ROLE OF SOCIAL MEDIA AND THE TRANSFORMATION OF HEALTH COMMUNICATION ON PUBLIC HEALTH

Pacific Global Health Conference
Panel Presentation
10.10.12
INTRODUCTIONS

Zi Fu

Tongji Medical College, China, M.D. in Medical Imaging

Favorite food: Chinese/Thai Food

Most used Social Media: Google

Neat fact: I love to make cross-stitch.
INTRODUCTION
Tamara Smith

University of Hawaii at Hilo; B.A. Psychology

Favorite Food: Anything Indian or Thai

Most used Social Media: Facebook

Neat fact:
I love to make recycled and altered art.
INTRODUCTIONS

Meghan McGurk

Lewis & Clark College, B.A. in Psychology

Favorite food: Mochi ice cream

Most used Social Media: YouTube

Neat fact: One of the coolest things I've done is hiking the Inca Trail to Macchu Picchu in Peru.
INTRODUCTIONS

Kris Bifulco

Appalachian State University, B.A. in English, Professional Writing

Favorite food: Mom's waffles

Most used Social Media: Blogs

Neat fact:
Began playing trombone at age 9.
INTRODUCTIONS
Ivan Chik

University of Hawaii; B.S. Biology/Minor: Music

Favorite food: Spicy ahi poke

Most used Social Media: Facebook

Neat fact: I ate lunch with monks in China.
EXAMPLES?

ONLINE CAMPAIGNS
Panelist: Zi Fu
INTERNET USAGE IN THE US

- Social Networking (19.6%)
- Multimedia (13.5%)
- Blogosphere (12.8%)
- Encyclopedia (7.4%)
- Shopping (3.4%)

- Search (24.0%)
- Email (19.3%)

- 78.10%
- 21.90%
ONLINE CAMPAIGNS

New media efforts

- Website
- Videos
- Blog or vlog
APPLICATIONS OF PUBLIC HEALTH ONLINE CAMPAIGNS

- Improve the **access, efficiency, effectiveness, and quality** of public health promotion

- Provide the resources of business and non-profit communities to **deliver critical health messages** to the public

- Build a **board health communication panel** and **connect people** all over the world
Ad Council

- Produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies

- Improve the quality of life for children, preventive health, community well being and family relationships
Emergency Preparedness

The new PSAs illustrate the importance of preparing for tomorrow as "you never know when the day before a natural disaster is the day before."

Learn more

View More
TEXTING AND DRIVING

STOP THE TEXTS. STOP THE WRECKS.

Get the facts & discover tips on how to avoid texting while driving.

FACTS

Fact #1
Five seconds is the average time your eyes are off the road while texting. When traveling at 55mph, that’s enough time to cover the length of a football field. (2009, VTTI)

Fact #2
A texting driver is 23 times more likely to get into an accident than a non-texting driver. (2009, VTTI)

Fact #3
Of those killed in distracted-driving-related crashes, 995 involved reports of a cell phone as a distraction (18% of fatalities in distraction-related crashes). (NHTSA)

TIPS TO STOP

Out of sight, out of mind.
Silence is golden.
Find your app.
Designate a texter.

FEATURING VIDEO:
STAIRS

Texting and Driving Prevention: Stairs

No one should text and walk. No one should text and drive.
Home Canning: Keep Your Family Safe!

 Posted September 12, 2012

Elizabeth L. Andress, Ph.D., Professor and Extension Food Safety Specialist, University of Georgia

Home canning—what better way to enjoy the fruits of your labor and save money? National movements to promote home canning are gaining momentum, and people are returning to home canning after years away or starting to can for the first time. In fact, according to one survey, 1 in 5 U.S. households can their own food, and many of those households can vegetables. But if canning is not done safely, your canned food may become contaminated with germs that could make you very sick—or kill you. Protect yourself, your family, and others when you share your home-canned goodies by learning how to can safely.

Be Safe—Botulism Can Be Deadly

Many home canners are not aware of the risk for botulism, a rare but potentially fatal form of food poisoning that has been linked to improperly canned food. The bacteria that cause botulism, *Clostridium botulinum*, are found in soil and can survive, grow, and produce a toxin (poison) in sealed jars of food. This toxin can affect your nerves, paralyze you, and even cause death. Even taking a small taste of food containing this toxin can be deadly.

Take Care When Canning

The only protection against botulism food poisoning in low acid home canned foods is the heat applied during canning. Using traditional methods that were handed down over generations or using boiling water instead of a pressure cooker can be deadly. Consult The Complete USDA Guide to Home Canning to ensure
The Girl Effect

- Funded by the Nike Foundation
- Driven by girl champions around the globe
- To END Poverty for the unique potential of 250 million teenage girls
Weaknesses

- Require another service to bring traffic to the campaign site or blog
- Hard to reach the exact target population
- Information hard to be proved, not professional
- Co-exist with false sites or inaccurate information on the internet
**PRO-ANOREXIA WEBSITE**

- Online campaign promoting *anorexia* via internet
  - A large amount of “thinspiration” pictures
  - Tips from people with anorexia
STRENGTHS

- Reach a large population
- Influence younger generations
- Low cost
- Allow for a new form of spreading messages
- Provide IM (instant message) or feedback function for discussion
- Visitors can choose to read information of interests
THAT’S NOT COOL
LIKE us on Facebook
“By giving people the power to share, we're making the world more transparent.” Mark Zuckerberg, Founder and CEO of Facebook
FACEBOOK

- Overview
- Examples
- Impact on Public Health
WHAT IS A SOCIAL NETWORK SITE?

- Create a profile
- Make connections with other users
- Communicate and share content

http://www.informationactivism.org/glossary
Facebook Overview

- Average user has **130 friends**
- Average user is connected to **80 community pages, groups, events**
- More than **2 billion posts** are liked and commented on per day
- On average, more than **250 million photos** are uploaded per day
- 81% of users are outside U.S.

Jennifer Fitzgerald Elia, MPH, 2010
THATSNOTCOOL.COM

That's Not Cool asked a question.
April 27

Your bf/gf is pressuring you to share passwords. Cool or not cool?

- Yes, that's love. Obvi.
- Eh. Whatevs.
- No way!

That's Not Cool shared a link.
April 27

Password pressure from your gf/bf...Cool or not cool? Create your avatar and have a say!

Password
youtu.be

Password pressure from your gf or bf...Cool or Not Cool? Start talking back. Create your speaking avatar and have your say. http://www.thatsnotcool.com

GRACE

Hallie Madriaga me and my fb know each others. it holds trust together with both of us ^.^
May 12 at 6:40am · Like

Seth Johnson not cool
May 12 at 6:57am · Like

Erin Torres why NOT COOL FOR REAL
May 12 at 7:18am · Like

Jessie Blaufus It's not a big deal unless someone has things to hide.
May 12 at 11:53am · Like

Jessica Cruz this video made me change my mind a bit...0.0 its so not cool especially if she or he is annoying like that...c:
May 12 at 2:11pm · Like

Victor ElMalcriao not cool
May 12 at 2:18pm · Like

Wethorlee Lindsay Johnston not cool
May 12 at 2:52pm · Like

Matt Weltlich fine with me
May 12 at 4:18pm · Like

https://www.facebook.com/ThatsNotCool

ENGAGE USERS
THAT’S NOT COOL :: PASSWORD

http://www.youtube.com/watch?v=yGWzSj8owes
THATSNOTCOOL.COM

That’s Not Cool shared a link.
February 22

We’re sure you’ve all heard by now that the latest tracks released by Chris Brown and Rihanna feature each other on the new songs. What do you think about the two artists working together again?

Rihanna And Chris Brown Collaboration 'Not Surprising' - Music, Celebrity, Artist News | MTV
www.mtv.com
Rihanna and Chris Brown collaborating is "not surprising," a domestic-violence

Like · Comment · Share

That’s Not Cool shared a link.
August 8

LOL we missed Talk It out Tuesday this week, but we want to know ... Do you ever feel pressure to share your Facebook password with your boo? Our friend doesn’t get why his girlfriend needs access to his Facebook... is this an okay way of keeping tabs on your gf/bf?

"My girlfriend and I have been dating for 6 months, and she told me the other day that if I really loved her I’d let her have my Facebook password. It’s not that I have a big deal giving it to her, but I just don’t see the point of her having it. Is she asking for it because she doesn’t trust me?"


https://www.facebook.com/ThatsNotCool
That’s Not Cool Ambassadors Program Application

Secret’s out ... That’s Not Cool wants you!

We’re looking for a few good teens to join us as official That’s Not Cool Ambassadors. This is a unique opportunity to raise awareness on an issue that affects you, your friends, and the comm...

Continue Reading ...
THATSNOTCOOL.COM

BE ACTIVE
• ENCOURAGE DISCUSSION & MONITOR COMMENTS
• REMIND USERS ABOUT YOUR ORGANIZATION’S MISSION, VALUES, & GOALS
• CONNECT USERS WITH OTHER USEFUL RESOURCES

Hawaii Meth Project

National Meth Awareness Day Rally at Farrington High School
Hawaii Meth Project's Executive Director on Hawaii Public Radio
Maui County Fair Parade 2011
Three more members of the 2011-2012 Teen Advisory Council

https://www.facebook.com/hawaiimethproject
B E S T   P R A C T I C E S   F O R   F A C E B O O K
“H E A L T H   C O M M U N I C A T O R ’ S   S O C I A L   M E D I A
T O O L   K I T”

- Become familiar with other Facebook sites
- Consider the overall communications strategy and objectives
- Be thoughtful about resources
- Provide engaging posts and communication material on the site
- Create a comment policy
- Give careful consideration to associations with partner content
- Collect and store comments
- Develop a promotion plan
- Develop an evaluation plan

www.cdc.gov/socialmedia/

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.PDF
September is Fruits & Veggies – More Matters Month. Will you try to improve your health by eating more of each this month? Use our badge to spread the word! http://go.usa.gov/rVzh

Find out how many you should be eating each day.

https://www.facebook.com/CDC

217 PUBLIC SHARES!!!
Update YOUR Status

Ashley June
It's back on folks, I'm donating a minimum of 5% of my income from your tattoos to the Environmental Defense Fund! Come Bleed Green for me :)

Bleed Green
5% of Proceeds Donated to the Environmental Defense Fund!

Wall Photos

You and 10 others like this.

View all 8 comments

Stephanie Manion You put the awe in awesome Ash. :)
October 2 at 7:21pm · Like

Sheila Ohler I agree with all the above ♥
October 3 at 2:09am · Like

Write a comment...

Ashley Dorr @ www.dorrmarks.com
Polluters' profits vs. clean air

Big industrial polluters have launched an attack on the Clean Air Act. Is this what we want for our children?

Health

Air pollution and toxic chemicals take a toll on our health.
LIMITS OF FACEBOOK & HEALTH LITERACY

- Requires access to a computer and the internet
- Some knowledge of how to use a computer and the internet
- Sedentary Activity
  - Future research needs to be done
- Health disparities
  - Ex. Deaf and Hard of Hearing
Be Aware of Big Spenders

ONE YEAR LATER....

https://www.facebook.com/pepsi
IMPACT ON PUBLIC HEALTH

- Rapid communication
- Networking opportunities
- Tools to assist in tailoring information to reach new audiences
- Interactive

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.PDF
Best Practices at Work

https://www.facebook.com/AzCDHH
VIDEO OF MARLEE MATLIN

http://youtu.be/LzMuSuf120s
800 million+ active users

- Dec 2004: 1 million
- Dec 2005: 5.5 million
- Dec 2006: 12 million
- Oct 2007: 50 million
- Aug 2008: 100 million
- Dec 2009: 350 million
- July 2010: 500 million
- July 2011: 750 million

Figure 1. Graphical representation of the number of Facebook users.

- To provide a comparison:
  - What's the population of Hawaii?
  - What is the population of the U.S.?

- Some limitations, but can be a very powerful tool

Jennifer Fitzgerald Elia, MPH, 2010
Other Social Media

FOLLOW us on Twitter
Twitter and Public Health Panelist: Meghan McGurk
TWITTER

- What is twitter?
- Examples
- Strengths & Limitations
WHAT IS TWITTER?

- “An information network”
- Social messaging & micro-blogging
- Tweets
  - Message posts
  - Maximum of 140 characters
- Share news, ideas, opinions, links, videos, & pictures
- Keep up on topics that interest you

https://twitter.com/about
WHO USES TWITTER?

Statistics
- 340,000,000 Tweets per day
- 140,000,000+ active users
- Worldwide use
- 20 different languages

Age:
- Median: 31

Ethnicity:
- 25% African-American
- 19% Hispanic
- 9% White

FOLLOWING & FOLLOWERS

- Users follow the Tweets of others
  - By searching for them or by browsing categories (e.g.: music, health, sports)

- Following = People you are following

- Followers = People who follow your Tweets
Recommendations:

- Twitter suggests who you should follow

Trends:

- Topics followed by a lot of people in your geographic area
- Searchable by topic or hashtag

https://support.twitter.com/articles/101125-faqs-about-twitter-s-trends
# Hashtags

- # symbol in front of a keyword or phrase (with no spaces)
- Allows Tweets to be categorized for easy searching
- #hashtags can be anywhere in the tweet.
  - Example:

  American Heart Assoc @American_Heart 15 Sep
  Back away from the chips and dip! Fuel your team through overtime with our #hearthealthy game day snacks! bit.ly/9iMNuv
  Expand

https://support.twitter.com/articles/49309-what-are-hashtags-symbols#
Search by hashtag topic: #fightthebite
DM AND RT

DM = Direct Message
- Tweets can be made privately to specific users

RT = Re-Tweet
- Tweeters can share others’ postings with their followers
- Allows for the rapid spread of information

Planned Parenthood @PPact
PLEASE RT Help Keep Birth Control Accessible & Affordable: Sign the petition to let Obama know: bit.ly/skloAC #bcrefusal @whitehouse
JAPAN EARTHQUAKE AND TSUNAMI

REPLIES AND MENTIONS

- Replies:
  - Responses to your Tweets @username

- Mentions:
  - People can mention your @username in their Tweets
  - What they Tweet about you shows in your “mention tab”
  - Potential to get you more followers

- People can search by @usernames

American Cancer Soc
@AmericanCancer
The official American Cancer Society Twitter stream. Together we’re helping you stay well, get well, by finding cures and fighting back. 1-800-227-2345
United States · http://www.cancer.org
SHARE LINKS

- Links must be shortened using a URL shortener.
- Twitter provides: t.co service.

BHF @TheBHF
See how pushing #hardandfast to the beat of the Bee Gees can save a life: bit.ly/hardandfast

bit.ly/hardandfast

BRITISH HEART FOUNDATION

http://www.youtube.com/watch?v=JR0aZX1_TD8&feature=player_embedded
TWITTER GIVES SOCIAL SUPPORT

- Share Symptoms & Solutions
- Find others with the same health conditions
- To achieve health goals (weight loss support)
PH Organizations Use Twitter

- Educate
- Build awareness
- Gather support
  - Mobilize
  - Monetary
- Gather information about what’s happening
  - Disease
  - Issues of concern
Twitter Encourages Use

Twitter Buttons

Add buttons to your website to help your visitors share content and connect with you on Twitter.

Choose a button

- Share a link
  - Tweet 93
- Follow
  - Follow @twitter
- Hashtag
  - Tweet #TwitterStories
- Mention
  - Tweet to @support

https://twitter.com/about/resources/buttons
STRENGTHS

- Fast & Free

- Increases communication
  - Educate and link people to resources
  - “Hand on the pulse”

- Can be accessed from anywhere
  - Mobile phones or online

- Provides social support for managing health.

- 61% of adults get health information online (Scanfeld, Scanfeld, & Larson, 2010).
LIMITATIONS

“You’re only as good as the people you follow.” (Berger, 2009)

Sources of information are not regulated
- Opinion vs Facts
- Privacy & Security

Some people are not online
- Only 13% of internet users are on Twitter (Smith, 2011).
- May not be appropriate for your target population.

Must be maintained & connected with other social media.

CDC Best Practice Guidelines
That's Not Cool
@ThatsNotCool
Your cell, IM, and social networks are digital extensions of who you are. When someone pressures you or disrespects you in those places, that's not cool.
Everywhere! • http://www.thatsnotcool.com

You might also want to follow:

Web Wise Kids @WebWiseKids
Promoting a culture of safety, respect and responsibility for #youth and #families in this digital world - on the #Internet and in #social #media.

Childnet @childnet
A non-profit organisation working with others to help make the Internet a great and safe place for children.

Tweets

That's Not Cool @ThatsNotCool
Pressured for nude pics from your boo...Cool or not cool? It's #TalkItOutTuesday so have your say! ow.ly/dQ1q

That's Not Cool @ThatsNotCool
We want to hear you talk this one out: Should our friend “man-up” like his gf told him to and send her a nude pic? ow.ly/dPXv

http://www.thatsnotcool.com/
THE POTENTIAL OF TWITTER ON PUBLIC HEALTH
Technology Growth in U.S.

Among all 8- to 18-year-olds, percent who own each item:

- iPod/MP3 player: 18% (2004) to 76% (2009)
- Laptop: 12% (2004) to 29% (2009)

M-Health
Panelist: Kris Bifulco
M-Health
Kris Bifulco

Overview

What is M-Health?

How is it used?
  • Campaign examples:
    o Verizon Hopeline
    o Not Your Baby
    o That's Not Cool
    o Love is Not Abuse
    o JABSOM
WHAT IS M-HEALTH?

Anything that uses mobile computing/communication devices to:

1. Improve diagnosis, treatment, monitoring, or management of disease
2. Promote healthy behavior
3. Improve health care processes
M-Health starts the day you get a cell phone...
"A common story we hear from our clients is how they are not allowed to use the phone at home, or how the phone is ripped out of the wall so they can't use it."

The phones come to symbolize a first step in independence and control survivors can assert over their life.

http://aboutus.vzw.com/communityservice/casestudypitt.html
Since 2001:

- Collected over 8 million phones
- Awarded $10,000,000+ in grants to DV agencies nationwide
- Distributed over 100,000 phones with over 3 million minutes
- Properly disposed over 1.7 million broken phones
- Kept over 200 tons of electronic waste out of landfills

NOT YOUR BABY
METRAC
Metropolitan Action Committee on Violence Against Women and Children

NOT YOUR BABY
ABOUT METRAC

- **Community-based** not-for-profit organization in Toronto, Canada

- Works to **prevent and eliminate** violence against women and children
  - believes that violence prevention measures **must address the distinctive experiences of diverse individuals and communities**.

- Uses a **multi-disciplinary** approach that includes partnership with individuals, community groups, organizations and services, governments, institutions, educators, urban planners and health and legal professionals.

- Developed the “Not Your Baby” app to **help people respond** to situations of sexual harassment
NOT YOUR BABY

Get a response to your situation

WHO
IS HARASSING YOU?

- Family
- Stranger
- Teacher
- Fellow Student
- Boss
- Co-Worker

WHERE
ARE YOU?

- Home
- Social Situation
- School
- Street
- Work
- Public Transit

Response Generator
Suggest a Response
More Info
Discreet Mode
Get a response to your situation

RESPONSE FOR:

Boss | Social Situation

Get a trusted person outside of the workplace to call you every so often and check to see how you’re doing.

Suggested by: Survey Respondent

Random Fact: You can encourage a friend who has been harassed, but don’t pressure them. It’s important they make their own decisions about what happened.

More Information

About this app
Factoids and more info
How to support a friend
Personal stories
Sexual Harassment FAQs
Resources
THAT'S NOT COOL (.COM)

With great power comes great responsibility
THE QUESTION:
Textual Harassment

Thanks to your texting, I never have to enjoy free space.

If you got this, it must have been lucky enough to make it through the billion texts from your boyfriend.
Privacy Problems

Now that you've violated my e-mail account, I won't feel bad dumping you.

Congrats on totally violating my trust.
PIC PRESSURE, CELL PHONE TROUBLE, & RUMORS

1. WHEN YOU PRESSURE ME FOR NUDE PICS, I THROW UP IN MY MOUTH A LITTLE.

2. YOU STOLE MY HEART, NOW YOU STEAL MY CELL PHONE MINUTES?

3. THANKS FOR THE LIES YOU POSTED ON MY PROFILE PAGE, FRIENDS ARE OVERRATED ANYWAYS.
CONSTANT MESSAGING

Nothing helps me study like constant IM'ing.

Sorry I waited a whopping two minutes to respond to your IM.

THATSNOTCOOL.COM
LOVE IS NOT ABUSE
The Love Is Not Abuse iPhone app is an educational resource that demonstrates the dangers of digital dating abuse and provides links to resources.

For information about the app, please click here.

To download the free app, visit the iTunes App Store.


JOIN THE LOVE IS NOT ABUSE COALITION
A Grassroots Coalition Encouraging Dating Abuse Education In Schools
Learn More

http://youtu.be/bhGFpuAtOLo
### iPhone Medical Apps

#### Anatomy

<table>
<thead>
<tr>
<th>Resources</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AnatomyLab</td>
<td>$9.99</td>
<td>Allows users to progress through numerous levels of dissection and label and study various anatomical structures. Search engine allows for easy and rapid retrieval of any structure in the human body.</td>
</tr>
<tr>
<td>Anatomy Pronunciations</td>
<td>Free</td>
<td>Accurate pronunciation of important anatomy terms.</td>
</tr>
<tr>
<td>AnatomyQuiz</td>
<td>$0.99</td>
<td>Consists of 130 illustrated questions that test users' knowledge of anatomy in the following areas: digestive system; parts of the eye, brain, heart; muscles; and human skeletal system.</td>
</tr>
<tr>
<td>Gray's Anatomy-Standard Edition</td>
<td></td>
<td>Contains the complete collection of 1,247 illustrations with</td>
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</tbody>
</table>
Love is Not Abuse

http://www.youtube.com/watch?v=Oi8JDvHoFHg
IMPLICATIONS FOR PUBLIC HEALTH

- Puts a call to action in the hands of the audience
  - sense of control
- Aids self-efficacy
- Opens a world of information
- Engages audience in a new way
CONCLUSION
RECAP

- Social media
  - Quickly disseminate information

- Strengths and weaknesses

- That's Not Cool.com
  - One example that uses many forms well
    - Websites, Facebook, Twitter, M-Health
TAKE HOME MESSAGES!

• The number of users who are "connected" has exploded in the last decade.

• Due to the number of cell phones and more accessible internet access, people are easily updated in real-time.

• Each generation of public health professionals face their own set of challenges
LOOKING AHEAD

-Cheaper phones/computers and internet access will provide more people of different SES opportunities to "stay connected"

-False/inaccurate claims through the use of social media could cause intermittent concerns such as “Thin is in”, or more recently, HPV and politics.

-More people will take health into their own hands and become more aware and "assessing" their health - increased "health literacy"
1. Is the increase in social media advertising doing more harm or good?

2. Which form of social media do you think will have the biggest impact in 10 years?

3. In what ways are the social media topics presented today different from typical media outlets in the past such as TV and radio.
REFERENCES


REFERENCES


The Health Communication’s Social Media Tool Kit (2011). Retrieved October 10, 2011 from The Center for Disease Control (CDC):
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- http://www.cdc.gov/features/PregnancyHealthTips/
- http://loveisnotabuse.com/web/guest;jsessionid=98033E6F0A0A3B1F7586CCA209B3BBA8
REFERENCES


REFERENCES

Thank you!

Zi Fu
Tamara Smith
Meghan McGurk
Kris Bifulco
Ivan Chik