

# Use of New Media for Public Health Messaging

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**March of Dimes Foundation**

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National Director Pregnancy & Newborn  
Health Education Center at March of Dimes



A FIGHTING CHANCE FOR EVERY BABY<sup>SM</sup>



@SalimahWalani

# Objectives

By the end of this presentation, the participants will be able to:

- Appreciate what is happening in the social media and mHealth field for public health marketing and messaging
- Examine the reasons why we should use media for public health messaging
- Take away some tools to help us actively engage in public health campaigns using new media

# What is New Media?



- A catch-all term that describes all forms of digital communications
- Social communication, eTrade, eHealth, eLearning, mHealth, videos, over the internet
- May include traditional media- CDs, DVDs
- Using of tablets, PCs, laptops, smartphones, basic phones
- Constantly changing definition

# What is the Nature of New Media?

- Monologue to dialog to campaign
- Allows for sharing knowledge, experiences, opinions
  - individual and organizational
- Encourages participation and ownership of a cause
- Is highly adaptable and constantly changing
- Capable of raising an issue so that it gets noticed
- Provides a low cost way to reach the masses

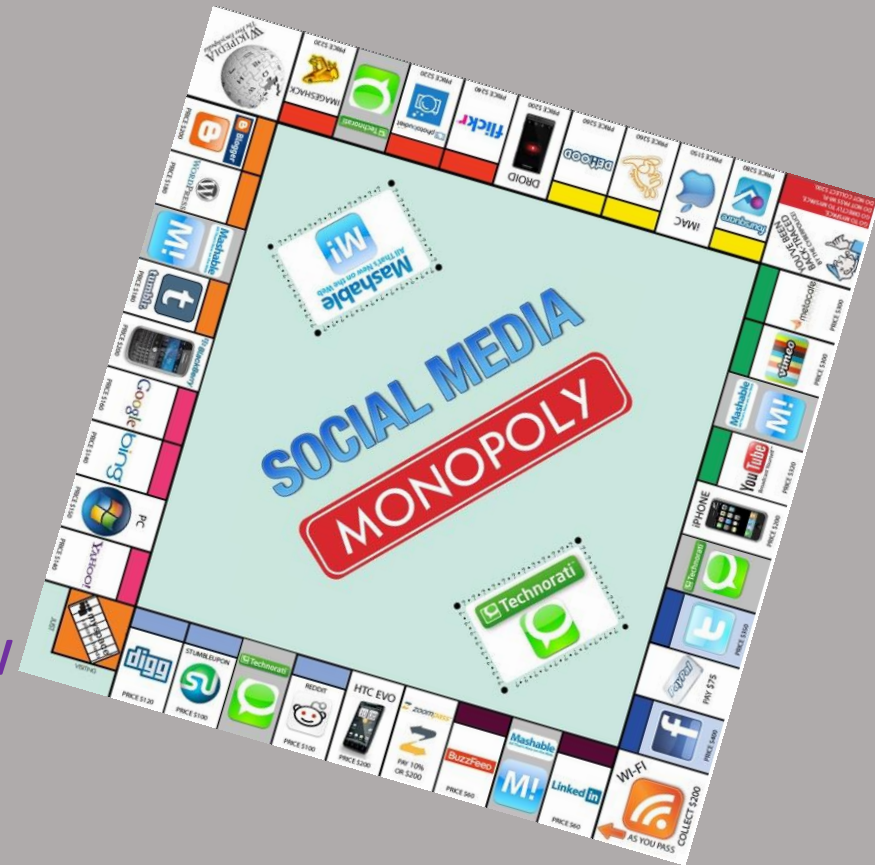


John Oliver: A genius in use of new media to raise important issues.  
E.g., tobacco, food waste

#Jeffwecan is a diseased lung

# Types of people in this room

- A. Those who play the game
- B. Those who watch the game
- C. Those who don't even know the game is being played



What is your type?

# What game is being played?



# Test: True or False

- **Approximately, half the world's population uses the internet**
  - True – 46%
- **Globally more women own mobile phones compared to men**
  - False
    - women are 14 % less likely to own a mobile phone
    - In South Asia the gap is 38%
- **Worldwide more people have access to mobile phones than clean toilets**
  - True
    - Of the world's seven billion people, six billion have mobile phones. However, only 4.5 billion have access to toilets or latrines



HEALTH

# More People Have Cell Phones Than Toilets, U.N. Study Shows

Out of the world's estimated 7 billion people, 6 billion have access to mobile phones. Only 4.5 billion have access to working toilets

By Yue Wang | March 25, 2013 | 27 Comments

f Share Tweet 1,566 g+1 121 in Share 152 Pin it Read Later

On the eve of World Water Day last week, the U.N. offered a sobering statistic: according to its recent study, more people on earth have access to cell phones than toilets.

Out of the world's estimated 7 billion people, 6 billion have access to mobile phones. Far fewer — only 4.5 billion people — have access to working toilets. Of the 2.5 billion who don't have proper sanitation, 1.1 billion defecate in the open, according to the study.



Good news, bad news

## Mobile industry contribution to GDP



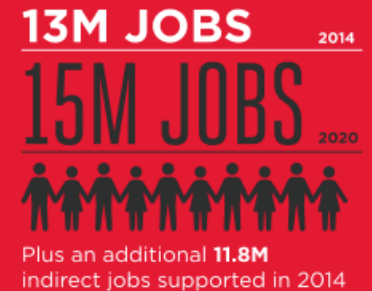
## Public funding

Mobile ecosystem contribution to public funding before regulatory fees



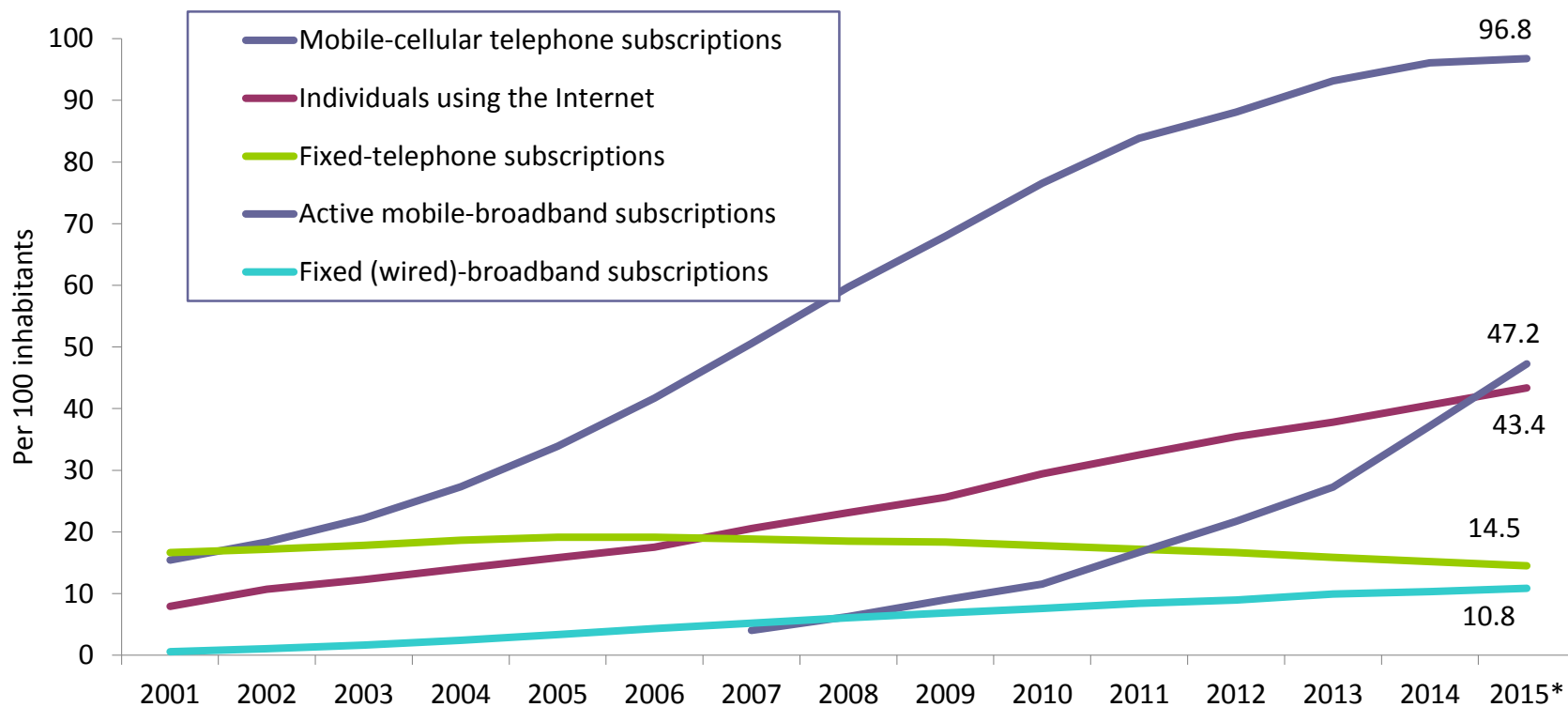
## Employment

Jobs directly supported by mobile ecosystem





# Global Information and Communication Technology (ICT) developments, 2001-2015

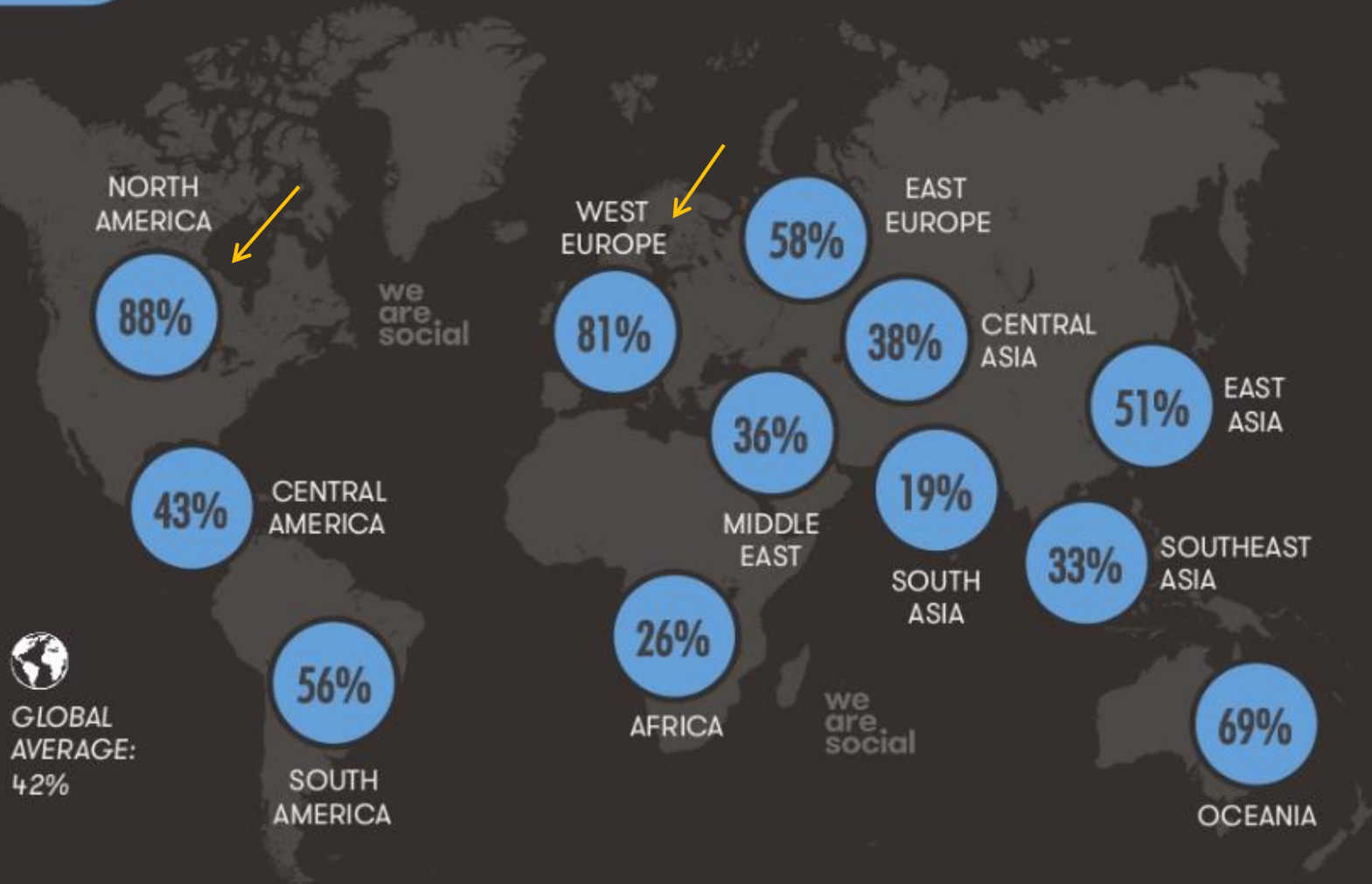


Source: Itu.int ICT facts and figures 2015

**JAN  
2015**

# INTERNET USE

REGIONAL INTERNET PENETRATION FIGURES



**JAN  
2015**

# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



we  
are  
social

**7.210  
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**3.010  
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**2.078  
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.649  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**1.685  
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

**JAN  
2015**

# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB  
PAGE VIEWS:  
LAPTOPS & DESKTOPS



we  
are  
social

**62%**

YEAR-ON-YEAR:  
**-13%**

SHARE OF WEB  
PAGE VIEWS:  
MOBILE PHONES



we  
are  
social

**31%**

YEAR-ON-YEAR:  
**+39%**

SHARE OF WEB  
PAGE VIEWS:  
TABLETS



we  
are  
social

**7%**

YEAR-ON-YEAR:  
**+17%**

SHARE OF WEB  
PAGE VIEWS:  
OTHER DEVICES



**0.1%**

YEAR-ON-YEAR:  
**+18%**

Why play the  
game?



# Who is your target audience?

1. Women of childbearing age
2. Teens
3. Non-English Speakers
4. Sometimes people who can not read
5. Health professionals
6. Families
7. Policy makers
8. Donors



# Technology and Applications

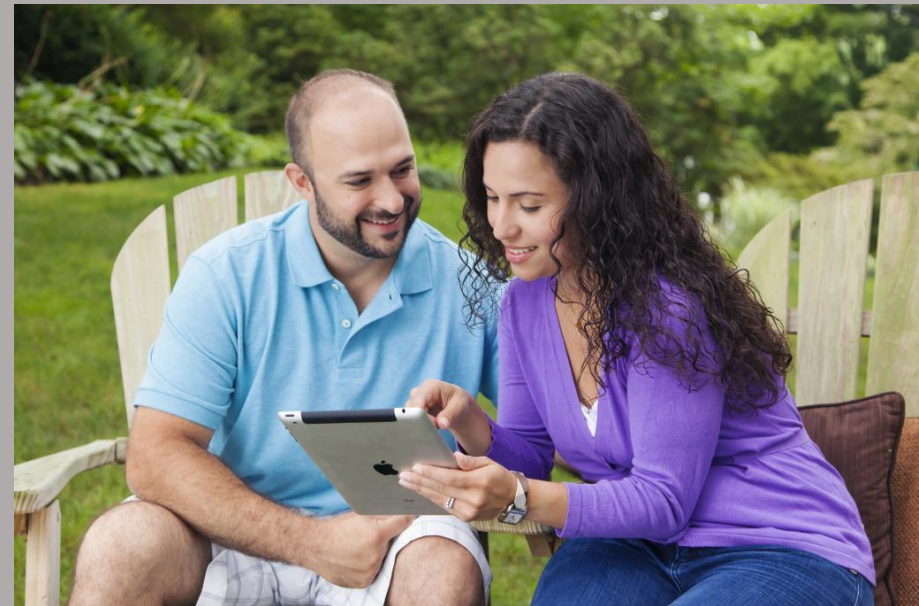


FIGURE 2. Twelve Common mHealth and ICT Applications

Source: Labrique et al. Global Health: Science and Practice 2013 | Volume 1 | Number 2

# By having an active social media presence for public health messaging, your organization can

- Pro-actively push health messages
- Answer questions
- Provide support for families in need
- Have a conversation with organizations like you
- Listen to public's concerns
- Promote events
- And the list goes on....



# Event Promotion



nacersano @nacersano · Nov 17

Hoy es #WorldPrematurityDay Compartan este abrazo y difundemos el mensaje. Día Mundial del Nacimiento Prematuro.

[View translation](#)



VYLH-Philippines @vylhphilippines · Mar 2

Join the first World Birth Defects Day thunderclap #WBDDay #youthpower



**Volunteer Youth Leaders for Health - Philippines**

joins the world in celebration of the

Join the global thunderclap initiated by the March of Dimes. Visit [bit.do/wbdday](http://bit.do/wbdday)

**Birth defects affect 1 in 33 infants worldwide.**  
It is a major cause of death in infants and young children. Babies who survive are at an increased risk for life-long disabilities.



March of Dimes @modhealthtalk · Jul 27

Registration is now open for the 7th ICBD in the Developing World  
[icbd2015.com](http://icbd2015.com) #ICBDTanzania

**7<sup>th</sup> International Conference on Birth Defects and Disabilities in the Developing World (ICBD)**  
*Birth Defects in the Post-MDG Era: Joining Hands for Prevention and Care*  
September 21-24, 2015

**Registration Now Open!**  
Visit: [www.icbd2015.com](http://www.icbd2015.com)

Early Registration Deadline: AUGUST 7, 2015\*  
Presenters of accepted abstracts must register by: JULY 30, 2015\*



...income countries  
...decision letter before

...for Disease Control and  
Prevention



# Health funding for research and programs using new media


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Mobilizing Innovation for Global Health

WWW.UNFOUNDATION.ORG > FEATURES > MHEALTH

UNITED NATIONS INNOVATION WORKING GROUP CATALYTIC MHEALTH GRANTS PROGRAM

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The Norwegian Agency for Development Cooperation (Norad) has provided innovative mobile technologies to improve women's and children's health.

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Advancing Science for Global Health

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Home > Fogarty Programs > Mobile Health (mHealth): Technology and Outcomes in LMICs

### Mobile Health: Technology and Outcomes in Low and Middle Income Countries (mHealth)

Status: Closed

#### Announcement(s)

- Expired announcement: Mobile Health: Technology and Outcomes in Low and Middle Income Countries (R21) (PAR-14-028)

#### Deadlines

## NIH Launches mHealth Grant Program

By Lt. Dan  
Apr 27th 2014  
NIH News  
0 comments

**National Institutes of Health**  
Turning Discovery Into Health

Two departments within the National Institutes of Health have announced grant programs focused on funding mHealth research and development projects. The grants are being made available by the National Institute of Nursing Research and the National Institute of Biomedical Imaging and Bioengineering.

Related News

- NIH launches new program to spur health innovation
- Fogarty launches program to advance mHealth research

# mHealth for Reproductive Maternal and Newborn Health- examples



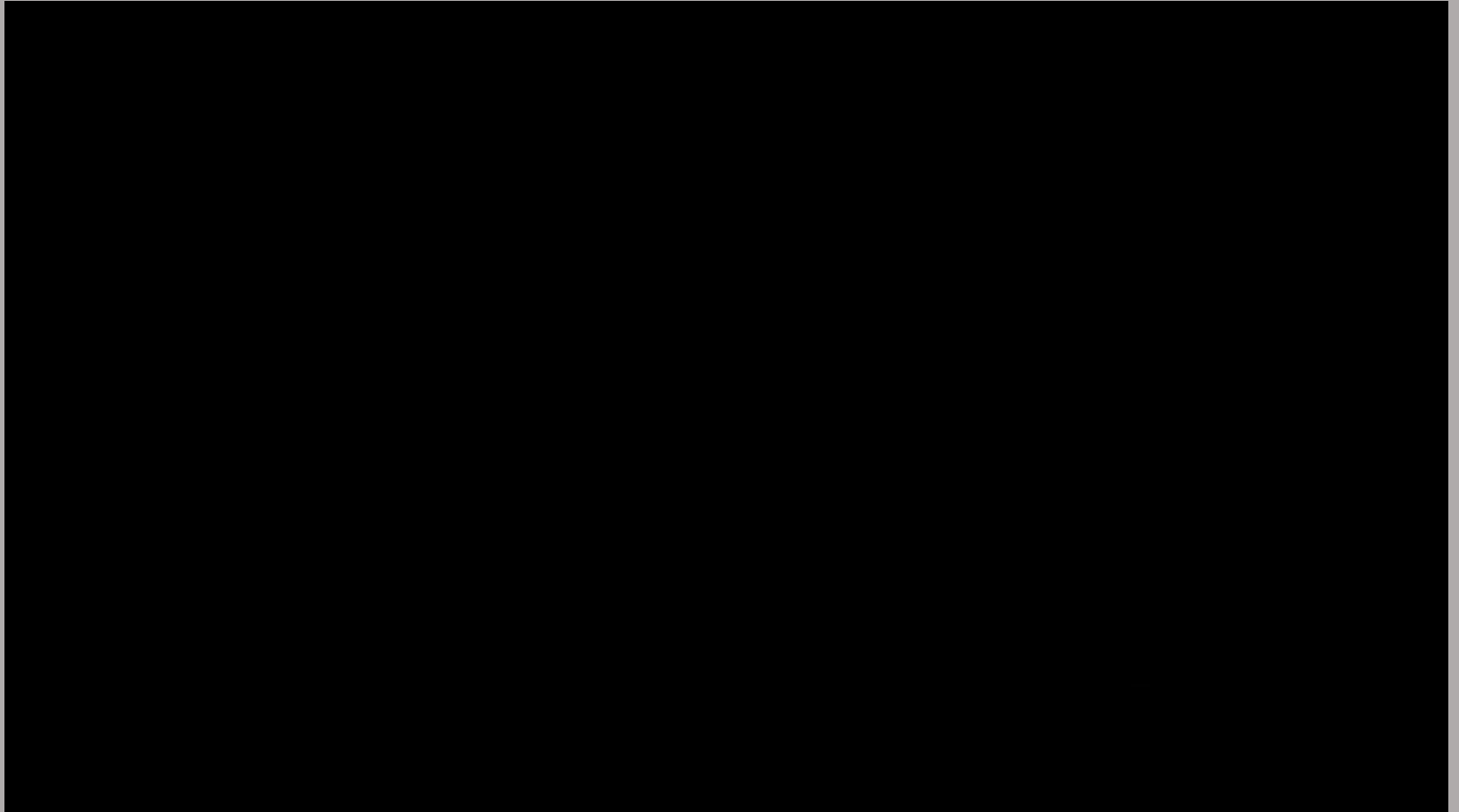
# Use of videos for health education and healthcare worker training



<https://www.youtube.com/watch?v=JGUFQOAeXVM>



# Health Phone



# MAMA – Mobile Alliance for Maternal Action

<http://www.mobilemamaalliance.org/>

- Evidence-based adaptable messages in maternal, newborn and child health.
- Personalized, pregnancy and post-partum stage-based 2-3 text or voice messages/wk
- Started in Bangladesh, India, South Africa
- Reached 250,000 mothers and families, over 140 organizations in 54 countries
- Guidelines and training are available





Tools: How to  
play the game

# Terms

**Handle:** Your Twitter username identified with the @ symbol.

**Follow:** The act of connecting with someone on Twitter.

**Hashtag:** Words preceded by a # sign (i.e., #WorldBDDay) tie various tweets together and relate them to a topic

**Tweet:** A post on Twitter. Limited to 140 characters.

**Twitter Chat/Twitter relay:** hosting a conversation utilizing a hashtag that ties a particular event together for a set time.

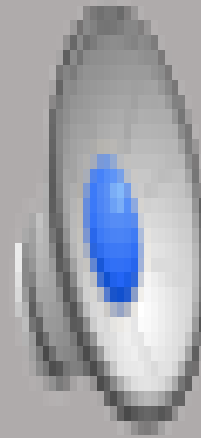
**Thunderclap:** Crowdspeak platform

**Buzzday:** All activities related to one campaign using a hashtag on a specific day

## Meme



## Vine



# Twitter Stats



- Worldwide, 304 million active Twitter users in 2015
- Twitter year on year growth continues to rise
- In 2015, 20.5% of internet users in the US are expected to have twitter accounts.
- Mobile users are more active on Twitter than desktop users.
- **Twitter Usage**
  - **27% 35-44 year olds**
  - 30% of 25-34 year olds
  - 13% of 18-24 year olds

70% are of child bearing age







How we are playing the game?

Cover Photo



International Federation for  
Spina Bifida and  
Hydrocephalus  
Community Organization

Timeline

About

Photos



PAHO-WHO  
Health Agency

Timeline

About

Photos

Videos

More

Like

Follow

Share

...

Post

Photo / Video

Write something...

63k people like this

868 people have been here

Invite friends to like this Page

4.5 stars · 726 reviews  
View Reviews

ABOUT



PAHO-WHO

23 hrs · Edited ·

Post

¿Cómo pueden los adolescentes tener una buena salud sexual? Para conocer la respuesta a esta pregunta únete a nuestra conversación en twitter por @opsoms, en el Día Internacional de la Juventud (#YouthDay), este miércoles, 12 de agosto, entre las 9:00am y 10:00am, hora del este (WDC). Puedes participar usando el hashtag #SaludJóvenes

How can adolescents have good sexual health? Find out the answer to this question by joining our twitter conversation via @pahowho, on #YouthDay, this Wednesday, Aug 12, between 10:30 am and 11:30 am, Eastern Time. You can participate using the hashtag #YouthHealth.

World  
Prematurity  
Day NOVEMBER 17

QUESTACON  
CANBERRA,  
AUSTRALIA

ISTANBUL

PALACIO DE BELLAS ARTES,  
MEXICO CITY

PEACE BRIDGE,  
U.S. & CANADA

World Prematurity Day.  
Non-Profit Organization

Timeline

About

Photos

Understand

More



108k people like this  
Nate Brown and 16 other friends

Invite friends to like this Page

ABOUT

November 17 is World Prematurity Day when we focus everyone's attention on the global problem of premature birth. Join us in raising awareness.

Ask for World Prematurity Day's website

APPS

Post

Photo / Video

Write something...

Post



World Prematurity Day

July 16 at 9:56am ·

Right now attendees at the Conference on Financing for Development in Addis Ababa are meeting to discuss the resources needed for the well-being of all people. For example, investing just \$1.15 more in care of newborns at the time of birth would save 3 million more lives each year.



# World Prematurity Day

## 2014 Prematurity Awareness Month

### Twitter chats

- Nov 11 8p ET #losschat
- Nov 13 2p ET #ActEarlychat with @CDC\_NCBDDD
- Nov 14 24-hour Global Relay #worldprematurityday
- Nov 14 1p ET Parenting in the NICU #worldprematurityday
- Nov 17 Join in on #worldprematurityday and share a message
- Nov 19 2p ET #preemiechat with @NICHD\_NIH
- Nov 20 1p ET #prematuritychat with @JNJGlobalHealth

*For more information about these chats contact: [askus@marchofdimes.org](mailto:askus@marchofdimes.org)*

**World  
Prematurity  
Day** NOVEMBER 17



# World Birth Defects Day

U.S. Centers for Disease  
Control and Prevention



## World Birth Defects Day March 3, 2015



WHO Regional Office  
For South-East Asia



## World Birth Defects Day

by March of Dimes

category: **Health**

**“Birth defects affect 1 in 33 infants  
worldwide. It’s a major cause of  
death/disability. Lend your voice!  
#worldbdday <http://thndr.it/1Ab9njC>”**



March of Dimes

FOLLOWING  
ORGANIZER

EMBED  
</>

### SUPPORTERS

**544** of **100**

544% of goal supported

### SOCIAL REACH

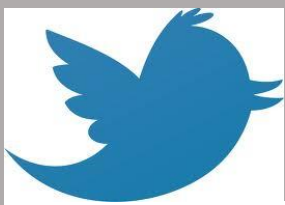
**1,101,843**

People

### TIME LEFT

**Complete**

Ends Mar 03, 9:00 AM EST



## TWEETREACH SNAPSHOT FOR

# #worldbdday

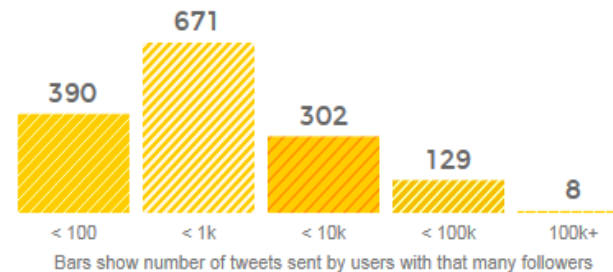
### ESTIMATED REACH

# 3,378,673

ACCOUNTS REACHED

### EXPOSURE

# 8,230,428

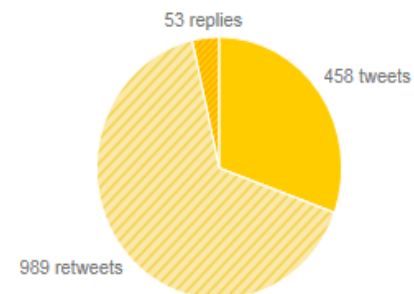
 IMPRESSIONS

### ACTIVITY

1,500  
TWEETS

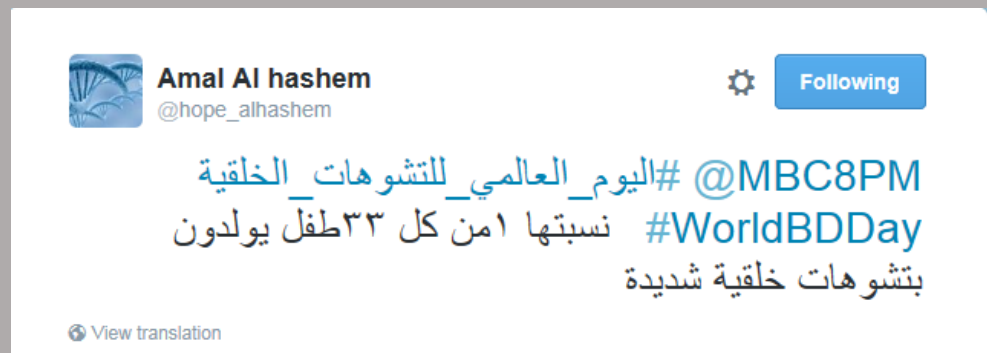
796  
CONTRIBUTORS

8  
HOURS



# Actual #worldbdday tweets in world languages (2014)

- Geboortedefekte raak 1 i in 33 babas wêreldwyd. Dit is 'n groot oorsaak van dood of ongeskiktheid. Leen jou stem. #WorldBDDay (Afrikaans)
- Likoli tsa tsoalo ama 1 + i ka 33 masea a lefatseng ka bophara. Ke ka sehloohong e bakang ka lefu kapa ho bogole. #WorldBDDay (Sesotho)
- Mtoto mchanga mmoja kati ya kila 33 duniani huathirika na kasoro za kuzaliwa. Hii ni sababisho kubwa ya vifo/ulemavu. #worldbdday (Swahili)





TWEETS  
416FOLLOWING  
207FOLLOWERS  
197FAVORITES  
82LISTS  
1**Salimah Walani**

@SalimahWalani

Global Health Professional. Believer of equality and equity. All views expressed here are mine.

New York

Joined October 2012

10 Photos and videos



Tweets

Tweets &amp; replies

Photos &amp; videos



Salimah Walani retweeted

**BBC News (World)** @BBCWorld · 2hViewpoint: Treat migration as a development issue [bbc.in/1KOBXs1](https://bbc.in/1KOBXs1)

50



41

[View summary](#)**Salimah Walani** @SalimahWalani · 40m

WHO | WHO recommendations on interventions to improve preterm birth outcomes [who.int/reproductivehe...](https://who.int/reproductivehe...)





## P.Mastroiacovo

@pierpa45 · FOLLOWS YOU

Professor of Pediatrics. Expert in birth defects epidemiology and prevention

📍 Director ICBDSR Centre

🌐 [icbdsr.org](http://icbdsr.org)

🕒 Joined November 2011

✉ Tweet to

💬 Message

👤 8 Followers you know



📷 19 Photos and videos

TWEETS  
358

FOLLOWING  
160

FOLLOWERS  
97

FAVORITES  
15



Following

Tweets

Tweets & replies

Photos & videos



P.Mastroiacovo retweeted



IFSBH @ifsbh · Jun 25

Experts urge Philippines to pass [#FolicAcid](#) food [#fortification](#) law [rappler.com/move-ph/issues](http://rappler.com/move-ph/issues) ... @FFINetwork via @rapplerdotcom [#birthdefects](#)



4



1



[View details](#)



P.Mastroiacovo retweeted



BioMed Central @BioMedCentral · Jun 16

Genes and Environment has published its first articles today! Check out the launch blog: [buff.ly/1dlhvQm](http://buff.ly/1dlhvQm)



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PHI Global Health @PHIGlo... X

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Trends · Change

[#WhyNotWednesday](#)

Something new, something awesome. Every Wednesday. Only with Verizon.

📶 Promoted by Verizon Wireless USA

[#NationalDogDay](#)

World Birth Defects Day 3 March 2016

#WorldBDDay



What will you do?

