

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



UNIVERSITY
of HAWAI'I®

MĀNOA

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:

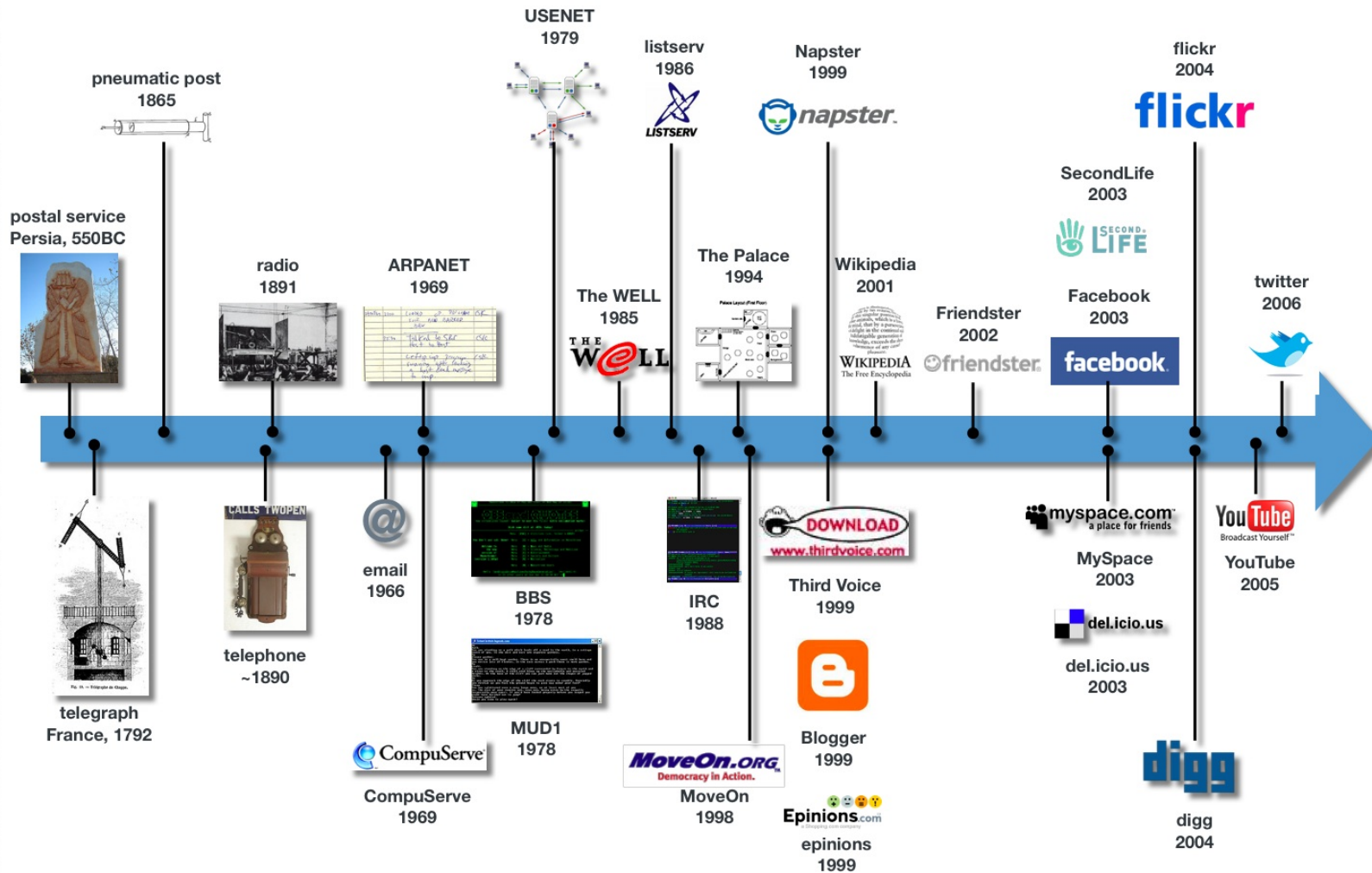
I ate lunch with monks in China.





EXAMPLES?



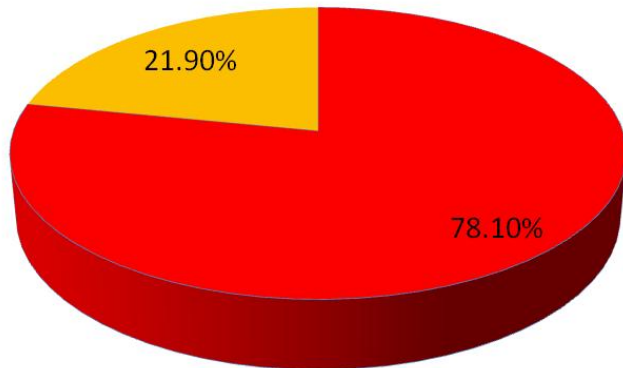


ONLINE CAMPAIGNS

PANELIST: ZI FU



INTERNET USAGE IN THE US



Social Networking
(19.6%)

Multimedia (13.5%)

Blogosphere (12.8%)

Search
(24.0%)

Email
(19.3%)

Encyclopedia (7.4%)

Shopping
(3.4%)

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





Inspiring Change
Improving Lives



Get Ads:

PSA Central

AdCouncil.tv



Inspiring Change
Improving Lives

[About Us](#)

[Our Work](#)

[Impact](#)

[Working With Us](#)

[Donate Ad Space](#)

[News & Events](#)



Care

College Access



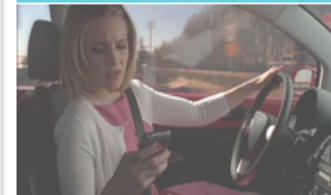
Emergency Preparedness

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](#)



Texting and Driving



Readi



[View More](#)



Our Community



[From the AdLibbing Blog](#)

- This 9/11: Honor. Remember. Reunite.
- New York City Kicks off National Preparedness Month

The Latest


TEXTING WHILE DRIVING FACTS





Our Impact



TEXTING AND DRIVING


[VIEW THIS PAGE EN ESPAÑOL](#) 

[HOME](#) [VIDEOS](#) [FACTS](#) [TIPS](#) [ABOUT THE CAMPAIGN](#) [BECOME AN ADVOCATE](#)  

STOP THE TEXTS. STOP THE WRECKS.

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

FACTS

[LEARN MORE](#) 





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

[LEARN MORE](#) 

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




FEATURED VIDEO:
STAIRS

Texting and Driving Prevention: Stairs



Not everyone should text and walk. No one should text and drive.

HAVE MORE SOLUTIONS? LET'S HEAR 'EM!

[SHARE ON](#)  [SUBMIT](#)

Food Safety Education




FoodSafety.gov

Your Gateway to Federal Food Safety Information

Search

GO

[Home](#) | [Recalls & Alerts](#) | [Keep Food Safe](#) | [Food Poisoning](#) | [News & Features](#) | [Report a Problem](#) | [Ask the Experts](#) | [Blog](#)

Share  Font Size - + Print  Download Reader  [En](#)
[Español](#)

Recalls & Alerts

**Indiana Firm Recalls
Chicken Strip Products
That...**

Sep 14, 2012

**Cut Fruit Express, Inc.
Announces a
Voluntary...**

Sep 14, 2012

**University Creamery
Recalling Ice...**

Sep 14, 2012

[See recent recalls](#)

CLEAN:
**WASH HANDS,
UTENSILS,
AND SURFACES
OFTEN.**

[CHECK YOUR STEPS](#)



Questions?

Practical information and tips from the experts to help you and your family stay food safe.

[Ask Karen](#)

Update: Ricotta Cheese & Listeriosis

A [Listeriosis outbreak](#) linked to ricotta cheese has led to 14 hospitalizations and 3 deaths. Read [advice to consumers](#).



Meat, Poultry, Fish



- [Safe Minimum Cooking Temperatures](#)
- [Meat and Poultry Roasting Chart](#)
- [Storage Times for the Refrigerator and Freezer](#)

Eggs & Dairy Products



- [Fresh Eggs: Playing It Safe](#)
- [Egg Storage Chart](#)
- [The Dangers of Raw Milk](#)
- More on [eggs](#) and [dairy](#)

Fruits & Vegetables



- [Fresh Produce Safety](#)
- [Two Simple Steps to Juice Safety](#)
- [Sprouts: What You Should Know](#)

Food Poisoning



- [E. coli](#)
- [Salmonella](#)
- [Parasites](#)
- [How Government Responds](#)

Food Safety Education




FoodSafety.gov

Your Gateway to Federal Food Safety Information

Search

GO

[Home](#) | [Recalls & Alerts](#) | [Keep Food Safe](#) | [Food Poisoning](#) | [News & Features](#) | [Report a Problem](#) | [Ask the Experts](#) | [Blog](#)

Share  Font Size - + Print  Download Reader  [En](#)

[Español](#)

[Home](#) > [Blog](#)

Keep Food Safe Blog

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#)
[22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#) [33](#) [34](#) [Next](#)

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

Recent Posts

- [Home Canning: Keep Your Family Safe!](#)
- [Mythbusters: Debunking Myths about Food Safety in the Home!](#)
- [Perfect Food Safe Picnics!](#)
- [Keeping food safe when the power goes out](#)
- [Grilling Food Safety 101](#)

Top Posts

- [Meat in the Refrigerator: How Long Does It Last?](#)
- [What Does the New Food Safety Law Mean for You?](#)
- [Fighting Food Poisoning: One of The Most Important Things You Can Do](#)
- [Drinking Raw Milk: It's Not Worth the Risk](#)
- [Start at the Store: 7 Ways to Prevent Foodborne Illness](#)
- [Egg Safety and Eating Out](#)
- [Food Safety at the Farmer's Market](#)

Archive

- [September 2012](#)
- [August 2012](#)
- [June 2012](#)
- [May 2012](#)

About This Blog

Practical information and tips from the experts to help you and your family stay food safe.

Comment Policy

All comments to this blog are moderated, and new comments are posted during business hours only.

Before you post a comment, [please review our comment policy](#).

If you need answers to your food safety questions, consult the [Ask the Experts](#) page.

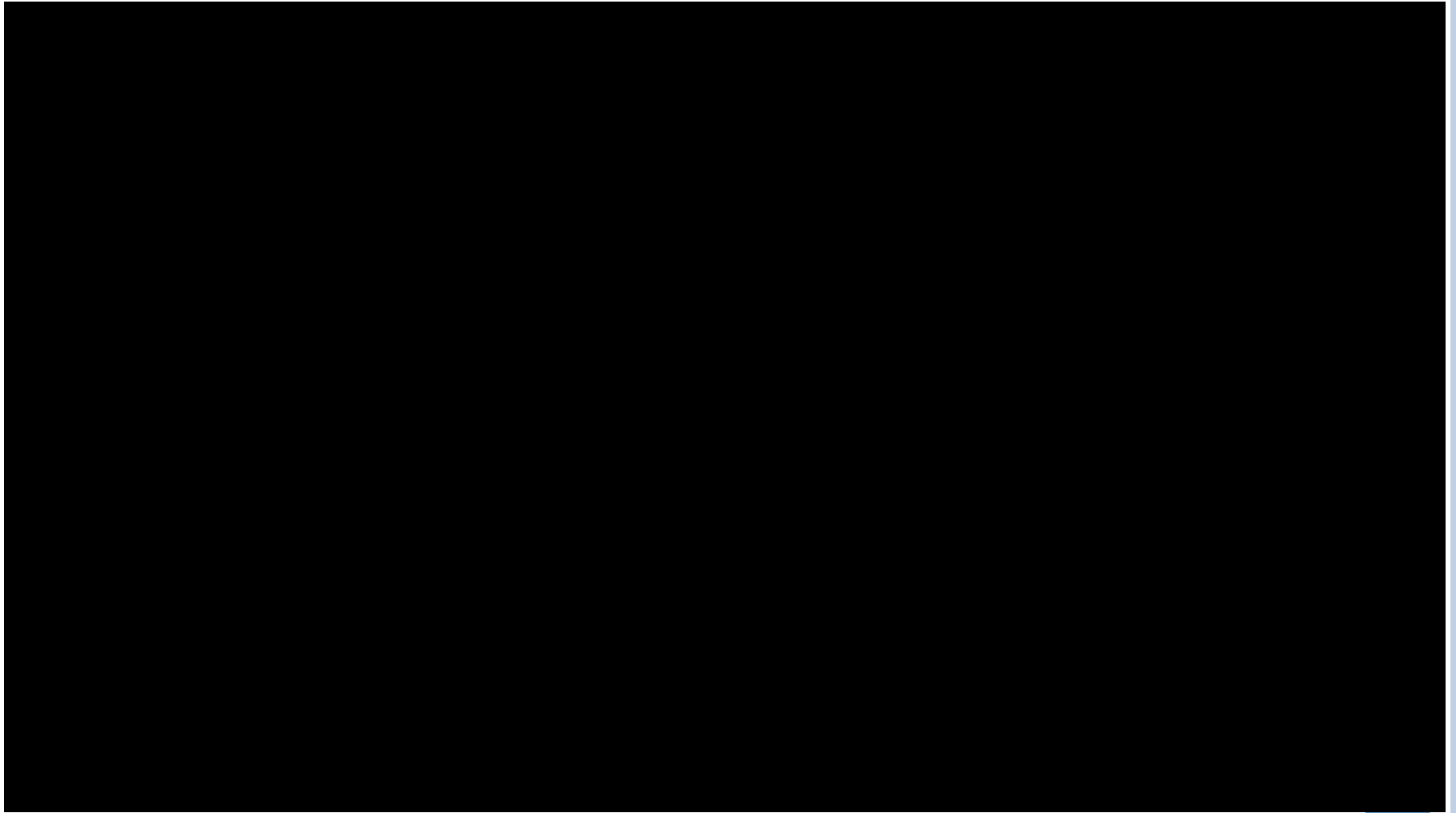
THE GIRL EFFECT



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



THE GIRL EFFECT



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

The image shows a web browser window displaying the 'THAT'S NOT COOL' website. The site has a hand-drawn, paper-like aesthetic. At the top, there are navigation tabs: 'VIDEOS', 'CALLOUT CARDS', 'TALK IT OUT', 'GAMES', and 'NEED HELP?'. On the left, a red speech bubble logo contains the text 'THATS NOT COOL .COM'. The main content area is a large, empty brown rectangle with the title 'WHERE DO YOU DRAW YOUR DIGITAL LINE?' and a paragraph: 'Your mobile, IM, and online accounts are all a part of you. When someone you're dating is controlling, disrespecting, or pressuring you in those spaces, THAT'S NOT COOL.' To the right of this area is a sidebar. It features a large red 'HAVE YOUR SAY' button, followed by the text 'Start talking back. Create your speaking avatar and have your say.' and a 'CREATE YOUR AVATAR' button. Below this are two small video thumbnails showing a person in a speaking avatar. At the bottom of the sidebar is a 'MORE RESPONSES' button. The bottom of the page includes a video player with a play button, a 'Like' button, and a 'SHARE IT!' button with Facebook and Twitter icons. A blue circle is visible in the bottom right corner of the page.

THATS NOT COOL .COM

VIDEOS CALLOUT CARDS TALK IT OUT GAMES NEED HELP?

WHERE DO YOU DRAW YOUR DIGITAL LINE?

Your mobile, IM, and online accounts are all a part of you. When someone you're dating is controlling, disrespecting, or pressuring you in those spaces, THAT'S NOT COOL.

HAVE YOUR SAY

Start talking back. Create your speaking avatar and have your say.

CREATE YOUR AVATAR

0:00

Like 8,463 people like this. Be the first of your friends.

f SHARE IT!

MORE RESPONSES

THAT'S NOT COOL :: OTHER SOCIAL MEDIA



LIKE us on Facebook



The Social Network

facebook

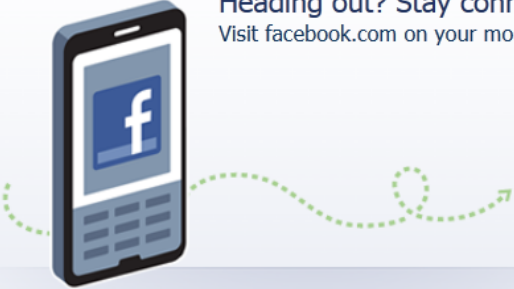
Email

Password

☐ Keep me logged in

[Forgot your password?](#)

[Log In](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

[Get Facebook Mobile](#)

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

[Why do I need to provide my birthday?](#)

[Sign Up](#)

“By giving people the power to share, we're making the world more transparent.” Mark Zuckerberg, Founder and CEO of Facebook

PANELIST: TAMARA SMITH

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



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.



THATSNOTCOOL.COM

facebook Search for people, places and things

Where do you draw YOUR digital line?

THATS NOT COOL .COM

That's Not Cool
67,442 likes · 68 talking about this


Non-Profit Organization
Your cell phone, IM, and social networks are all a digital extension of who you are. When someone you're with pressures you or disrespects you in those places, that's not cool.

About Photos Likes Resources Notes 1 Chat (Off)



<h3>About</h3> <p>Your cell phone, IM, and social networks are all a digital extension of who you are. When someone you're with pressures you or disrespects you in those places, that's not cool.</p> <h3>Company Overview</h3> <p>When does caring become controlling? When does affection become obsession? When does talking become stalking?</p> <p>If you feel like you or someone you know might be in an abusive relationship, there are people you can talk to and resources that can help.</p> <p>That's Not Cool.com educates teens across the nation on common problems in healthy relationships through interactive games, videos, and callout cards!</p>	<h3>Basic Info</h3> <p>Joined Facebook 06/22/2009</p> <h3>Contact Info</h3> <p>Website http://www.thatsnotcool.com http://www.youtube.com/thatsnotcool http://www.twitter.com/thatsnotcool http://www.myspace.com/thats_not_cool_ca... http://thatsnotcool.posterous.com http://thatsnotcoolblog.wordpress.com http://www.flickr.com/photos/thatsnotcool</p>
--	--

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.thatstnotcool.com>

Unlike · Comment · Share 62 144 22

You and 62 others like this.

 **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...o.o 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

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?

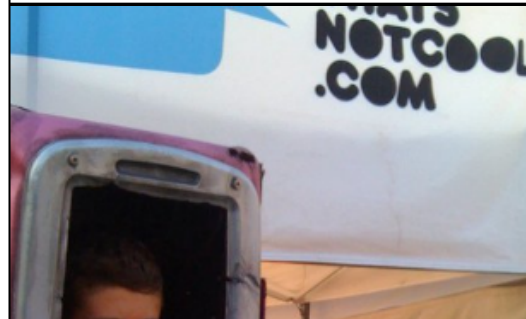


Rihanna And Chris Brown Collaboration 'Not Surprising' - Music, Celebrity, Artist News | MTV
www.mtv.com

Rihanna and Chris Brown collaborating is "not surprising," a domestic-violence

Like · Comment · Share

5 12 3



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? "

<http://www.thatstnotcool.com/TalkItOutForum.aspx?forumID=QJoDqot5KAs>

KEEP
THEM
ENGAGED!

THATSNOTCOOL.COM



That's Not Cool

June 1

That's Not Cool Ambassadors Program Application

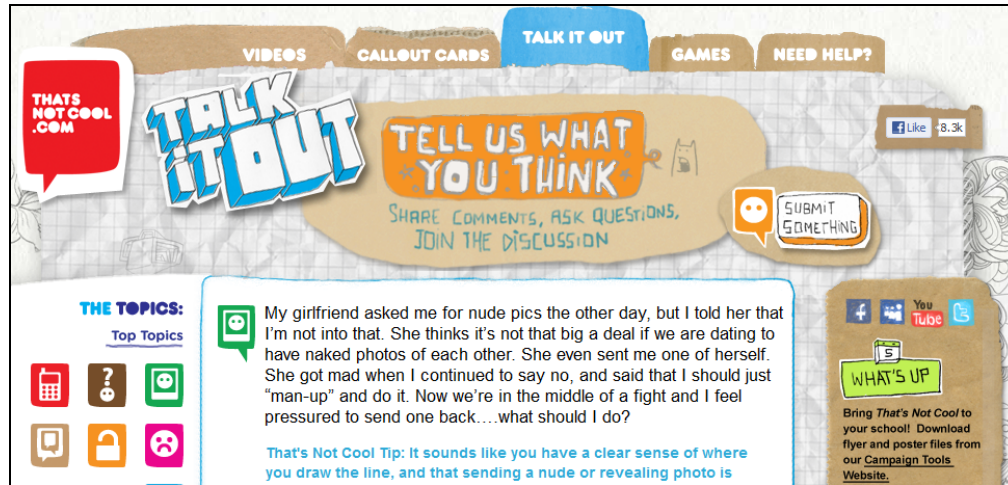
Secret's out ... That's Not Cool wants you!

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



That's Not Cool Wow, we're excited to see so many comments! Thanks to everyone for sharing. At That's Not Cool, it's our goal to encourage everyone to decide for themselves what's ok, or not okay, in their relationships. When sharing personal information with someone, it's important that both partners are respectful and mutually agree. Unfortunately, some people use pressure, threats, or control in their relationships to get their partner to do something they're not comfortable with, which is never okay. Everyone has a right to decide for themselves what they're comfortable with in their relationships.

If you or someone you know is feeling pressured, threatened, or controlled by someone they're dating, encourage them to talk to someone they trust (like a friend, parent, teacher, or counselor at school). They can also contact the National Dating Abuse Helpline for anonymous and confidential help. They can be contacted by chat (www.loveisrespect.org) and or phone at 1-866-331-9474. Check out the That's Not Cool Need Help page for more resources <http://www.thatstnotcool.com/Help.aspx>


BE ACTIVE

- ENCOURAGE DISCUSSION & MONITOR COMMENTS
- REMIND USERS ABOUT YOUR ORGANIZATION'S MISSION, VALUES, & GOALS
- CONNECT USERS WITH OTHER USEFUL RESOURCES



HAWAII METH PROJECT

facebook Search for people, places and things



HAWAII METH PROJECT

Hawaii Meth Project
8,581 likes · 116 talking about this

Non-Profit Organization
Hawaii Meth Project is a prevention program aimed at significantly reducing Meth use through public service messaging, community outreach, and public policy.

About Photos Ask a Question Volunteer With Us! Likes

8,581



National Meth Awareness Day Rally at Farrington High School



Hawaii Meth Project's Executive Director on Hawaii Public Radio

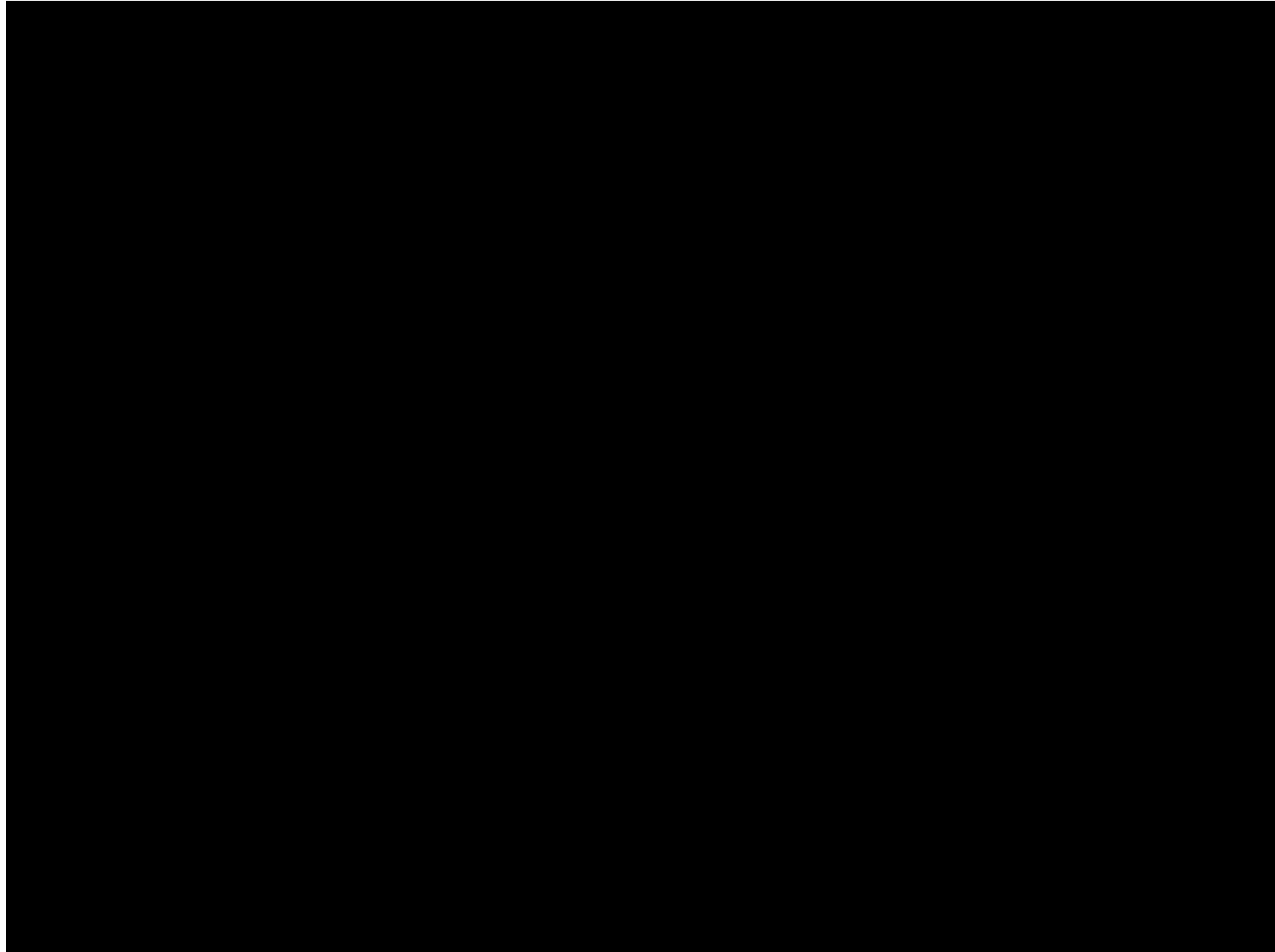


Maui County Fair Parade 2011



Three more members of the 2011-2012 Teen Advisory Council

HAWAII METH PROJECT :: MAUI COUNTY PARADE



<https://www.facebook.com/photo.php?v=10150844643605074&set=vb.479722550133&type=2&theater>



BEST PRACTICES FOR FACEBOOK

“HEALTH COMMUNICATOR’S SOCIAL MEDIA TOOL KIT”

- 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/



ORGANIZATIONS UPDATE STATUS



CDC

September 7 via CDC

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>



Unlike · Comment · Share

217

You and 264 others like this.

217
PUBLIC
SHARES!!!

UPDATE YOUR STATUS

facebook 

Search 

**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!
EDF 

Wall Photos

 Unlike · Comment · Share · October 2 at 1:24pm · 

 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...



ENVIRONMENTAL DEFENSE FUND



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

About

Pepsi - | Facebook

5,945,652
like this

92,978
are talking about this

facebook

Search

Pepsi ▶ THE X FACTOR (TM) Like

Food/Beverages



- Wall
- Info
- Friend Activity (1+)
- THE X FACTOR (TM)**
- Feeding America
- Pepsi Deals
- Moments to Save
- Photos
- Events



ONE YEAR LATER....

Pepsi
8,991,629 likes · 142,714 talking about this

<https://www.facebook.com/pepsi>



IMPACT ON PUBLIC HEALTH

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



BEST PRACTICES AT WORK

facebook  Search for people, places and things 

Arizona Commission
for the deaf and the hard of hearing

Numbers:
Voice: (602) 542-3323
Video Phone: (480) 559-9441
Voice/TTY: (800) 352-8161 (520 and 928 Area Codes Only)
TTY: (602) 364-0990
Fax: (602) 542-3380

Email:
info@acdthh.az.gov

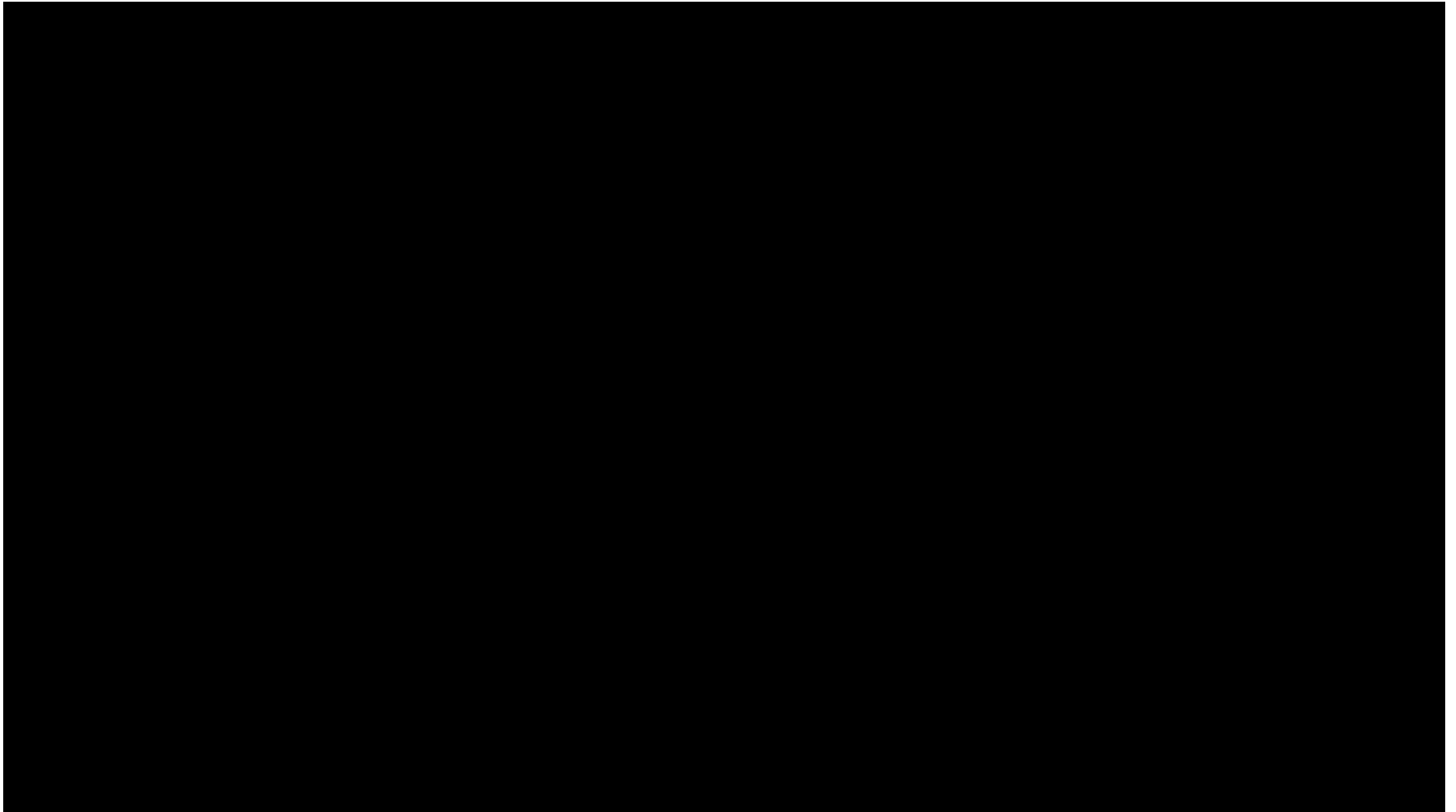


Arizona Commission for the Deaf and the Hard of Hearing

905 likes · 36 talking about this · 42 were here

 Like  Message 

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

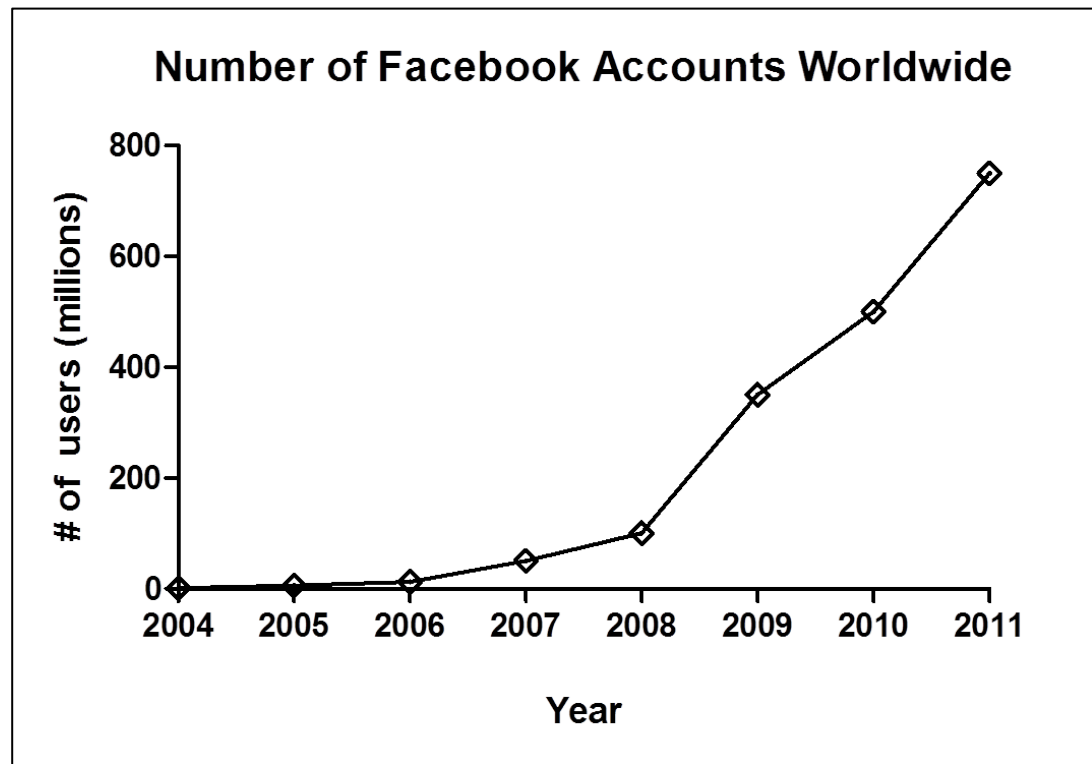


Figure 1. Graphical representation of the number of Facebook users.

- 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

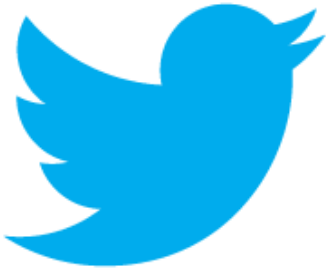
Other Social Media



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



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

<https://business.twitter.com/en/basics/what-is-twitter/>

<http://www.pewinternet.org/Reports/2011/Twitter-Update-2011/Main-Report.aspx>



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

 World Health Organization	WHO  @WHO <i>Official Twitter channel of the United Nations' health agency</i> Geneva, Switzerland · http://w	<div>Following </div> <hr/> <div>3,764 TWEETS</div> <hr/> <div>829 FOLLOWING</div> <hr/> <div>543,842 FOLLOWERS</div>	<div>Following </div> <hr/> <div>3,764 TWEETS</div> <hr/> <div>829 FOLLOWING</div> <hr/> <div>543,842 FOLLOWERS</div>
---	--	---	--

Recommendations:



- Twitter suggests who you should follow
-  Promoted = Ads

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>

Who to follow · Refresh · View all



AIDS Healthcare  @AIDSHea... 
Followed by JHU Public Health an...
 Promoted · Follow



John Legend  @johnlegend 
Followed by Rolling Stone and ot...
Follow



Purple Homecare @homecaregi... 
Followed by JHU Public Health
Follow

Browse categories · Find friends

Trends · Change

#Way2Saturday  Promoted

#RomneyEncore

#lifetimeFITSme

#47percent

AEG

Baby Ruth

Michael Jackson

MVP

Tamara Holder

Romney Campaign Borrowed \$20 Million



#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

Results for #fightthebite



Tweets [Top](#) / [All](#) / [People you follow](#)



AHS North Zone @AHS_NorthZone

14 Sep

Protect yourself from #mosquitoes. Some mosquitoes carry #WestNilevirus bit.ly/RRhOFK #Fightthebite

[Expand](#)



CDCgov @CDCgov

13 Sep

Since 1999, more than 30,000 people in the US have been reported as getting sick with #WestNile virus. is.gd/cfMyUu #fightthebite

[View media](#)



AHS_CalgaryZone @AHS_YYCZone

13 Sep

twilight 9 + no mosquito repellant + shorts = disaster waiting to happen. Protect yourself bit.ly/MXxQyB #fightthebite

[Expand](#)



Gus @hashonomy_gus

12 Sep

CDC: Keep It Close National PSA - YouTube hashonomy.com/8v1d/ #fightthebite #westnile (via @CDCgov)

[Expand](#)



Passport Health @passport_health

12 Sep

Use these helpful tips, so you and your loved ones can #fightthebite. #WestNile youtube.com/watch?v=GY4UEv... via @cdcgov [Great tips!]

[View media](#)

DM AND RT



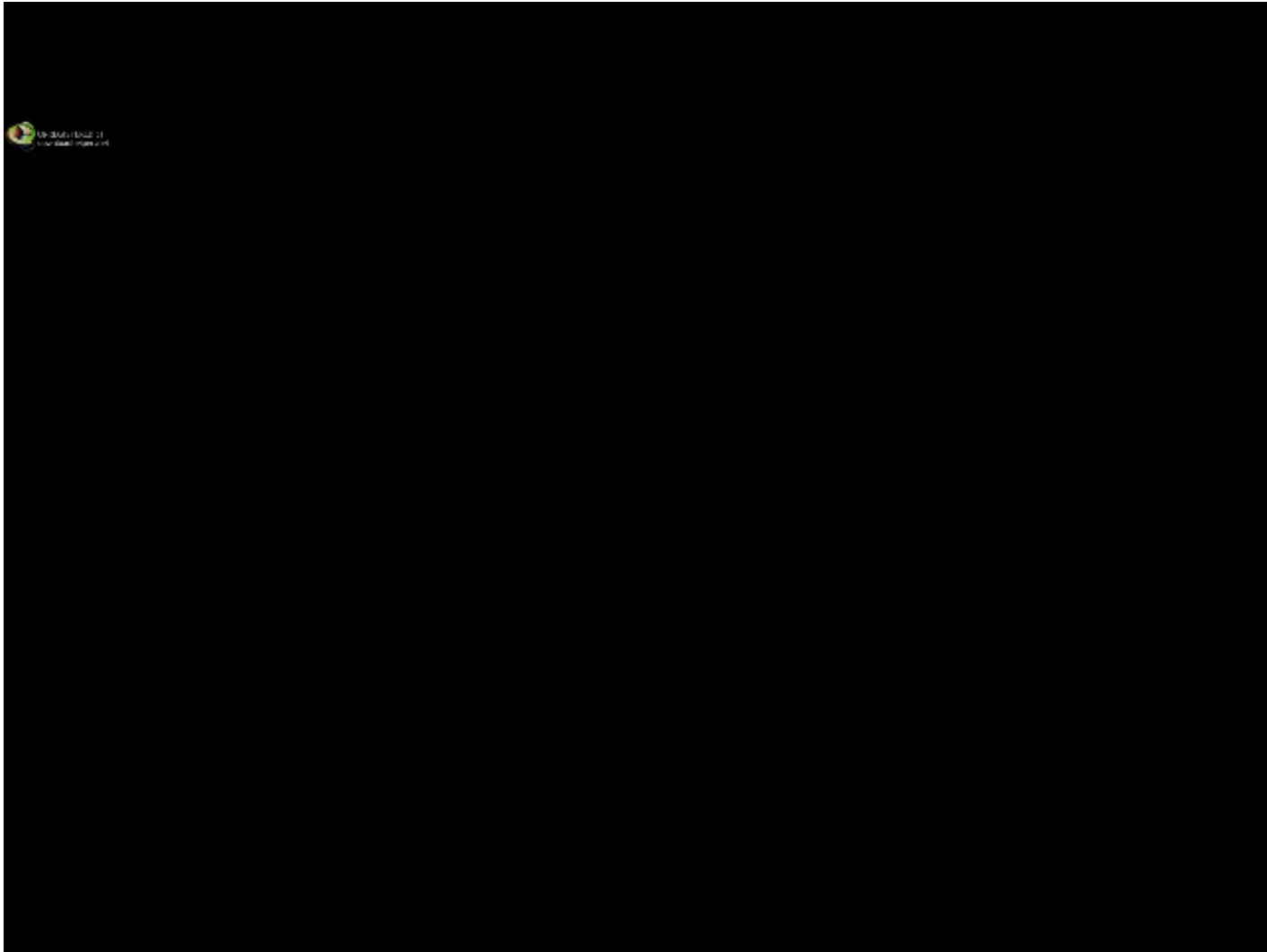
- DM = Direct Message
 - Tweets can be made privately to specific users
- RT = Re-Tweet
 - Tweeters can share others' postings with their followers
 - Allows for the rapid spread of information



Planned Parenthood @PPact
PLEASE RT Help Keep Birth Control Accessible &
Affordable: Sign the petition to let Obama know: bit.ly/skloAC [#bcrefusal](https://twitter.com/bcrefusal) [@whitehouse](https://twitter.com/whitehouse)



JAPAN EARTHQUAKE AND TSUNAMI



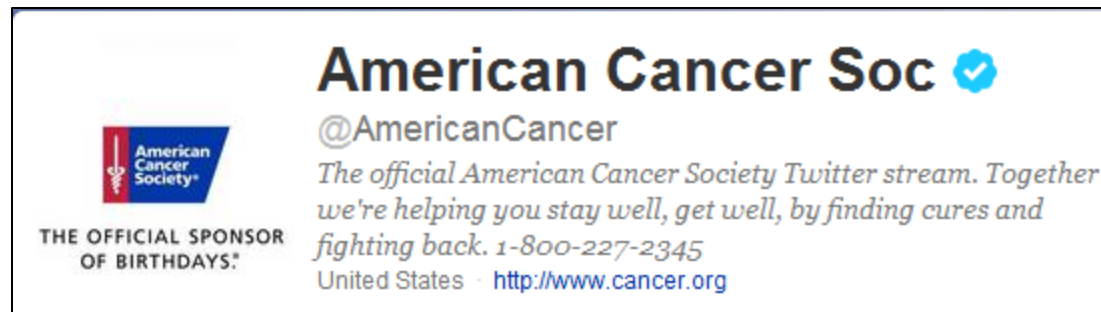
http://stories.twitter.com/en/japan_quake.html



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



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

=

www.bhf.org.uk/heart-health/life-saving-skills/hands-only-cpr.aspx

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)

The screenshot shows the Twitter profile for PatientsLikeMe (@patientslikeme). The profile header includes the name "PatientsLikeMe", the handle "@patientslikeme", and a bio: "Share your story, find and connect with others like you, and take control of your health. #health2o #hscsm #ePatient #healthdata". It also lists the location as "Cambridge, MA" and a website "http://www.patientslikeme.com". The profile statistics show 2,596 tweets, 6,406 following, and 8,361 followers. On the left sidebar, there is a banner for "patientslikeme" with a grid of patient photos, stating "150K+ patients" and "1,000+ conditions". Below this is a section "Who's like you?" with icons for a pill, a person, and a hashtag. The main content area shows a "Tweet to PatientsLikeMe" input field with "@patientslikeme" entered. Below this is a list of tweets, with the first tweet from @TiffanyAndLupus mentioning "#LupusChat" and "@KentBottles".

patientslikeme

150K+ patients
1,000+ conditions

Who's like you?

PatientsLikeMe
@patientslikeme
Share your story, find and connect with others like you, and take control of your health. #health2o #hscsm #ePatient #healthdata
Cambridge, MA · <http://www.patientslikeme.com>

2,596 TWEETS
6,406 FOLLOWING
8,361 FOLLOWERS

Tweet to PatientsLikeMe

@patientslikeme

Tweets

Following

Followers

#LupusChat @TiffanyAndLupus
@KentBottles shares examples of driven patient communities who initiated research; @PatientsLikeMe, SCAD ladies & @Mayoclinic. #ePatcon
Retweeted by PatientsLikeMe
Expand

PH ORGANIZATIONS USE TWITTER



- Educate
- Build awareness
- Gather support
 - Mobilize
 - Monetary
- Gather information about what's happening
 - Disease
 - Issues of concern



HawaiiRedCross ✓
@HawaiiRedCross



Susan G. Komen
@KomenfortheCure



APHA
@PublicHealth



UNAIDS
@UNAIDS



TWITTER ENCOURAGES USE



Twitter Buttons

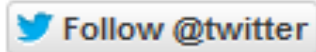
Add buttons to your website to help your visitors share content and connect with you on Twitter.

Choose a button

☐ Share a link



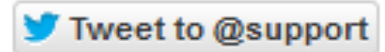
☐ Follow



☐ Hashtag



☐ Mention



HAWAII METH PROJECT

<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
www.cdc.gov/socialmedia/tools/guidelines/pdf/twitterguidelines.pdf



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>

Following



1,896 TWEETS

744 FOLLOWING

1,387 FOLLOWERS

Tweet to That's Not Cool

@ThatsNotCool

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to That's Not Cool



Enough Is Enough @EIEtweets

Follow

You might also want to follow:

Close



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**.

Follow



Childnet @childnet

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

Follow



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/dDQ1q

Expand

11 Sep



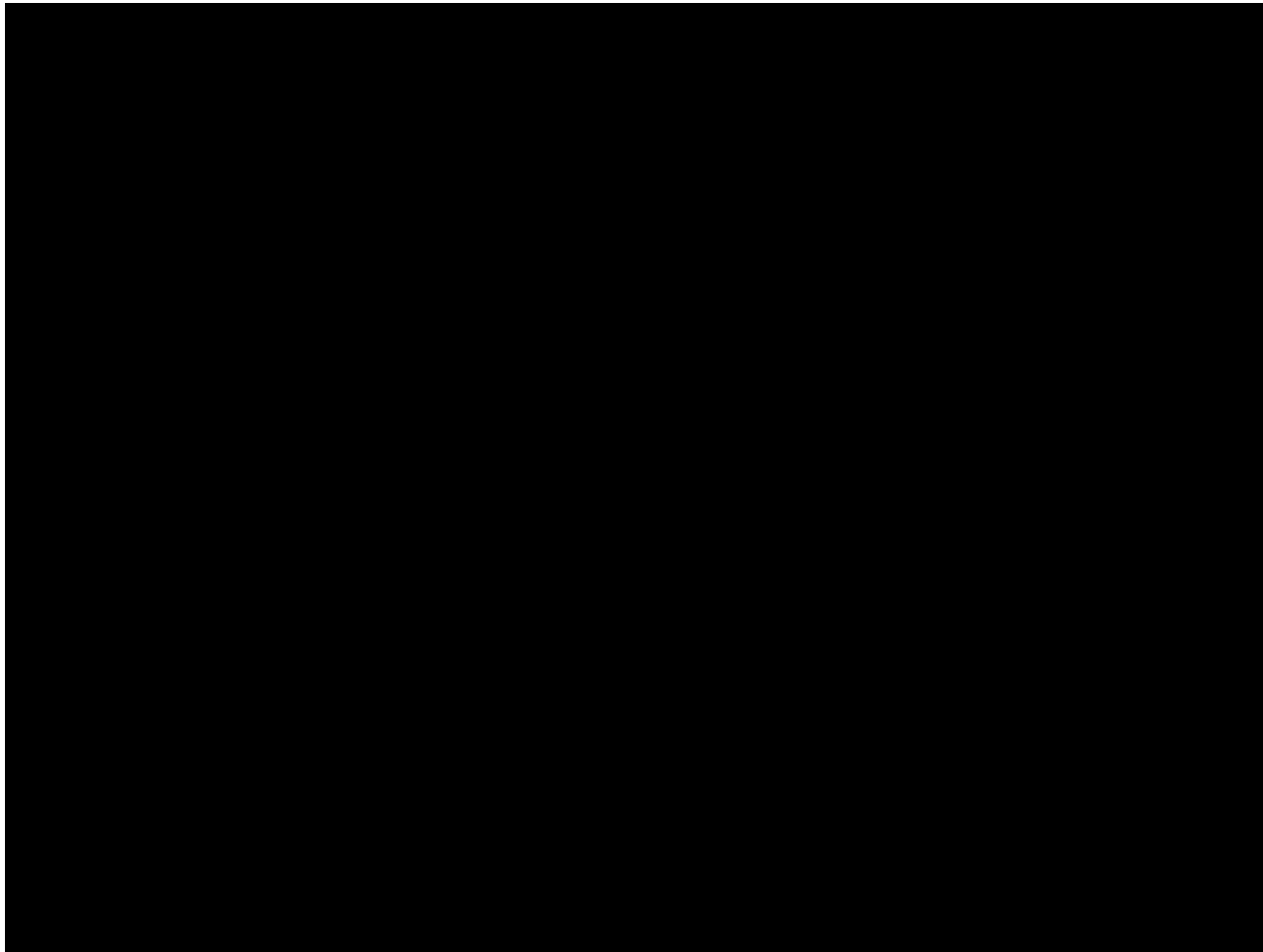
That's Not Cool @ThatsNotCool

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/dDPXv

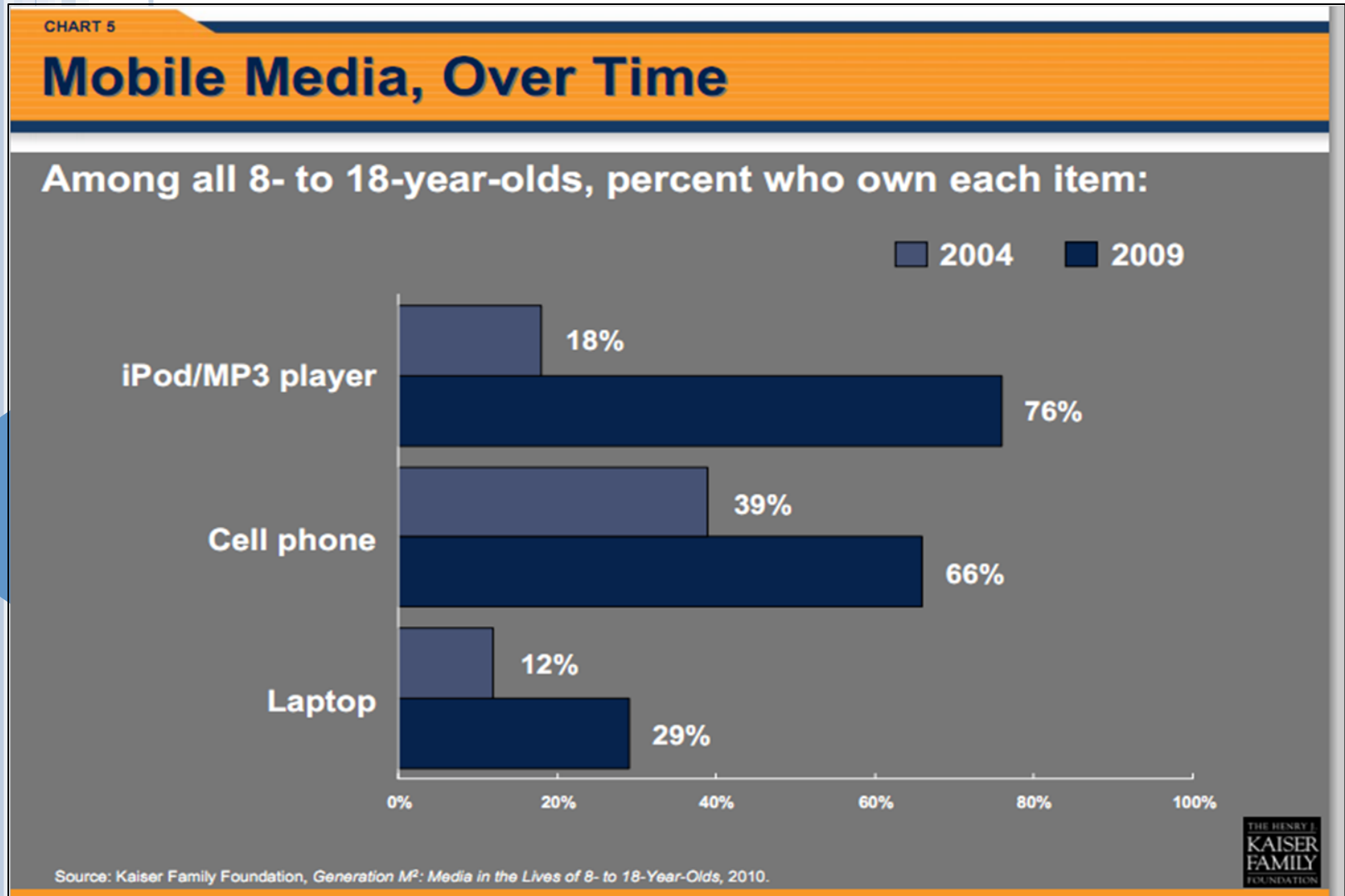
11 Sep

<http://www.thatsnotcool.com/>

THE POTENTIAL OF TWITTER ON PUBLIC HEALTH



Technology Growth in U.S.





M-HEALTH
PANELIST: KRIS BIFULCO



M-HEALTH

KRIS BIFULCO

- Overview
- What is M-Health?
- How is it used?
 - Campaign examples:
 - Verizon Hopeline
 - Not Your Baby
 - That's Not Cool
 - Love is Not Abuse
 - 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...**

Put America's Largest and Most Reliable Wireless Network to work in your community by turning unused wireless phones into support for victims of domestic violence.

verizonwireless.com/hopeline

NAME _____		
ADDRESS _____		
CITY _____	STATE _____	ZIP _____

POSTAGE DUE COMPUTED BY DELIVERY UNIT



Donate your old wireless phone to Hopeline® and support victims of domestic violence. It's easy.

- 1 Place phone and accessories in bag. Make sure phone is turned off.
- 2 Seal the envelope.
- 3 Place envelope in the mail.

MERCHANDISE RETURN LABEL

PERMIT NO. 248 FORT WORTH, TX 76137
VERIZON WIRELESS 4320 N. SYLVANIA AVE.

POSTAGE DUE UNIT
U.S. POSTAL SERVICE
P.O. BOX 9998
FORT WORTH, TX 76161-9998

Package Contains Lithium-Ion Batteries (no lithium metal).



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



YOUR OLD PHONE HAS A HIGHER CALLING.

Hopeline
from Verizon

Recycle your old phones and batteries to help victims of domestic violence.

When you donate your wireless phones, batteries and accessories, you're helping someone in need, as well as helping the environment.

The proceeds support local shelters and non-profit organizations that focus on domestic violence awareness and prevention.

verizonwireless.com/hopeline

©2010 Verizon Wireless
#HOPENAGOTHEM
This envelope is for donations only. It is not for return, return or exchange.

[HTTP://ABOUTUS.VZW.COM/COMMUNITYSERVICE/HOPELINELABEL.PDF](http://aboutus.vzw.com/communityservice/hopelineLabel.pdf)



"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.

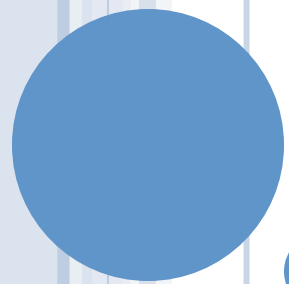




Since 2001:

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





● NOT YOUR BABY



METRAC

**Metropolitan Action Committee on
Violence Against Women and Children**



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



NOT YOUR BABY

A SEXUAL HARASSMENT RESPONSE GENERATOR

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.



Done

Suggest a Response



Response
Generator



Suggest a
Response



More Info



Discreet Mode

NOT YOUR BABY

A SEXUAL HARASSMENT RESPONSE GENERATOR

More Information

About this app >

Factoids and more info >

How to support a friend >

Personal stories >

Sexual Harassment FAQs >

Resources >



Response
Generator



Suggest a
Response



More Info



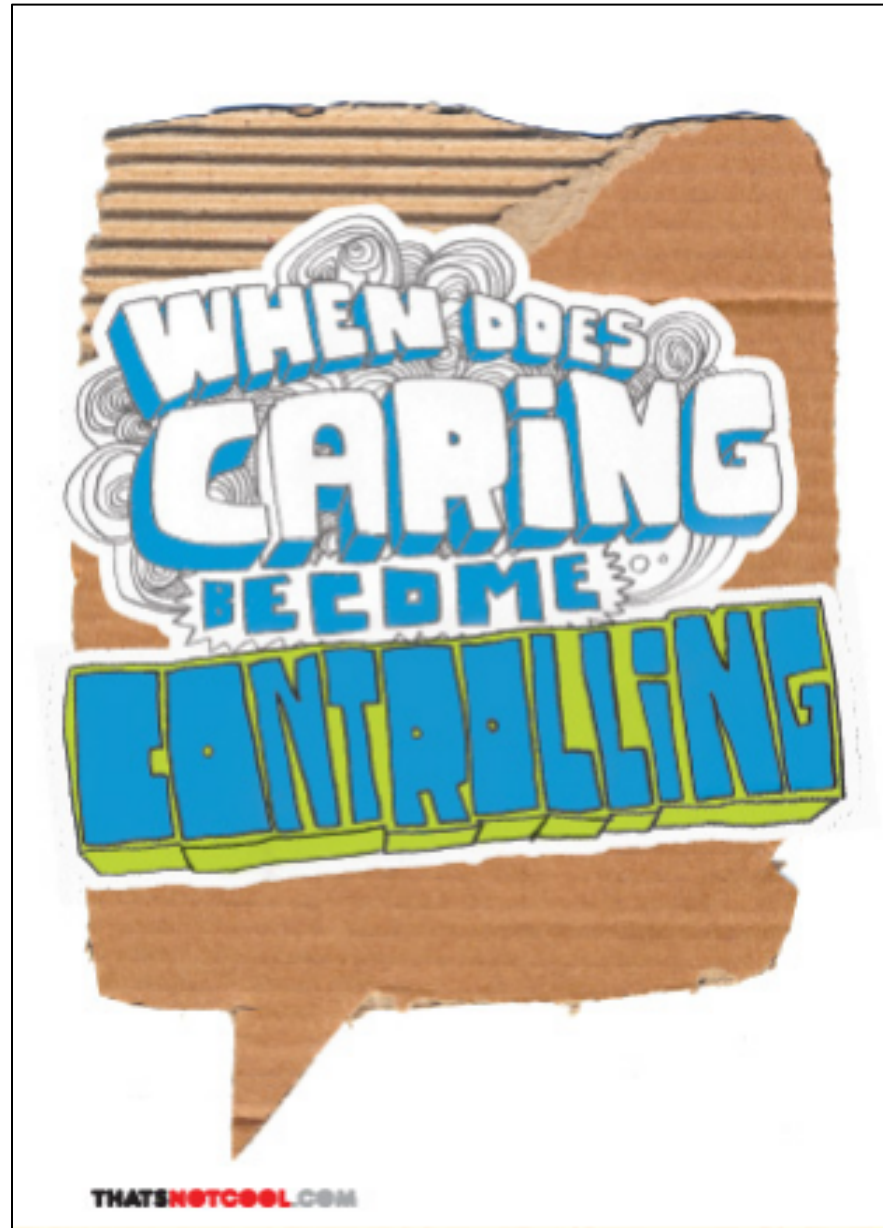
Discreet Mode



THAT'S NOT COOL (.COM)

*With great power comes great
responsibility*

THE QUESTION:



TEXTUAL HARASSMENT



PRIVACY PROBLEMS



PIC PRESSURE, CELL PHONE TROUBLE, & RUMORS

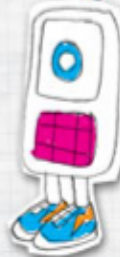
**WHEN YOU
PRESSURE
ME FOR
NUDE PICS,
I THROW UP
IN MY
MOUTH
A LITTLE.**

THATSHOTCOOL.COM



**YOU STOLE
MY HEART.
NOW YOU
STEAL MY
CELL PHONE
MINUTES?**

THATSHOTCOOL.COM



**THANKS FOR
THE LIES YOU
POSTED ON MY
PROFILE PAGE.
FRIENDS ARE
OVERRATED
ANYWAYS.**

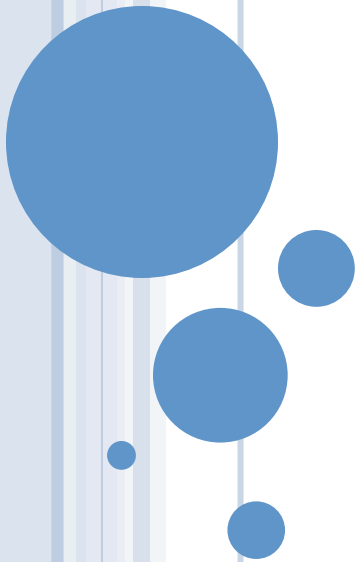
THATSHOTCOOL.COM



CONSTANT MESSAGING



LOVE IS NOT ABUSE



LOVE IS NOT ABUSE

Since 1991 Liz Claiborne Inc. has been working to end domestic violence. Through its Love Is Not Abuse program, the company provides information and tools that men, women, children, teens and corporate executives can use to learn more about the issue and find out how they can help end this epidemic.

[Get Involved](#)[Media Center](#)[Get Help](#)[Print](#)[HOME](#)[FACTS ON ABUSE](#)[THE WARNING SIGNS](#)[EDUCATIONAL TOOLS](#)[IN THE NEWS](#)

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.

LOVE IS NOT ABUSE

Our new College Edition Dating Violence & Abuse Prevention Curriculum is here!
Request a free electronic copy »

JOIN THE LOVE IS NOT ABUSE COALITION

A Grassroots Coalition Encouraging Dating Abuse Education In Schools
[Learn More »](#)

LATEST TWEET: #FF @OliviaFan1_95 @oscarwriter1959 @mskalyn @BlogHer @KidsHealth @DrMelanieG

[+ Follow](#)

<http://youtu.be/bhGFpuAtOLO>

JABSOM MEDICAL APPS

Library Information

Library Services

Quick links

PubMed MEDLINE
Voyager Library Catalog
AccessMedicine
MD Consult/FIRST Consult
Medscape
STAT!Ref
More Databases
E-Journals
E-Books
JBOWS

Information for...

Medical Students
Public Health Students
Faculty
Consumer Health

Subject Guides

HSLib Site Search

Staff Restricted

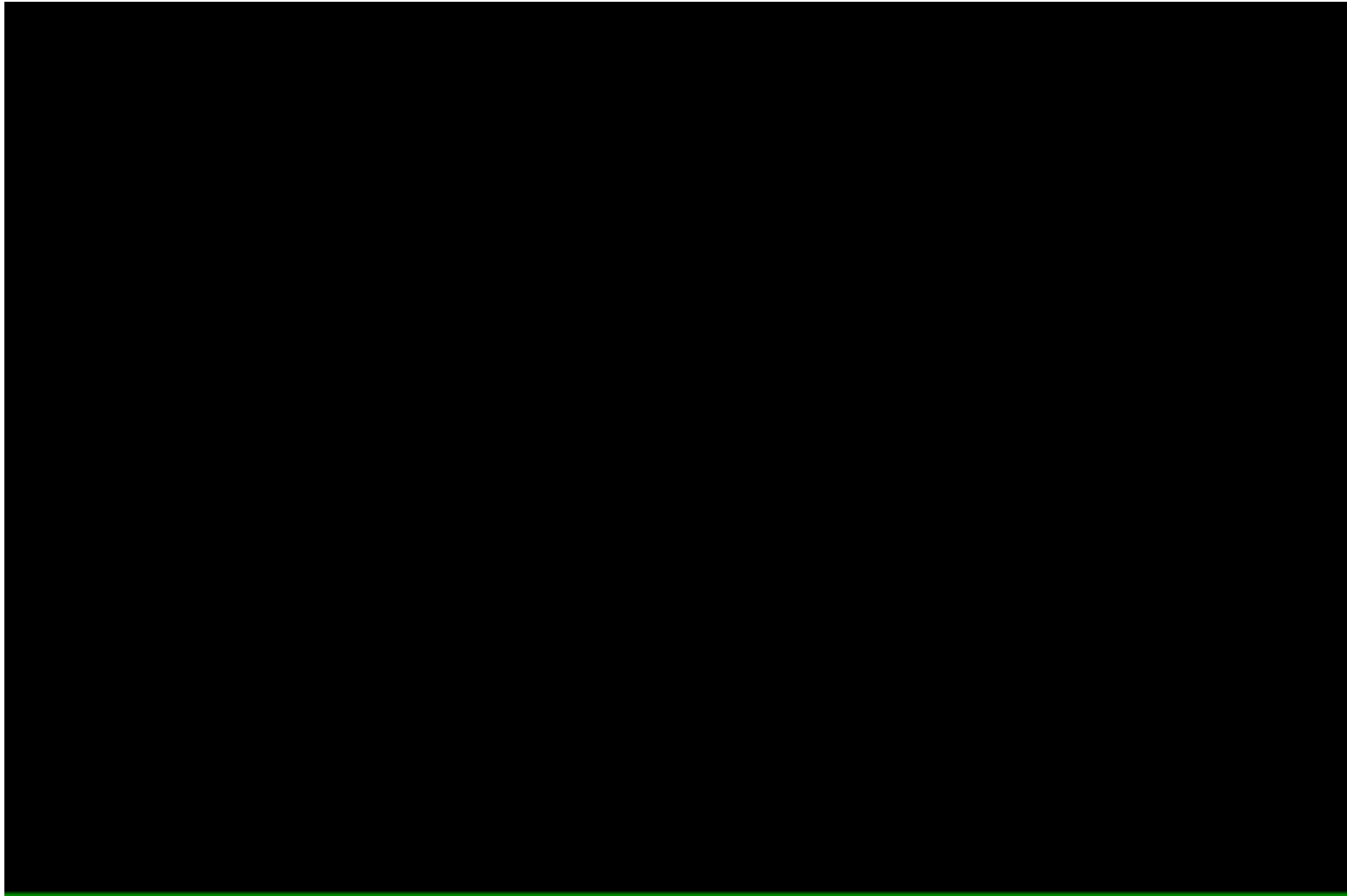
iPhone Medical Apps

[Anatomy](#) | [Bioterrorism](#) | [Calculators](#) |
[Cardiology](#) | [Clinical Tools](#) | [Coding and Classification](#) | [Databases](#) | [Drug Information](#) | [Eye Care](#) | [Lab Tests](#) |
[Mental Health](#) | [Nursing](#) | [Pediatrics](#) |
[Study Guides](#) | [Terms and Definitions](#)

Anatomy

Resources	Cost	Description
AnatomyLab	\$9.99	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.
Anatomy Pronunciations	Free	Accurate pronunciation of important anatomy terms.
AnatomyQuiz	\$0.99	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.
Gray's Anatomy- Standard Edition		Contains the complete collection of 1,247 illustrations with

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



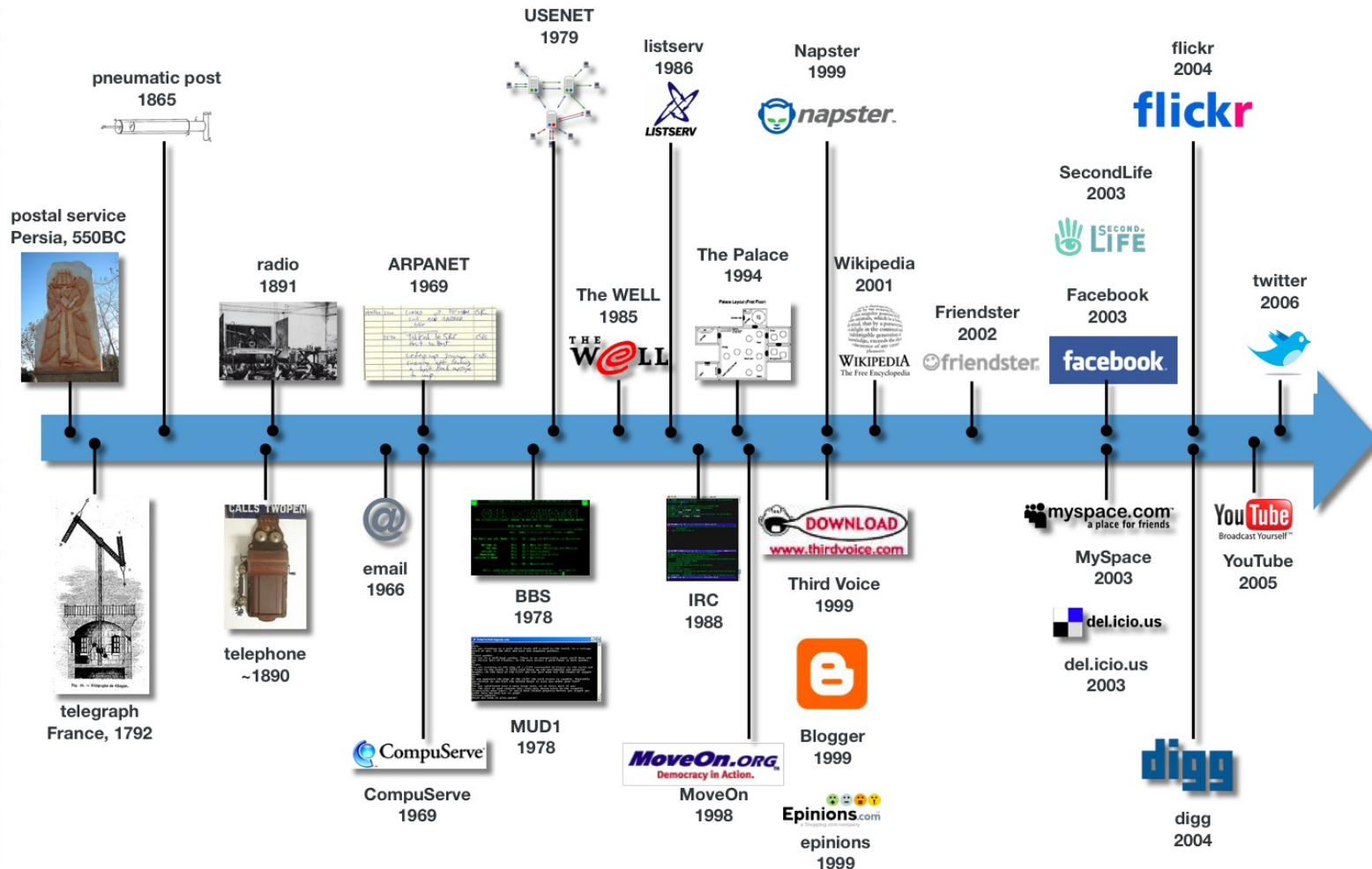
A decorative graphic on the left side of the slide. It features a series of vertical stripes in various shades of blue and white. Overlaid on these stripes are several circles of different sizes, also in shades of blue, arranged in a vertical, slightly staggered pattern.

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"



DISCUSSION QUESTIONS

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

- Arizona Commission for the Deaf and Hard of Hearing (2011). Retrieved October 10, 2011 on Facebook: <https://www.facebook.com/AzCDHH>
- Ashley Dorr (2011). Retrieved October 10, 2011 from Facebook: <https://www.facebook.com/profile.php?id=1216047049>
- Barnett, S., McKee M., Smith, S.R., Pearson, T.A. (2011). Deaf sign language users, health inequities, and public health. *Preventing Chronic Disease*, 8 (2). Retrieved from October 10, 2010 from http://www.cdc.gov/pcd/2011/mar/10_0065.htm.
- Become a volunteer (2011). Retrieved October 10, 2011 from Facebook: <https://www.facebook.com/hawaiiimethproject>
- Glossary of Terms (2011). Retrieved October 19, 2011 from 10 Tactics: <http://www.informationactivism.org/glossary>
- Kontos, E.Z., Emmons, K.M., Puleo, E., Viswanath, K. (2010). Communication Inequalities and Public Health Implications of Adult Social Networking Site Use in the United States. *Journal of Health Communication*, 15 (Suppl 3): 216-235. doi: 10.1080/10810730.2010.522689.



REFERENCES

- Park, H., Rodgers, S., & Stemmle, J. (2011). Health Organizations' Use of Facebook for Health Advertising and Promotion. *Journal of Interactive Advertising*, 12, 62-77.
- Statistics (2011). Retrieved from Facebook on October 10, 2011 from Facebook: <https://www.facebook.com/press/info.php?statistics>
- Talk It Out (2011). Retrieved on October 10, 2011 from : <http://www.thatshotcool.com/TalkItOutForum.aspx?forumID=QJoDqot5KAs>
- The Health Communication's Social Media Tool Kit (2011). Retrieved October 10, 2011 from The Center for Disease Control (CDC):
 - http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.PDF
- That's Not Cool.com (2011). Retrieved October 10, 2011 from Facebook: <https://www.facebook.com/ThatsNotCool>
- The X Factor TM (2011). Retrieved on October 10, 2010 from Facebook: <https://www.facebook.com/pepsi>
- Health (2011). Retrieved on October 10, 2011 from the Environmental Defense Fund: <http://www.edf.org/health>



REFERENCES

- <http://aarbeewebsolutions.com/web-solutions/web-internet-marketing/>
- <http://www.adcouncil.org/>
- <http://www.adcouncil.org/Our-Work/Current-Work/Family-Community/Hunger-Prevention>
- <http://www.adcouncil.org/Our-Work/Current-Work/Health/Food-Safety-Education>
- <http://www.prettythin.com/>
- <http://thegirleffect.org/question>
- New Media Cases in Cases in Public Health Communication & Marketing: The Promise and Potential, (2011). Retrieved from: http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume2/editorial/cases_2_02.cfm
- Rutledge, K. & Fuller, A. S., The Skinny on Pro-Anorexic Web Sites , *Drury University*, (2010). Retrieved from: <http://www.drury.edu/multinl/story.cfm?ID=8107&NLID=224>



REFERENCES

- <http://hslib.jabsom.hawaii.edu/subjguides/iPhoneapps.html>
- <http://www.cdc.gov/features/PregnancyHealthTips/>
- <http://www.thatshotcool.com/CalloutCards.aspx>
- <http://loveisnotabuse.com/web/guest;jsessionid=98033E6F0A0A3B1F7586CCA209B3BBA8>



REFERENCES

- Vrioni A. B. 2001. Corporate social responsibility and cause-related marketing: an overview. *International Journal of Advertising*. 20,pp 207-222.
- Irwin R. L., Lachowetz T., Cornwell T. B., Clark J. S. 2003. Cause-related sport sponsorship: An assessment of spectator beliefs, attitudes, and behavioral intentions. *Sport Marketing Quarterly*. V12-3.131-139.
- Bloom P.N., Hoeffler S., Keller K. L., Meza C. E. B. 2006. How social-cause marketing affects consumer perceptions. *MIT Sloan Management review*. Vol 47 No2.
- Hammond D., Fong G. T., Borland R., Cummings K. M. 2011. Effectiveness of cigarette warning labels in informing smokers about the risks of smoking: finding from the international tobacco control four country survey. *Tobacco Control*.
- Wilkinson C., Room R. 2009. Warnings on alcohol containers and advertisements: International experience and evidence on effects. *Drug and Alcohol Review*, 28,426-435.



REFERENCES

- Berger, E. (2009). This sentence would fit on Twitter: Emergency physicians are learning to “Tweet.” *Annals of Emergency Medicine*, 54, A23-A25.
- Center for Disease Control (2011). Social media guidelines and best practices: CDC Twitter Profiles. Retrieved from <http://www.cdc.gov/socialmedia/tools/guidelines/pdf/twitterguidelines.pdf>
- Lane, S. H., & Twaddell, J. W. (2010). Should social media be used to communicate with patients? *Second Opinion*, 35, 6-7.
- Smith, A. (2011). Twitter Update 2011. *Pew Internet & American Life Project*. Retrieved from: <http://www.pewinternet.org/Reports/2011/Twitter-Update-2011/Main-Report.aspx>
- Scanfeld, D., Scanfeld, V., Larson, E. L. (2010). Dissemination of health information through social networks: Twitter and antibiotics. *American Journal of Infection Control*, 38, 182-188.
- Twitter (2012). About Twitter. Retrieved from: <http://Twitter.com/about>.
- Vance, K., Howe, W., Dellavalle, R. (2009). Social internet sites as a source of public health information. *Dermatologic Clinics*, 27, 133-136.
- Winston, E. R., Medlin, B. D., Romaniello, B. A. (2012). An e-patient’s End-user community (EUCY): The value added of social network applications. *Computers in Human Behavior*, 28, 951-957.





Thank you!

Zi Fu
Tamara Smith
Meghan McGurk
Kris Bifulco
Ivan Chik

