

Social Media Portrayals of ALCOHOL AND CANNABIS USE IN MOTHERHOOD



THE ROLE OF ONLINE PLATFORMS IN MOTHERHOOD

- 1, 2, 3
Fosters a sense of community and belonging
- Social support from mothers with similar life experience
- Source for parenting advice and reassurance
- 4, 5, 6
Alcohol and cannabis use can act as shared identity markers and facilitate connections

This raises the question...

How are **cannabis** and **alcohol** use portrayed **similarly** or **differently** in motherhood communities on Instagram and TikTok?



ALCOHOL



4, 6

CANNABIS



5, 6

01 Portrayed as a way to cope with the difficulties of motherhood



As an escape from parenting



Portrayed as a parenting aid to enhance motherhood

Percieved increase in patience



Percieved attentiveness



02 Alcohol was used as a reward for having been productive

Depictions of drinking typically in the **evenings**, after parenting duties are completed



Cannabis was depicted as a tool to increase productivity

Cannabis users integrated consumption into their **daytime** routines



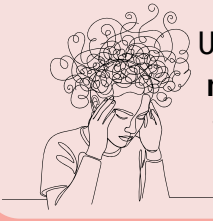
03 Both alcohol and cannabis were portrayed a means of practicing self-care



Widely accepted and often expected in social contexts



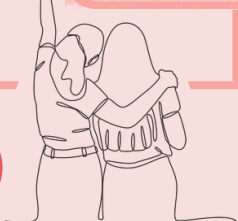
Used as a **coping method** to deal with stress and overwhelm



Desire to normalize cannabis use in parenting circles



04 Both alcohol and cannabis were described as a facilitator to build social connections



05 **Stigmatizing language** was used when describing alcohol use during motherhood, both during and outside of pregnancy

Cannabis was often depicted as a **healthier alternative to alcohol**, and sometimes promoted as a way to manage pregnancy symptoms

Understanding how these online trends reflect social attitudes can help **inform future research, guide public health messaging, and develop supportive approaches to care.**

- Approaching conversations around substance use with **empathy** and **understanding** ^{7, 8}
- Using **supportive** and **non-judgmental** language both in research and practice ¹⁰

- Recognizing the need for **access to resources** that promote **healthier coping strategies** ^{8, 9}
- Future research should guide **evidence-based messaging** about cannabis use during pregnancy ¹¹

By Maria Duquette