Use of New Media for Public Health Messaging

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Health Education Center at March of Dimes
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
Good news, bad news
Global Information and Communication Technology (ICT) developments, 2001-2015

Source: Itu.int ICT facts and figures 2015
INTERNET USE
REGIONAL INTERNET PENETRATION FIGURES

GLOBAL AVERAGE: 42%

NORTH AMERICA: 88%
CENTRAL AMERICA: 43%
SOUTH AMERICA: 56%
AFRICA: 26%
MIDDLE EAST: 36%
SOUTH ASIA: 19%
CENTRAL ASIA: 38%
WEST EUROPE: 81%
EAST EUROPE: 58%
EAST ASIA: 51%
SOUTHEAST ASIA: 33%
OCEANIA: 69%
GLOBAL DIGITAL SNAPSHOT
A SNAPSHOT OF THE WORLD’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
7.210 BILLION
URBANISATION: 53%

ACTIVE INTERNET USERS
3.010 BILLION
PENETRATION: 42%

ACTIVE SOCIAL MEDIA ACCOUNTS
2.078 BILLION
PENETRATION: 29%

UNIQUE MOBILE USERS
3.649 BILLION
PENETRATION: 51%

ACTIVE MOBILE SOCIAL ACCOUNTS
1.685 BILLION
PENETRATION: 23%

Sources: Wikipedia; InternetLiveStats, InternetWorldStats; Facebook, Tencent, VKontakte, LiveInternet; GSMA Intelligence

We Are Social • @wearesocialsg • 6
SHARE OF WEB TRAFFIC BY DEVICE

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

SHARE OF WEB PAGE VIEWS: LAPTOPS & DESKTOPS

- **62%**
  - Year-on-year: -13%

SHARE OF WEB PAGE VIEWS: MOBILE PHONES

- **31%**
  - Year-on-year: +39%

SHARE OF WEB PAGE VIEWS: TABLETS

- **7%**
  - Year-on-year: +17%

SHARE OF WEB PAGE VIEWS: OTHER DEVICES

- **0.1%**
  - Year-on-year: +18%

We Are Social • Source: StatCounter, Q1 2015

@wearesocialsg • 19
Why play the game?
Who is your target audience?

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

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<td>1</td>
<td>Client education &amp; behaviour change communication (BCC)</td>
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<td>Sensors &amp; point-of-care diagnostics</td>
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<td>Data collection and reporting</td>
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<td>5</td>
<td>Electronic health records</td>
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<td>Electronic decision support Information, protocols, algorithms, checklists</td>
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<td>Provider-to-provider communication User groups, consultation</td>
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<td>Provider workplanning &amp; scheduling</td>
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<td>Provider training &amp; education</td>
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<td>Human resource management</td>
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<td>11</td>
<td>Supply chain management</td>
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<td>12</td>
<td>Financial transactions &amp; incentives</td>
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**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 difundan el mensaje. Día Mundial del Nacimiento Prematuro.

Los abrazos sanan

March of Dimes @modhealthtalk · Jul 27
Registration is now open for the 7th ICBD in the Developing World
ICBD2015.com #ICBDTanzania

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

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
World Birth Defects Day March 3

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.
Health funding for research and programs using new media
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 activates related to one campaign using a hashtag on a specific day.
An early birth can mean a lifetime of disabilities.

facebook.com/worldprematurityday
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?
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
“Birth defects affect 1 in 33 infants worldwide. It’s a major cause of death/disability. Lend your voice!
#worldbdddav http://thndr.it/1Ab9njC”
TWEETREACH SNAPSHOT FOR

#worldbdddday

ESTIMATED REACH

3,378,673
ACCOUNTS REACHED

EXPOSURE

8,230,428 IMPRESSIONS

ACTIVITY

1,500 TWEETS

796 CONTRIBUTORS

8 HOURS

53 replies
458 tweets
969 retweets
Actual #worldbddd_day 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. #worldbddd_day (Swahili)
Salimah Walani @SallmahWalani

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

New York
Joined October 2012

10 Photos and videos

Tweets
- Salimah Walani retweeted
  - BBC News (World) @BBCWorld · 2h
    Viewpoint: Treat migration as a development issue bbc.in/1KOBXs1

- Salimah Walani @SalimahWalani · 40m
  WHO | WHO recommendations on interventions to improve preterm birth outcomes who.int/reproductivehealth...
P. Mastroiacovo
@pierpa45  FOLLOW YOU
Professor of Pediatrics. Expert in birth defects epidemiology and prevention
Director iCBDSR Centre
icbdsr.org
Joined November 2011

Who to follow • Refresh • View all
Global Health Review @globalhealth
Followed by Save the Mother...

IFSBH @ifsbh  •  Jun 26
Experts urge Philippines to pass #FolicAcid food #fortification law
rappler.com/move-ph/issues ... @FFINetwork via @rapplerdotcom
#birthdefects

BioMed Central @BioMedCentral  •  Jun 16
Genes and Environment has published its first articles today! Check out the launch blog:
buff.ly/1dlhvQm

Who to follow • Refresh • View all
Global Health Review @globalhealth...
World Birth Defects Day 3 March 2016

#WorldBDDay

What will you do?