

Activating your Health Equity Practice Through Social Media

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TechBar*

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National Collaborating Centre
for Determinants of Health

Centre de collaboration nationale
des déterminants de la santé

National Collaborating Centre for Determinants of Health

Our focus: Social determinants of health & health equity

Our audience: Public health practitioners, decision makers, & researchers

Our work: Translate & share evidence to influence work on the social determinants & health equity





NATIONAL COLLABORATING CENTRE
FOR ABORIGINAL HEALTH

CENTRE DE COLLABORATION NATIONALE
DE LA SANTÉ AUTOCHTONE

Prince George, B.C. | www.nccah.ca



National Collaborating Centre
for Infectious Diseases

Centre de collaboration nationale
des maladies infectieuses


Winnipeg, MB | www.nccid.ca



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for Determinants of Health

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Antigonish, N.S. | www.nccdh.ca



National Collaborating Centres
for Public Health

Centres de collaboration nationale
en santé publique



National Collaborating Centre
for Environmental Health

Centre de collaboration nationale
en santé environnementale

Vancouver, B.C. | www.ncceh.ca



National Collaborating Centre
for Methods and Tools

Centre de collaboration nationale
des méthodes et outils

Hamilton, ON | www.nccmt.ca



Centre de collaboration nationale
sur les politiques publiques et la santé

National Collaborating Centre
for Healthy Public Policy

Montréal-Québec, QC | www.ncchpp.ca

BACKGROUND

- Proliferation of social media tools
- Growing interest in social media use in public health
- Limited knowledge of actual social media practice at the individual level



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OBJECTIVES

- Describe how social media is used in public health
- Identify how to develop stronger connections with colleagues and partners to advance health equity
- Identify opportunities to maximize your social media presence, knowledge translation and health equity action



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“Social media represents a simultaneous return to the roots of health promotion and a paradigm shift in health communications. Social media tools may enhance public health efforts to engage the public, collaborate across sectors, and exert influence.”



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**PUBLIC
HEALTH
SPEAKS**

WHAT IS SOCIAL MEDIA, AND HOW CAN IT SUPPORT KNOWLEDGE EXCHANGE KNOWLEDGE ON THE SOCIAL DETERMINANTS OF HEALTH?

“Social media represents a simultaneous return to the roots of health promotion and a paradigm shift in health communications. Social media tools may enhance public health efforts to engage the public, collaborate across sectors, and exert influence.”

[\[http://nccdh.ca/blog/entry/SDH-social-media-blog3\]](http://nccdh.ca/blog/entry/SDH-social-media-blog3)

The National Collaborating Centre for Determinants of Health hosted an online conversation in Health Equity Clicks online community (www.nccdh.ca/community) to explore how organizations are using social media to exchange knowledge related to the social determinants of health (SDOH) and health equity.

The conversation took place in November 2013, and was moderated by Pemma Muzumdar, Knowledge Broker, and guest contributor Cameron Norman.



PENMA MUZUMDAR
Knowledge Broker
National Collaborating Centre for
Determinants of Health



CAMERON NORMAN
Principal, CENSE Research + Design
Senior Research, Ivey International Centre
for Health Innovation, Western University

<http://nccdh.ca/resources/entry/public-health-speaks-what-is-social-media-and-how-can-it-support-knowledge>

PUBLIC HEALTH AND DIGITAL TECHNOLOGY

Online surveys in 2012 and 2016 to explore

- Competency: knowledge, values & attitudes towards social media
- Use of social media:
 - Platforms used
 - Motivation
 - Knowledge exchange
 - Action on social determinants of health and health equity

PUBLIC HEALTH USE OF DIGITAL TECHNOLOGY
TO ADVANCE HEALTH EQUITY



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<http://nccdh.ca/resources/entry/public-health-use-of-digital-technology-to-advance-health-equity>

IMPLICATIONS

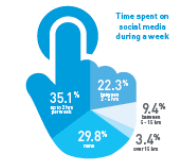
- Room to increase knowledge and capacity for social media use
- Important to pay attention to specific platforms
- Opportunity to adopt more visual based social media tools
- Clarify, align and promote organizational policies and strategies



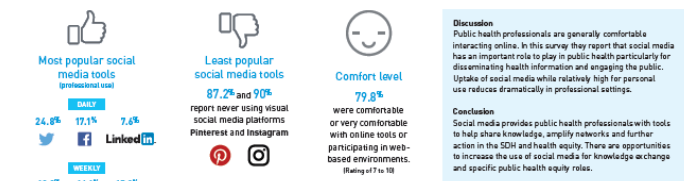
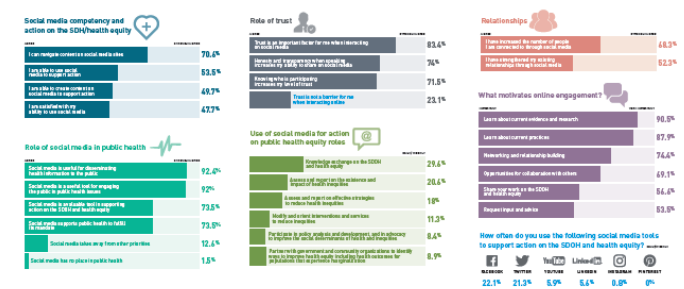
Introduction
Social media tools can enhance public health efforts to engage the public, collaborate across sectors, and exert influence. The growth of social media presents opportunities for public health to equitably and creatively exchange knowledge on the SDH and health equity. While the use of social media is generally high across Canada, knowledge on its use within public health is sparse.

Method
An online survey was conducted from January 18 to February 10, 2016 to assess use of digital technology including social media and online communities for knowledge exchange and action on the social determinants of health and health equity.

Findings
A total of 267 people completed the survey with 76% of respondents working in public health in Canada. The majority of respondents were female (82%), used English as their primary language at work (92%), and/or two-thirds held a post-graduate degree (Masters, MD or PhD). Participants represented a broad spectrum of disciplines and roles ranging from health promoters, public health nurses, epidemiologists, project/program managers, Medical Officers of Health, social workers, researchers and policy analysts/advisors.



MAKING CONNECTIONS AND SHARING KNOWLEDGE ON THE SOCIAL DETERMINANTS OF HEALTH THROUGH SOCIAL MEDIA A SURVEY OF PUBLIC HEALTH PROFESSIONALS



www.nccdh.ca
Tweet us @NCCDH_CCNDH

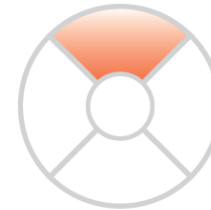
<http://nccdh.ca/resources/entry/public-health-use-of-digital-technology-to-advance-health-equity>



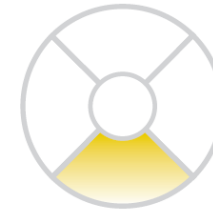
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Centre de collaboration nationale des déterminants de la santé

IMPLICATIONS

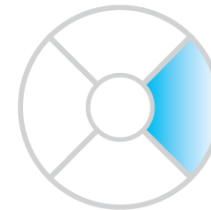
- Integrate social media into existing action on health equity: reporting, intervention, advocacy, engagement etc.
- Use social media to build relationships, access and use knowledge
- Evaluation needed (flexible and iterative)



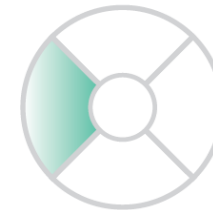
ASSESS AND REPORT
Assess and report on a) the existence and impact of health inequities, and b) effective strategies to reduce these inequities.



PARTNER WITH OTHER SECTORS
Partner with other government and community organizations to identify ways to improve health outcomes for populations that experience marginalization.



MODIFY AND ORIENT INTERVENTIONS
Modify and orient interventions and services to reduce inequities, with an understanding of the unique needs of populations that experience marginalization.



PARTICIPATE IN POLICY DEVELOPMENT
Lead, support and participate with other organizations in policy analysis and development, and in advocacy for improvement in health determinants and inequities.

<http://nccdh.ca/resources/entry/lets-talk-public-health-roles>



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Relationship building and knowledge mobilization

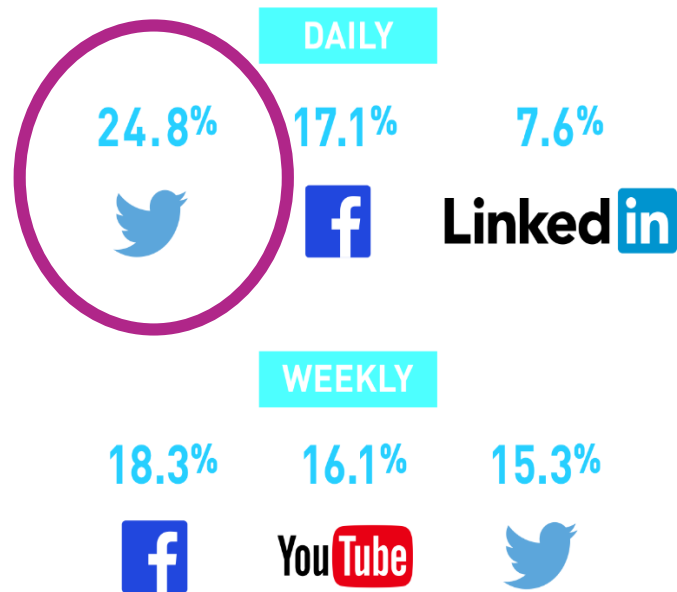


Most popular social media tools
(professional use)



Least popular social media tools

87.2% and 90% report never using visual social media platforms **Pinterest** and **Instagram**



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What motivates online engagement?



Resource Sharing

Use #hashtags to share and find relevant resources and information



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Twitter: www.twitter.com

Engaging in #advocacy and policy change

#cdnpoli #cdnhealth

Upstream @UpstreamAction · Jun 11
Mandatory #PaidSickDays are an opportunity to raise the floor of basic #CdnHealth that everyone deserves.

ow.ly/tegd30cuRxl #SDOH



This woman worked while concussed due to no sick pay, but the pr...
Some three million workers in Ontario have no right to any paid sick days, but that could soon change if the Wynne government reforms the

cbc.ca



GENERATION squeeze

Tweets 6,220 Following 1,619 Followers 4,865 Likes 2,254

Generation Squeeze
@GenSqueeze

We believe in a Canada that works for all generations. Advocating for affordable housing, childcare, education and good jobs.

Tweets Tweets & replies Media

Generation Squeeze Retweeted
Paul Nazareth @UinvitedU · 20h
The perfect #Toronto housing metaphor eh @mattgallowaycbc ?
Young families squeezed into starter condos in the sky.

Who to follow · Refresh · View all

- Global Health Sim** @glob...
Follow
- Metcalf Foundation** @m...
Follow

Learn more about Gen Squeeze: Learning from Practice: Advocacy for health equity - Generation Squeeze
<http://nccdh.ca/resources/entry/learning-from-practice-advocacy-for-health-equity-generation-squeeze>



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Finding who to follow

#SDOH healthcare social media hashtag

What is #SDOH?

- Social Determinants of Health
- societal risk conditions

#SDOH is a healthcare hashtag

Related

- #publichealth
- #mch
- #healthequity



The influencers of #SDOH

Top 10 by Mentions

- @brianrahmer 251
- @picardonhealth 115
- @couragesings 58
- @mandipro 55

Top 10 by Tweets

- @brianrahmer 361
- @crane_institute 170
- @delawareheal 25
- @carolynshimmin 24

Latest



The influencers of #healthequity

Top 10 by Mentions

- @rwjf 79
- @ucsf 30
- @drdwayneproctor 29
- @health_affairs 26
- @equitylist 25
- @phidotorg 23
- @bhpnetwork 20
- @policylink 18
- @saludtoday 17
- @washingtonpost 16

Top 10 by Tweets

- @pm_alberti 18
- @bhpnetwork 14
- @phidotorg 14
- @tony_pharmd 12
- @tyboyea 12
- @tpurnell1908 7
- @commonhealthact 6
- @crane_institute 6
- @uschalliance 6
- @healthequityjrl 6



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Influencers of #healthequity and #sdoh at www.symplur.ca
June 18 2017

Network building Follow Fridays #FF



NCCDH_CCNDS

Mar 01, 5:03pm via HootSuite

Qui suivre? @AndrewDPinto
@MalikaHSharma @s_scale
@@alisonstirling @michaelshapcott
@LoriKleinsmith #FF #sdoh #healthequity?



NCCDH_CCNDS

Mar 01, 5:03pm via HootSuite

Interested in #sdoh #healthequity? Follow
@AndrewDPinto @MalikaHSharma
@s_scale @@alisonstirling
@michaelshapcott @LoriKleinsmith #FF



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Organize and participate in Tweetchats

Saturday Jun 17th

9:00AM	#HealthXPh	emerging technology in Philippine healthcare, healthcare professionals
12:30AM	#SBhmp	Health regulation, Healthcare Business, Healthcare Business Models

Sunday Jun 18th

6:00AM	#hcsmanz	Australia, healthcare social media, New Zealand
3:00PM	#PHTwitJC	public health, Twitter Journal Club
4:00PM	#autchat	asd, Autism, autism spectrum disorders, neurodivergence, neurodiversity
4:00PM	#bpdchat	Borderline Personality Disorder
9:00PM	#hscsm	healthcare social media
10:00PM	#SPSM	mentalhealth, Prevention, suicide, Suicide Prevention

Find relevant tweetchat: Symplur
<https://www.symplur.com/healthcare-hashtags/tweet-chats/>

Follow multiple conversations

The screenshot displays the Hootsuite dashboard with three active streams:

- Mentions (NCCDH_CCNDS):** Contains tweets from NCCDH_CCNDS, Ask_Pemma, xCoreyDx, and TodayisBananas, all mentioning @Ask_Pemma and @TodayisBananas.
- #sdoh (Search (NCCDH_CCNDS)):** Contains tweets from RoopaDhatt, ed4socialchange, Ask_Pemma, and another Ask_Pemma tweet, discussing inter-professional skills and social media exchange.
- #healthequity (Search (NCCDH_CCNDS)):** Contains tweets from Ask_Pemma, MOHealthEquity (two tweets), and cdnorman, discussing health equity, hospital care, and social media for health promotion.



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Manage multiple accounts + analytics
Hootsuite.com

Creating and curating conversations

Storify by livefyre

Hannah Moffatt @HannahMoffatt
Karin is describing the PHRS learning together project. Findings summarized online @NCCDH_CCNDS [nccdh.ca/resources/entr...](#) #tophc2013 #sdoh
10:07 AM - 5 Apr 2013

Population Health Status Reporting: The Learning Together Series | National Collaborating Centre for Determinants of Health
Our focus is on the social and economic factors that influence the health of Canadians. We translate and share evidence with public health...
NCCDH

Sume Ndumbe-Eyoh @sumeeyoh
'Frames are mutually supportive' totally agree with Dr. Lamptey @equitysdhu #TOPHC2013 #healthequity #sdoh
10:08 AM - 5 Apr 2013

Pemba Muzumdar @Ask_Pemba
Nice thought from audience member "really a question of finding your 'not-clients' and figuring out how to reach them - #sdoh #TOPHC2013
10:33 AM - 5 Apr 2013



NCCDH | CCNDS @NCCDH_CCNDS

⚡ "Racism in society plenary" highlights #PublicHealth17 #sdoh #healthequity #cdnpoli

Racism in society plenary
NCCDH | CCNDS @NCCDH_CCNDS
This plenary at Public Health 2017 continued the dynamic conversation from the plenary on Health Equity, Social Justice and the Racialization of Canadian Society at Public Health 2016, motivating...

Retweets 3 Like 1

11:54 AM - 12 Jun 2017



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Storify www.storify.com

Twitter moments

Creating shareable video content



TheNCCDH posted 1 month ago

Une série de vidéos sur l'intégration de l'équité en santé dans les rapports sur l'état de santé des populations



Intégrer l'équité en santé dans les rapports

- 1) Le rôle de la santé publique (5:02)

[View full playlist \(4 videos\)](#)



TheNCCDH uploaded and posted 1 month ago

A series of videos about integrating health equity into population health status reports



1) The role of public health

123 views

Title: Integrating health equity into population health status reporting - The role of public health
Increasingly, population health status reports are key evidence in the creation



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www.youtube.com/thenccdh

THANK YOU

- Who do you interact with on social media?
- Why do you engage on social media?
- Which hashtags do you use most on Twitter?



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RESOURCES

- A nurses's guide to twitter: <http://www.ausmed.com.au/twitter-for-nurses>
- Social media in Public Health:
http://www.ncchpp.ca/181/Publications.ccnpps?id_article=1371
- Social Media Toolkit for Ontario Public Health Units:
<http://www.publichealthontario.ca/en/ServicesAndTools/Documents/LDCP/Social-toolkit-public-health-web-final.pdf>
- The Health Communicator's Social Media Toolkit:
https://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf
- Sample organizational social media policy: North Bay District Parry Sound District Health Unit <http://www.myhealthunit.ca/en/resources/BOH-Policies/B-P-010---Social-Media.pdf>



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NURSING RESOURCES

- College of Nurses of Ontario
Social Media: Reflect Before You Post: <http://www.cno.org/en/learn-about-standards-guidelines/educational-tools/webcasts/social-media-reflect-before-you-post/>
- International Nurse Regulator Collaborative
Social Media Use: Common Expectations for Nurses
<http://www.cno.org/globalassets/docs/prac/incr-social-media-use-common-expectations-for-nurses.pdf>
- Registered Nurses of Ontario
Social Media Guidelines for Nurses: <http://rnao.ca/news/socialmediaguideline>



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PUBLIC HEALTH USE OF DIGITAL TECHNOLOGY TO ADVANCE HEALTH EQUITY



<http://nccdh.ca/resources/entry/public-health-use-of-digital-technology-to-advance-health-equity>

SELECTED FINDINGS



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General comfort level and time spent on social media

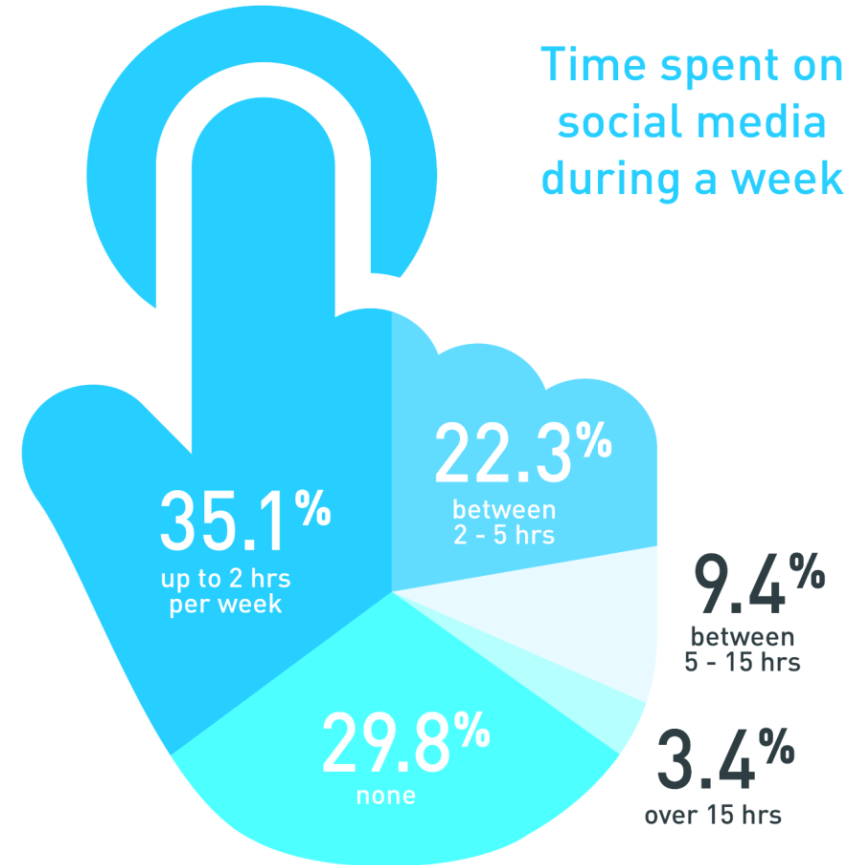


Comfort level

79.8%

were comfortable or very comfortable with online tools or participating in web-based environments.

(Rating of 7 to 10)



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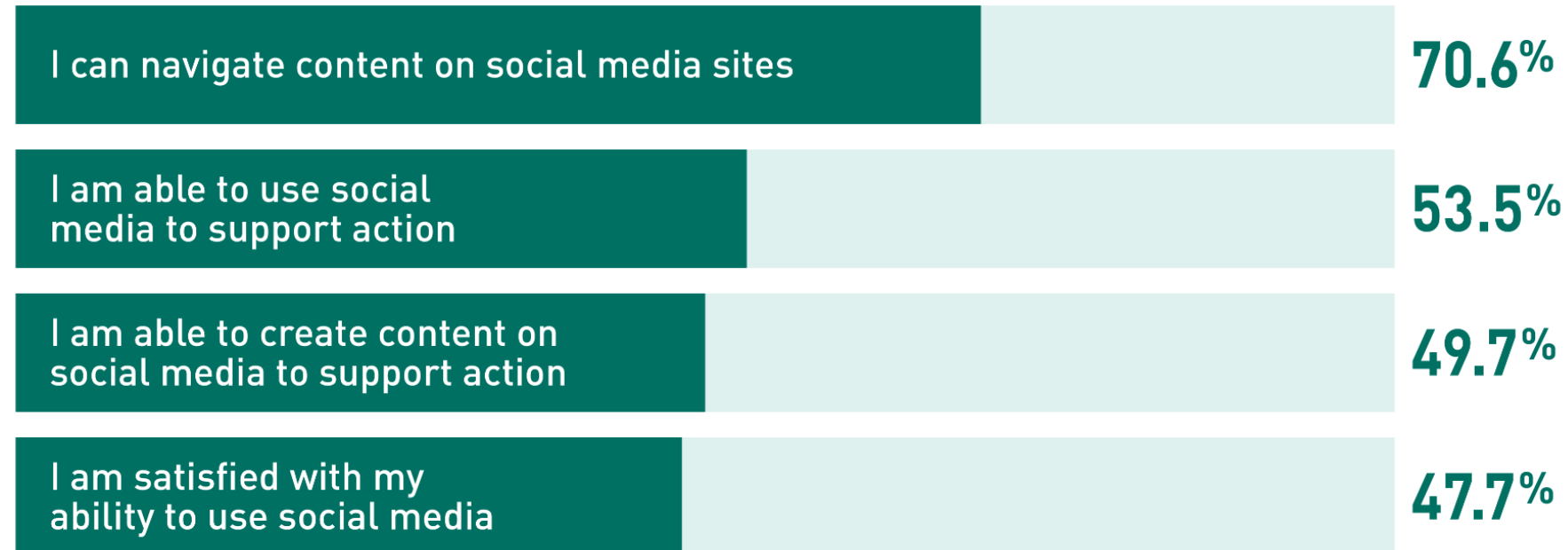
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Social media competency and action on the SDH/health equity



AGREE

STRONGLY AGREE



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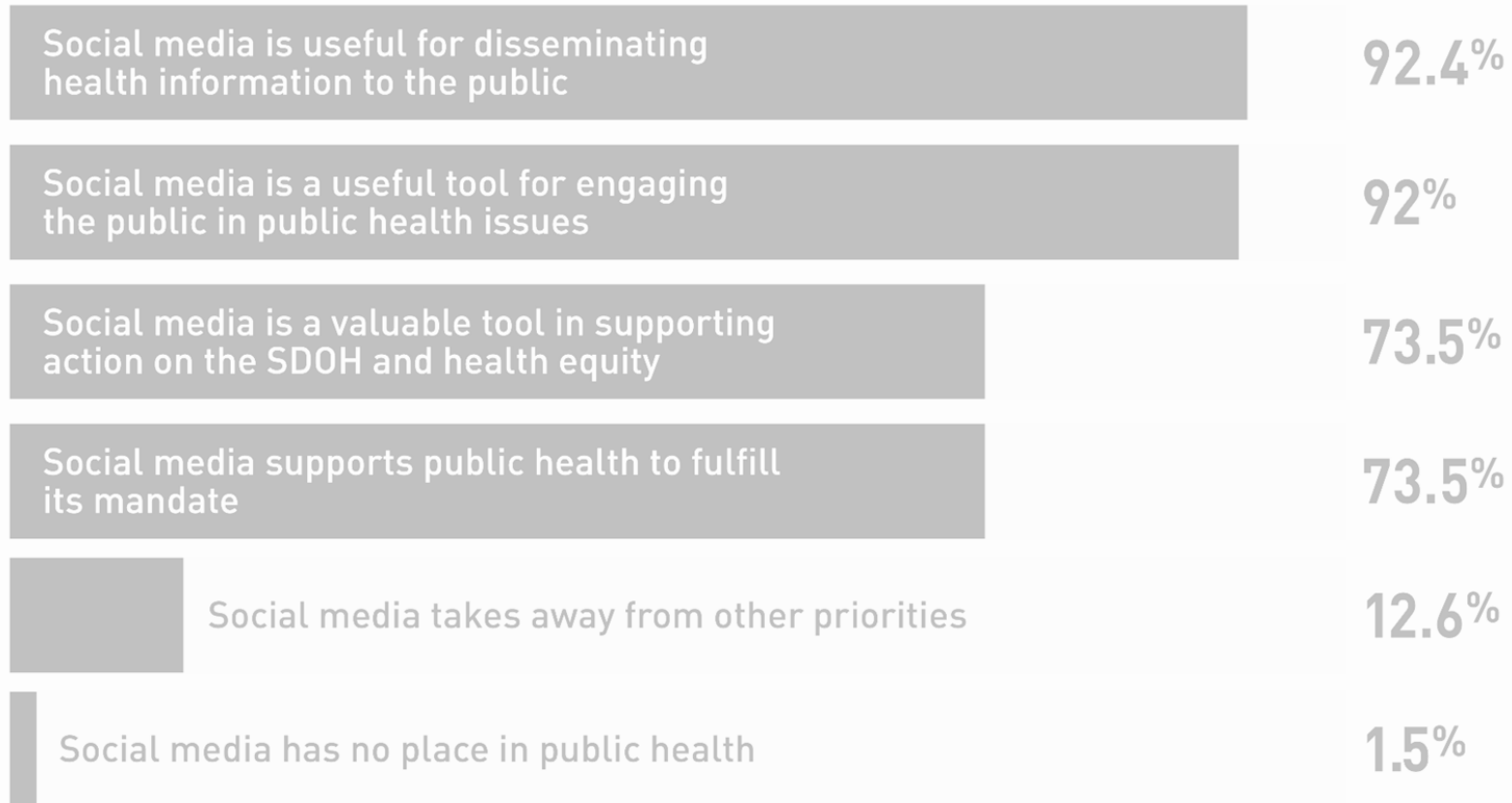
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Role of social media in public health



AGREE

STRONGLY AGREE



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Relationships



AGREE

STRONGLY AGREE

I have increased the number of people
I am connected to through social media

68.3%

I have strengthened my existing
relationships through social media

52.3%



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What motivates online engagement?



IMPORTANT

VERY IMPORTANT



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FREQUENCY OF ONLINE BEHAVIOURS

Daily/weekly

Browse through available information	74.5%
Share resources with others	50.6%
Create content for others to access/comment on	31.3%
Submit a comment or provide feedback	30.1%
Contact other members	20.1%
Manage or moderate discussions	12%



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Use of social media for action on public health equity roles



DAILY / WEEKLY



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KNOWLEDGE USE



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CONTACT US

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www.nccdh.ca and www.ccnds.ca



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