explore these questions. Finally, further exploration of comparison and correlations from the website, warmline and social media activity might provide helpful insights for this local based organization to improve outreach of women with PMADs.

**Implications**

Technology is evolving constantly and more people including women and mothers spend substantial amounts of their time in social media and applications searching for health-related issues including mental health (Logsdon et al., 2014). Current challenges in our society such as social distancing and isolation due to recent pandemic events, is forcing us to move in a direction to obtain direct health care through telehealth and other online services. Social media has an immense potential to serve as a
direct outlet to connect people to health providers, resources, supportive connections, and learn ways to cope with mental health symptoms and conditions.

Social media platforms used by healthcare organizations have important implications involving mental health and reaching mothers facing challenges to access care. Some of the implications involve effective ways to have readily access to information, resources, referrals, and interventions in prevention, early identification and enhance streamline care for women with PMADs. Social media has the potential to reach women from remote locations, different ethnicities and low socioeconomic status. Social media accounts with accurate information and dedicated to help women with PMADs can be used by providers as a tool to provide to their clients as an additional resource and support. Social networks are tapping into the availability of sources of emotional support and social well-being, reducing stress, depression and mood disorders. Because of limited literature and research studies, it is difficult to determine the degree to which mothers’ needs are being effectively addressed. However, continuation of data analysis is important to determine the impact.
References


University of Texas Health Science Center at San Antonio (2019). *Ace Star Model.*

https://www.acestar.uthcsa.edu


Appendix A

IRB Approval

Jan 15, 2020 9:24 AM PST

Johanna Bermudez Vera
High School of Nursing & Health Science

Re: Exempt - IRB-2020-153, Exploring the efficacy of a perinatal mental health community based organization’s social media engagement

Dear Johanna Bermudez Vera:

The Institutional Review Board has rendered the decision below for IRB-2020-153, Exploring the efficacy of a perinatal mental health community based organization’s social media engagement.

Decision: Exempt

Selected Category: Category A. Secondary research for which consent is not required; Secondary research uses identifiable private information or identifiable biospecimens, if at least one of the following criteria is met:

(i) The identifiable private information or identifiable biospecimens are publicly available;

(ii) Information, which may include information about biospecimens, is recorded by the investigator in such a manner that the identity of the human subjects cannot readily be ascertained directly or through identifiers linked to the subjects, the investigator does not contact the subjects, and the investigator will not re-identify subjects;

(iii) The research involves only information collection and analysis involving the investigator’s use of identifiable health information when that use is regulated under 45 CFR parts 160 and 164, subparts A and E, for the purposes of “health care operations” or “research” as these terms are defined at 45 CFR 164.501 or for “public health activities and purposes” as described under 45 CFR 164.512(b); or

(iv) The research is conducted by, or on behalf of, a federal department or agency using government-generated or government-collected information obtained for nonresearch activities, if the research generates identifiable private information that is or will be maintained on information technology that is subject to and in compliance with section 208(b) of the E-Government Act of 2002, 44 U.S.C. 3503, note, if all of the identifiable private information collected, used, or generated as part of the activity will be maintained in systems of records subject to the Privacy Act of 1974, 5 U.S.C. 552a, and, if applicable, the information used in the research was collected subject to the Paperwork Reduction Act of 1995, 44 U.S.C. 3501 et seq.

Findings: None

Research Notes:

Internal Notes:

Note: We send IRB correspondence regarding student research to the faculty advisor, who bears the ultimate responsibility for the conduct of the research. We request that the faculty advisor share this correspondence with the student researcher.

The next deadline for submitting project proposals to the Provost’s Office for full review is N/A. You may submit a project proposal for expedited or exempt review at any time.

Sincerely,

Dr. Thomas R. McDonald
Administrator, Institutional Review Board

Office of the Vice President and Provost
Hughes Administration Center, Room 254
5990 Alcala Park, San Diego, CA 92110-2492
Phone (619) 260-4553 * Fax (619) 260-2250 * www.sandiego.edu
Appendix B
Letter of Support from Clinical Site

December 20, 2019

Institutional Review Board, University of San Diego

From: Semira Semino-Asaro, PhD, APRN

Use of Social Media Data

During Spring semester 2020, Ms. Johanna Bermudez-Vera will be pursuing her scholarly practice project with the Postpartum Health Alliance (PHA) for the Doctor of Nursing Practice (DNP) Program at the University of San Diego. Ms. Bermudez-Vera will be working with Shelly Trigemino (Development Chair) and Renata Cameron (Social Media Chair), who are board members for PHA. Ms. Bermudez-Vera is now requesting the use of data from this community organization for an evidence-based class project and possible presentations and publications.

All social media data will be cleansed of any participant or institutional identifiers. I am supportive of Ms. Bermudez-Vera using this data.

If you have any questions, please do not hesitate to contact me at (619) 260-4196 or semiranasaaro@sandiego.edu.

Sincerely,

Sebu.i.u
Semira Semino-Asaro, PhD, APRN
Associate Professor
University of San Diego
Hahn School of Nursing & Health Science,
From: Shelly Tregembo

Use of Social Media Metrics

During Spring semester 2020, Ms. Johanna Bermudez-Vera will be pursuing her scholarly practice project with the Postpartum Health Alliance (PHA) for the Doctor of Nursing Practice (DNP) Program at the University of San Diego. Ms. Bermudez-Vera will be working with PHA and Dr. Semira Semino-Azaro analyzing data and collecting information for the organization.

We fully support Ms. Bermudez-Vera completing her DNP scholarly practice project with PHA. Ms. Bermudez-Vera has agreed to cleanse all data of any participant or institutional identifiers and we understand that she will request to use data from this experience for publications and professional presentations.

If you have any questions, please do not hesitate to contact us at (619) 254-0023 or info@postpartumnhealthalliance.org

Sincerely,
Appendix C  
Poster Abstract with Letter of Acceptance to Conference

The Western Institute of Nursing (WIN) 53th Annual Communicating Nursing Research Conference. April 15-18, 2020 – Portland, OR

Abstract

Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

**Background:** Worldwide, 10-13% of women experience a mental health disorder such as depression and/or anxiety during the postpartum period. Perinatal mood and anxiety disorders (PMADs) are associated with increased risks of maternal and infant mortality and morbidity - World Health Organization (WHO). The negative impact of untreated PMADs on the early mother-infant relationship can have long-term developmental consequences for children. Many of today’s new mothers belong to the original generation of Facebook users who were young adults or college students when many social media outlets were launched and they continue to be actively engaged on social media. Adolescent mothers also spend a significant amount of time on the internet with some of that time spent searching for health information (Logsdon et al., 2014). Recent studies related to the use of social media by mothers with mental health conditions focus on the following variables: percentage of total photos spontaneously posted, average photos posted per day postpartum, percentage of postpartum photos that included mother, percentage of postpartum photos that include mother-baby interaction, and percentage of photos with clear baby face in which the baby is smiling (Dáu, Callinan, Mayes, & Smith, 2017).
**Purpose:** The purpose of this project is to explore the utilization of social media outlets (Facebook and Instagram) affiliated with a local community-based perinatal mental health organization (Postpartum Health Alliance) in order to inform current and future outreach and health messaging efforts by that organization. Exploring the level of engagement and associated demographics of social media users will assist the organization regarding possible expansion of their social media presence.

**Methods:** This evidence-based practice project will identify and track current social media platforms used by PHA over a 1 year period. Data will be gathered regarding social media engagement including the number of messages sent and received, types of content posted, and top posts. Links between certain types of content (personal stories versus psycho-educational messages) and increased engagement will be noted. Data will be analyzed using descriptive statistics to help identify any potential gaps in outreach and offer process improvements to increase the efficacy of social media engagement.

**Results/Implications:** Results will be shared with PHA. Based on the evidence, suggestions may be offered to help the organization make the best use of current social media outlets and/or develop alternative avenues for public engagement in relation to PMADs. Maximizing the use of social media to reach mothers with perinatal mood disorders may provide connections for women and their families and assist with linkages to providers. The normalization of PMADs may help women reach out for help sooner rather than later. Early identification and treatment plays a pivotal role in recovery for this population. Identification of predominant variables and demographics can further lead to strategies to target a broader spectrum of women experiencing mood symptoms.
including minorities, women from various socioeconomic backgrounds and women across age groups.

Greetings and Congratulations:

On behalf of Dean Georges, we are pleased to inform you, your abstract is accepted for a poster presentation at The Western Institute of Nursing (WIN) 53rd Annual Communicating Nursing Research Conference "2020 and Beyond: Envisioning the Future of Nursing Research, Practice, and Education" from April 15-18, 2020 at the Hilton Portland Downtown in Portland, OR.

In early February, you will be notified of the designated date/time that the R&E posters from your organization will be displayed during the conference.

Conference Registration

R&E poster presenters are responsible for registering for the conference. Please understand as a R&E poster presenter you are making a commitment to display your poster on the assigned date. The conference proceedings and program will list member organizations, the titles of their R&E posters, and the authors of those posters.

This year, USC’s Hahn School of Nursing and Health Science will have a strong presence at WIN. In addition to the R&E participants, various students, alumni, and faculty will be showcasing their work at poster and podium presentations. If you plan to stay at the conference hotel, we suggest you make reservations soon to secure the conference room rate.

http://www.winnursing.org

Again, thank you again for submitting an abstract for the 2020 Research Information Exchange. We look forward to seeing you in Portland.

Sincerely,

R&E Abstract Review Committee
Appendix D

Poster Presentation

Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

Background
- Mothers spend significant amount of time on the internet searching for health information including depression as one of the main concerns.
- First time mothers often use social media to make social connections for support, validation, reassurance.
- Social media can be useful in reducing pregnancy-related stress and depression.

Purpose
- Explore the utilization of social media outlets utilized by a perinatal mental health organization PMH in order to inform outreach and health messaging efforts.

Evidence for Problem
- 15-33% of women worldwide experience a mental health disorder such depression and/or anxiety during the postpartum period.
- Perinatal mood and anxiety disorders (PMADs) are associated with increased risks of maternal and infant mortality and morbidity.

Evidence-based Intervention/Benchmark
- The intervention consisted of analyzing data from social media platforms to understand the reach of the organization’s outreach and identify possible gaps of access to care.

Framework/ERP Model
- ACE Star Model

Project Plan Process
1. Identify social media platforms used by the organization
2. Gather data including reach, new page likes, new followers, engagement and impressions.
3. Gather demographics of population reached.
4. Analysis of data using descriptive analysis.
5. Understand social media reach of PMH and set up baseline for future SPNP projects continuing to gather more consistent data to help determining gaps and ultimately reaching out to more women with perinatal mood disorders.

Evaluation Results
- Facebook
  - Reach
  - Engagement
  - Page likes
- Instagram
  - Reach
  - Impressions
  - Page likes
  - Followers

Conclusions
- The ratio of reach to liked exceeds 100:1. Information needs to be broadcast to a wider audience in order to touch the target audience.
- FB has a 4% higher focus on the reach to the service area.
- FB and IG appear to be age related. IG attracts a younger audience (18-24 year-olds) and FB attracts an older audience (35-44 year-olds).

Cost-Benefit Analysis
- Further evaluation is required with ongoing analysis and metrics to determine the benefits of the cost (involvement time) invested on social media as an effort to reach women with PMADs.
- The impact is still unclear.

Implications for Clinical Practice
- Readily access to information, resources, referrals, and interventions in prevention, early identification and enhance streamlining care for women with PMADs.
- Potential to reach women from remote locations, different ethnicities and socioeconomic status.
- Tool for providers to participate in forums.
- Provide emotional and social well being through social media, reducing stress, depression and mood disorders.
Appendix E

PowerPoint Stakeholder Presentation

Project Title

Exploring the Efficacy of a Perinatal Mental Health Community Based Organization’s Social Media Engagement

Background and Significance

- Mothers spend significant amount of time on the internet searching for health information including depression as one of the main concerns.
- First time mothers often use social media to make social connections for support, validation, reassurance.
- Social media can be useful in reducing pregnancy-related stress and depression.
- Women having two or more available friends or family members showed notably fewer depressive symptoms. Social networks have the ability to translate into social support.
Needs Assessment

- 10-13% of women worldwide experience a mental health disorder such as depression and/or anxiety during the postpartum period
- Perinatal mood and anxiety disorders (PMADs) are associated with increased risks of maternal and infant mortality and morbidity
- PMADs are often underdiagnosed and untreated.
- About 60% of women do not receive a clinical diagnosis, and 50% of those diagnosed do not receive any treatment

Purpose/Aims

Explore the utilization of social media outlets affiliated with a perinatal mental health organization PHA in order to inform outreach and health messaging efforts
Framework/EBP Model

This project was guided by the ACE Star Model which utilizes five steps: discovery, research, evidence summary, translation into guidelines, practice integration, and process outcome evaluation.

Synopsis of the Evidence

- Recent analyses have suggested language style, sentiment, users' activities, and engagement expressed in social media posts can predict the likelihood of depression.
- Research is emerging to analyze social media in relation to mental health conditions by using psycholinguistic analysis, supervised and unsupervised language modeling, and expressed topics of interest.
Project Plan Process

- Identify social media platforms used by the organization
- Gather data including reach, new page likes, new followers, engagement and impressions.
- Gather demographics of population reached
- Analysis of data using descriptive analysis
- Understand social media reach of PHA and set up a baseline for future DNP projects continuing to gather more consistent data to help determining...
Results

![Facebook and Instagram Social Media Engagement January 2019 - January 2020](image)

*The ratio of reach-to-liked exceeds 100:1*

Results

![Women's Age Range](image)

*Instagram and Facebook*
Results

Progression of Social Media Users

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
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<tbody>
<tr>
<td>Followers</td>
<td>1632</td>
<td>2844</td>
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<tr>
<td>Active users</td>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>

Top Location Cities

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<tr>
<th></th>
<th>San Diego</th>
<th>Los Angeles</th>
<th>New York</th>
<th>Oceanside</th>
<th>Carlsbad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>30%</td>
<td>20%</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Instagram</td>
<td>40%</td>
<td>25%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
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</tbody>
</table>
Results

Cost-Benefit Analysis

- Further evaluation is required with ongoing analysis and metrics to determine the benefit vs. the cost (volunteer time) invested on social media as an effort to reach women with PMADs
- The impact is still unclear.
Conclusions

- The ratio of reach-to-liked exceeds 100:1. Information needs to be broadcast to a wide audience in order to touch the target audience.
- FB has a 14% higher focus on the reach to the service area.
- FB and IG appear to be age related. IG attracts a younger audience (25-34 year olds) and FB attracts an older audience (35-44 year olds).

Implications for Clinical Practice

- Readily access to information, resources, referrals, and interventions in prevention, early identification and enhance streamline care for women with PMADs.
- Potential to reach women from remote locations, different ethnicities and socioeconomic status.
- Tool for providers to provide to clients.
- Provide emotional and social well being through social media, reducing stress, depression and mood disorders.
- Social networks tap into the availability of sources of support.
Recomendations

- Because of limited literature, it is difficult to determine the degree to which mothers’ needs are being effectively addressed.
- Continuation of data analysis is important to determine the impact. Analysis of individual posts with highest engagement.
- Attempts to reach population with age less than 19 or age 20 to 24, American Indian/Alaska Native or Asian/Pacific Islander race/ethnicity.
- Expansion of services through Health app might be an effective way to improve interaction with healthcare system.

Recommendations

- Exploring competitors/followed pages, top posts engagement activity could provide valid insights to increase reach.
- Exploring assistance through chats from social platforms.
- Compare website clicks with warmline and website activity. Increase number of posts with website advertisement.
- Increase posts directing users to visit website and warmline for resources and referrals.
References

References are available upon request

Email: jbermudezvera@sandiego.edu
Appendix F

DNP Program Outcomes Exemplars

<table>
<thead>
<tr>
<th>AACN DNP Essentials &amp; NONPF Competencies</th>
<th>USD DNP Program Objectives</th>
<th>Exemplars</th>
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</table>
| **DNP Essential I: Scientific Underpinnings for Practice**<br>NONPF: Scientific Foundation Competencies<br>
*The scientific foundation of nursing practice has expanded and includes a focus on both the natural and social sciences including human biology, genomics, science of therapeutics, psychosocial sciences, as well as the science of complex organizational structures. In addition, philosophical, ethical, and historical issues inherent in the development of science create a context for the application of the natural and social sciences.* | 2. Synthesize nursing and other scientific and ethical theories and concepts to create a foundation for advanced nursing practice. | **Fall 2017**<br>• Utilized Neuman systems model to guide PICO question in Evidence-Based Synthesis & Pathogenesis Presentation (DNPC625) |
|                                            |                             | **Spring 2018**<br>• Driver diagram model used to outline EBP Reducing Symptoms of Depression(DNPC626)<br>• Plan-Do-Study-Act (PDSA) Model selected to guide DNP EBP project to improve quality care (DNPC626)<br>• Synthesized and disseminated evidence-based research in Complementary and Alternative Medicine Modalities Presentation: rosemary (ANPC523) |
|                                            |                             | **Spring 2019**<br>• Logic Model used to outline EBP Reducing depression with exercise intervention (DNPC 686). |
### AACN DNP Essentials & NONPF Competencies

**DNP Essential II: Organizational & System Leadership for Quality Improvement and Systems Thinking**

**NONPF: Leadership Competencies/Health Delivery System Competencies**

Advanced nursing practice includes an organizational and systems leadership component that emphasizes practice, ongoing improvement of health outcomes, and ensuring patient safety. Nurses should be prepared with sophisticated expertise in assessing organizations, identifying system's issues, and facilitating organization-wide changes in practice delivery. This also requires political skills, systems thinking, and the business and financial acumen needed for the analysis of the practice quality and costs.

<table>
<thead>
<tr>
<th>Exemplars</th>
<th>USD DNP Program Objectives</th>
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<tbody>
<tr>
<td><strong>Exemplars</strong></td>
<td>Provide bulleted exemplars that demonstrates achievement of each objective</td>
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<tr>
<td>• Iowa Model selected to guide DNP EBP project to improve quality care (DNPC 686).</td>
<td>5. Design, implement, and evaluate ethical health care delivery systems and information systems that meet societal needs and ensure accountability for quality outcomes.</td>
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<tr>
<td><strong>Spring 2018</strong></td>
<td>• Analyzed S. Bill 1881 Prioritizing veterans’ access to mental health care Act of 2017 and shared findings with elected representatives (DNPC 648)</td>
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<td></td>
<td>• Presented policy presentation on the nursing compact license (DNPC648)</td>
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<tr>
<td><strong>Summer 2018</strong></td>
<td>• Reflected on current change management skills including evidence-based research in discussion boards (DPNC630)</td>
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<tr>
<td><strong>Spring 2019</strong></td>
<td>• Iowa Model selected to guide DNP project to improve quality care (DNPC 686).</td>
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<tr>
<td><strong>Spring 2020</strong></td>
<td>• Inducted into Sigma Theta Tau-Zeta Mu Chapter.</td>
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<tr>
<td>AACN DNP Essentials &amp; NONPF Competencies</td>
<td>USD DNP Program Objectives</td>
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<tr>
<td>DNP Essential III: Clinical Scholarship &amp; Analytical Methods for Evidence-Based Practice</td>
<td>4. Incorporate research into practice through critical appraisal of existing evidence, evaluating practice outcomes, and developing evidence-based practice guidelines.</td>
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<tr>
<td>NONPF: Quality Competencies/Practice Inquiry Competencies</td>
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<td>Scholarship and research are the hallmarks of doctoral education. Although basic research is viewed as the first and most essential form of scholarly activity, an enlarged perspective of scholarship has emerged through alternative paradigms that involve more than discovery of new knowledge. These paradigms recognize: (2) the scholarship of discovery and integration “reflects the investigative and synthesizing traditions of academic life;” (2) scholars give meaning to isolated facts and making connections across disciplines through the scholarship of integration; and (3) the scholar applies knowledge to solve a problem via the scholarship of application that involves the translation of research</td>
<td>• Synthesized and critiqued evidence in research paper “Reducing Preoperative Anxiety” (DNPC611)</td>
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### AACN DNP Essentials & NONPF Competencies

### USD DNP Program Objectives

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<thead>
<tr>
<th>Exemplars</th>
<th>Spring 2019</th>
<th>Fall 2019</th>
<th>Summer 2018</th>
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<tbody>
<tr>
<td>Provide bulleted exemplars that demonstrates achievement of each objective</td>
<td>• Discussed advanced practice nursing journals for different specialties and explored the process and requirements for publication of the DNP evidenced-based practice project (DNPC 630)</td>
<td>Review and appraised evidence-based practice literatures related perinatal mood and anxiety disorders (DNPC 630).</td>
<td>• Discussed implementation of EHR systems including evidence-based research in discussion boards (DPNC653)</td>
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<td>into practice and dissemination and integration of new knowledge.</td>
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<td></td>
<td>Spring 2019</td>
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<tr>
<td>NONPF: Technology &amp; Information Literacy Competencies</td>
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<td>Fall 2017</td>
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<tr>
<td>DNP graduates are distinguished by their abilities to use information systems/technology to support and improve patient care and health care</td>
<td></td>
<td>• Obtained Biomedical Research Human Certification – Basic/Refresher Course through CITI (DNPC625)</td>
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</table>

4. Incorporate ethical regulatory, and legal guidelines in the delivery of health care and the selection, use, and evaluation of information systems and patient care technology.

5. Implement evidence-based practices and promote health outcomes.

6. Analyze and synthesize research literature and translate evidence into practice.

7. Incorporate ethical regulatory, and legal guidelines in the delivery of health care and the selection, use, and evaluation of information systems and patient care technology.
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<tr>
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<th>Exemplars</th>
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| systems, and provide leadership within health care systems and/or academic settings. Knowledge and skills related to information systems/technology and patient care technology prepare the DNP graduates apply new knowledge, manage individual and aggregate level information, and assess the efficacy of patient care technology appropriate to a specialized area of practice along with the design, selection, and use of information systems/technology to evaluate programs of care, outcomes of care, and care systems. Information systems/technology provide a mechanism to apply budget and productivity tools, practice information systems and decision supports, and web-based learning or intervention tools to support and improve patient care. | 3. Demonstrate leadership in collaborative efforts to develop and implement policies to improve health care delivery and outcomes at all levels of professional practice (institutional, local, state, regional, national, and/or international). | • Learn and review requirements for submission of DNP project to USD’s online IRB process and discussed IRB process for other organizations (DNPC 630)  
Fall 2019 - Spring 2020  
• Obtained USD IRB approval for DNP EBP project (DNPC 630).  
• Implemented DNP project with a community-based organization exploring social media engagement data analysis (DNPC 630). |

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<tr>
<th>DNP Essential V: Health Care Policy for Advocacy in Health Care</th>
<th>NONPF: Policy Competencies</th>
<th>3. Demonstrate leadership in collaborative efforts to develop and implement policies to improve health care delivery and outcomes at all levels of professional practice (institutional, local, state, regional, national, and/or international).</th>
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</table>
| Health care policy, whether created through governmental actions, institutional decision-making, or | Fall 2017  
• Became a student member of California Association of Nurse Practitioners (CANP)  
Spring 2018  
• Analyzed S. Bill 1881 Prioritizing veterans’ access to mental health care Act | 3. Demonstrate leadership in collaborative efforts to develop and implement policies to improve health care delivery and outcomes at all levels of professional practice (institutional, local, state, regional, national, and/or international). |
<table>
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<tr>
<th>AACN DNP Essentials &amp; NONPF Competencies</th>
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<th>Exemplars</th>
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</table>
| organizational standards, creates a framework that can facilitate or impede the delivery of health care services or the ability of the provider to engage in practice to address health care needs. Engagement in the process of policy development is central to creating a health care system that meets the needs of its constituents. Political activism and the commitment to policy development are central elements of DNP practice. | 2017 and shared findings with elected representatives (DNPC 648)  
- Presented policy presentation on the nursing shortage and importance of passing legislative Bill 959 (DNPC648)  
- Completed policy manuscript on the nursing shortage with literature reviews on legislative H.R. Bill 959 (DNPC648) | Summer 2019  
- Summer 2018 Examined California board of nursing requirements, standardized procedures, California health and safety codes and how they relate to the role of being a psychiatric mental health nurse practitioner (NPTC 624) | Fall 2019  
- Abstract submission & acceptance for poster presentation of DNP Scholarly Project at 2020 WIN Conference (DNPC 630). | Spring 2020  
- Presented DNP project stakeholders to University of San Diego and Postpartum Health Alliance (DNPC 630). |
<table>
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<tr>
<th>AACN DNP Essentials &amp; NONPF Competencies</th>
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<th>Exemplars</th>
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<tr>
<td>DNP Essential VI: Interprofessional Collaboration for Improving Patient &amp; Population Health Outcomes</td>
<td>1. Demonstrate advanced levels of clinical practice within defined ethical, legal, and regulatory parameters in designing, implementing, and evaluating evidenced-based, culturally competent therapeutic interventions for individuals or aggregates.</td>
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**Fall 2017**
- Conducted evidence-based literature review regarding decreasing symptoms of depression in a clinical setting indicating need for EBP project (DNPC611)

**Summer 2018**
- Discussed implementation of EHR systems for improving patient care outcomes including evidence-based research in discussion boards (DPNC653)

**Spring 2019**
- Created and presented example elevator speech for stakeholder presentations (DNPC 630).

**Summer 2019**
- Conducted evidence-based literature review regarding homeless outreach models in a clinical setting indicating need for EBP project (DNPC611)

| NONPF: Leadership Competencies | 3. Demonstrate leadership in collaborative efforts to develop and implement policies to improve health care delivery and outcomes at all levels of professional practice (institutional, local, state, regional, national, and/or international). | **Fall 2019**
- Developed project proposal about exploring the efficacy of a PMADs local |

- Conducted evidence-based literature review regarding decreasing symptoms of depression in a clinical setting indicating need for EBP project (DNPC611)
<table>
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<tr>
<th>AACN DNP Essentials &amp; NONPF Competencies</th>
<th>USD DNP Program Objectives</th>
<th>Exemplars</th>
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<td>Assuming leadership of the team when appropriate.</td>
<td></td>
<td>Provide bulleted exemplars that demonstrates achievement of each objective</td>
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</tbody>
</table>
| DNP Essential VII: Clinical Prevention & Population Health for Improving Nation’s Health | 6. Employ a population health focus in the design, implementation, and evaluation of health care delivery systems that address primary secondary, and tertiary levels of prevention. | organization’s Social Media Engagement (DNPC 630).  
• Abstract submission & acceptance for poster presentation of DNP Scholarly Project at 2020 WIN Conference.  
**Spring 2020**  
• Presented DNP project stakeholders to a Perinatal mental health community-based organization (DNPC 630).  
• Spring 2019 Created group proposal and plan for treatment of depression using diabolical behavioral therapy in an outpatient clinic in collaboration with a therapist (NPTC 657)  
**Fall 2017**  
• Completed literature review on screening for depression PHQ-9 effects of physical training on depression (DNPC611)  
• Evaluated and discussed current health care gaps in diagnosis and treatment of symptoms of depression (DNPC611)  
**Spring 2018** |
<table>
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<tr>
<th>AACN DNP Essentials &amp; NONPF Competencies</th>
<th>USD DNP Program Objectives</th>
<th>Exemplars</th>
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<tbody>
<tr>
<td><em>population health. This foundation enables DNP graduates to analyze epidemiological, biostatistical, occupational, and environmental data in the development, implementation, and evaluation of clinical prevention and population.</em></td>
<td>1. Demonstrate advanced levels of clinical practice within defined ethical, legal, and regulatory parameters in designing, implementing, and evaluating evidence-based, culturally competent therapeutic practice.</td>
<td>• Evaluated &amp; discussed nonpharmacological treatment of reducing symptoms of depression (DNPC 626).</td>
</tr>
<tr>
<td><strong>DNP Essential VIII: Advanced Nursing Practice</strong>&lt;br&gt;NONPF: Independent Practice/Ethics Competencies</td>
<td><strong>Spring 2019</strong>&lt;br&gt;• Evaluated &amp; discussed nonpharmacological treatment of reducing symptoms of depression (DNPC 626).</td>
<td><strong>Fall 2019 – Spring 2020</strong>&lt;br&gt;• Disseminated meta-analysis and systematic reviews of perinatal mood and anxiety disorders for an evidenced-based practice project focus of perinatal mood and anxiety disorders (DNP 630)&lt;br&gt;• Spring 2019 Completed evidenced based practice project “Understanding the Impact of a Perinatal Mood and Anxiety Disorders Phone Support” and discussed results with stakeholders (DNPC 630)</td>
</tr>
<tr>
<td><strong>Spring 2018</strong>&lt;br&gt;• Synthesized and critiqued evidence in research paper “Reducing Symptoms of Depression” (DNPC611)</td>
<td><strong>Fall 2017</strong>&lt;br&gt;• Synthesized and critiqued evidence in research paper “Reducing Symptoms of Depression” (DNPC611)</td>
<td><strong>Fall 2017</strong>&lt;br&gt;• Synthesized and critiqued evidence in research paper “Reducing Symptoms of Depression” (DNPC611)</td>
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<td>AACN DNP Essentials &amp; NONPF Competencies</td>
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<td>Exemplars</td>
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<td>The increased knowledge and sophistication of health care has resulted in the growth of specialization in nursing in order to ensure competence in these highly complex areas of practice. The reality of the growth of specialization in nursing practice is that no individual can master all advanced roles and the requisite knowledge for enacting these roles. DNP programs provide preparation within distinct specialties that require expertise, advanced knowledge, and mastery in one area of nursing practice. A DNP graduate is prepared to practice in an area of specialization within the larger domain of nursing.</td>
<td>interventions for individuals or aggregates.</td>
<td>• Conducted review on evidence-based literature to guide best practice for symptoms of depression DNP Project (DNPC626)</td>
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<td><strong>Spring 2019</strong></td>
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<td>• Synthesize theories, techniques and principles of various therapy modalities such as CBT, DBT and how it applies to older adults, adults and children (NPTC 651)</td>
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<td><strong>Fall 2018 - Spring 2020</strong></td>
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<td>• Consulted with evidence-based resources to guide clinical decision making during clinical experiences, such as UpToDate, Epocrates, Clinical Practice Guidelines (NPTC 627, NPTC 651, NPTC 624, NPTC 653, NPTC 655, &amp; NPTC 657).</td>
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</table>
Appendix G

[Other Supporting Documents]

Examples include educational materials developed, guidelines created, letters to legislators.
Appendix H

Certificates or Documentation of any Additional Certifications [if applicable]

CITI PROGRAM

Completion Date 06-Nov-2017
Expiration Date 05-Nov-2021
Record ID 24633349

This is to certify that:

JOHANNA BERMUDEZ VERA

Has completed the following CITI Program course:

Responsible Conduct of Research
Social and Behavioral Responsible Conduct of Research Course
1 - Basic Course

Under requirements set by:
University of San Diego

Verify at www.citiprogram.org/verify?w817a817-ea89-4b40-af44-6b9573c51277-24633349
COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE (CITI PROGRAM)

COMPLETION REPORT - PART 1 OF 2

COURSEWORK REQUIREMENTS*

* NOTE: Scores on the requirements report reflect only those courses that the learner completed at the time all course requirements for the course were met. See next page to verify requirements. See separate Transcripts Report for more recent or future course completions, including those on optional (supplemental) course elements.

- **Name:** JOHANNA BEIN/DEZ VERA (ID: 830049)
- **Institution Affiliation:** University of San Diego (ID: 1952)
- **Institution Email:** joannabein@usd.edu
- **Institution Unit:** DNP

- **Curriculum Group:** Responsible Conduct of Research
- **Course Learner Group:** Social and Behavioral Responsible Conduct of Research Course
- **Stage:** Stage 1 - Basic Course
- **Description:** This course is for investigators, staff, and students with an interest or focus in Social and Behavioral research. This course contains text, embedded case studies AND quizzes.

- **Record ID:** 246333/40
- **Completion Date:** 06-Nov-2017
- **Expiration Date:** 05-Nov-2021
- **Minimum Passing:** 80
- **Reported Score:** 97

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<th>SCORE</th>
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<td>Research Misconduct (RCR-Basic) (ID: 19504)</td>
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COMPLETION REPORT - PART 2 OF 2

COURSEWORK TRANSCRIPT**

** NOTE: Scores on this Transcript Report reflect the most current quiz completions, including quizzes on optional (supplemental) elements of the course. See list below for details. To see separate Requirements Report for the reported scores at the time all requirements for the course were met.

- **Name:** JOHANNA BERMUDEZ VERA (ID: 8300440)
- **Institution Affiliation:** University of San Diego (ID: 1652)
- **Institution Email:** jbermudez@usd.edu
- **Institution Unit:** DNP

- **Curriculum Group:** Responsible Conduct of Research
- **Course Learner Group:** Social and Behavioral Responsible Conduct of Research Course
- **Stage:** Stage 1 - Basic Course
- **Description:** This course is for investigators, staff and students with an interest or focus in Social and Behavioral research. This course contains tests, embedded case studies and quizzes.

- **Record ID:** 24053349
- **Report Date:** 01-May-2020
- **Current Score:** 97

### REQUIRED, ELECTIVE, AND SUPPLEMENTAL MODULES

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