

# New and Social Media for Health Promotion

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# Learning Objectives

- Defining new and social media
- Understanding how new and social media are being used within the healthcare field
- Identify opportunities for NASA to use new and social media within the organization for employee wellness

# New media

- Interactive
- Creative participation & community formation around the media content
- Democratization of the creation, publishing, distribution, and consumption of media content

# Social media

facebook Search Home Profile Account

**NASA: 2Explore** Like  
Government Organization · Washington, District of Columbia



**You and NASA: 2Explore**  
Nathan S. Greenburg likes this.

**Friends' Events** See All

- Club Starz TEEN FOAM PARTY**  
Tomorrow, July 11  
RSVP: Yes · No · Maybe
- 26th Annual Seafair Indian Days Po...**  
Saturday, July 16  
RSVP: Yes · No · Maybe

**Friends' Photo Albums** Show More

- London Andrew Greenburg**  
by Nathan S. Greenburg

**Wall** NASA: 2Explore · Top Posts

**NASA: 2Explore** ReelNASA Video  
**Shuttle Showcase: STS-134**  
Shuttle Showcase: STS-134 After 25 flights and over 120 million miles of travel in service to the nation and to the world, It was time for Endeavour to come home for the final time. From: ReelNASA Views: 30 2 ratingsTime: 01:07 More in Science & Technology  
26 minutes ago via twitterfeed

**59 people like this.**

- Bambino Silva Priceless!!**  
22 minutes ago
- Luna Elizabeth ultimo vuelo.....flasheante estar ahi...**  
21 minutes ago
- Don Willis wish i could fly 1 of those**  
16 minutes ago

**NASA: 2Explore** ReelNASA Video  
**Atlantis Docks to Station**

**170,387** people like this

**Likes**  
International Space Station

Chat

# Twitter

twitter  NASA  Home Profile Messages Who To Follow   vbbjernigan

[← Back to Home](#) [+ Save this search](#) close ×

## Results for NASA

Tweets · **Top**

23 new tweets

 **NASA** NASA  
Three Canadian robotic wizards linked together - shuttle arm has grabbed the Orbiter Boom Sensor System, still attached to the station arm  
46 minutes ago

 **barbeelew** barb lewis  
If I ran **NASA**, it wld be mandatory for the ground crew at Edwards Air Force Base to be dressed as apes when the space shuttle Atlantis lands  
1 hour ago

 **NASA\_Johnson** Johnson Space Center  
619 **@NASA** followers registered for STS-135 mission **#nasatweetup** at JSC. Thanks! Check your email. Notices to registrants went out July 5.  
1 hour ago

 **NASA** NASA  
Robotic arms are at work in space. The station Canadarm2 is grabbing Atlantis' Orbiter Boom Sensor System & will hand it to

 **NASA**   
**@NASA** [view full profile →](#)

*News from NASA. | We typically post in Eastern Time (ET). To convert to UT/GMT, add 5 hours (4 hours during Daylight Saving Time).*  
<http://www.nasa.gov>

**15,410** Tweets | **139** Following | **1,227,299** Followers | **38,945** Listed

[+ Follow](#) 

### Recent Tweets

 **NASA** NASA  
**@ambroseq** Here is information on the Transoceanic Abort Landing (TAL) sites:  
[1.usa.gov/kDaStz](http://1.usa.gov/kDaStz) & [1.usa.gov/f3nj97](http://1.usa.gov/f3nj97)  
40 minutes ago

 **NASA** NASA  
**@gegaard @astro\_sandy** We let the Flight Director and Capcom in Mission Control know - they will make sure the Sandy & crew know!  
44 minutes ago

# Transmedia

THE WAITING ROOM

One hospital. Hundreds of stories.

Home Emotions Issues Photos ABOUT SUBSCRIBE CONTACT

Watch Over Me  
"I love being a housekeeping worker because I stay on my feet and I like that."

People in the waiting room are talking about...  
economy poverty access to care taking action chronic disease

People in the waiting room are feeling...  
fear courage faith hope frustration grief

STAY CONNECTED: FOLLOW ON twitter BECOME A FAN ON facebook SEE PHOTOS ON flickr SUBSCRIBE TO THE RSS FEED

COMMUNITY STORIES MAP

Enlarge Map

POWERED BY Google

Map data ©2011 Google, INEGI

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

<http://www.kcet.org/socal/departures/>

Hungry For Change

FOOD, INC. ABOUT THE ISSUES TAKE ACTION BLOG MULTIMEDIA ALLIANCES READING LIST

You'll never look at dinner the same way

Academy Award® Nominee Best Documentary Feature

WATCH THE TRAILER »

Food, Inc. Available now on Blu-ray™ and DVD BUY NOW >>

Join the Movement Keep the conversation going on Facebook. "Like" Us >>

FOOD, INC.

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

# Internet use in the US\*

- 79% of American adults said they used the internet
- Use of social networking sites (SNS) doubled since 2008-59% of internet users say they use at least one of SNS
- The average age of adult SNS users has shifted from 33 in 2008 to 38 in 2010
- 61% of US adults search the Internet specifically for health information

# Growing trend-Internet-based health education & health promotion

- U.S. Hospitals that use Social Networking tools (as of May 2011)
  - 965 Hospitals total
  - 486 YouTube Channels
  - 777 Facebook pages
  - 714 Twitter Accounts
  - 469 LinkedIn Accounts
  - 723 Four Square
  - 120 Blogs
  - 3,289 Hospital Social Networking Sites

# Use of new and social media by health care organizations

**MAYO CLINIC** Mayo Clinic Center for Social Media

Home About » Network Events Services »

PREVIOUS POSTS

## Mayo Clinic launches social network to connect global Mayo Clinic community

July 5th, 2011 - 10:30 am



Mayo Clinic has been a leader among health care providers in using social media tools, with the most popular medical provider channel on YouTube, nearly 200,000 followers on Twitter and more than 53,000 connections on Facebook. We've also been blogging for more than three years, starting with our Podcast and News Blog. Two years ago we launched our *Sharing Mayo Clinic* blog to create a way for patients and employees to share their Mayo Clinic stories, and a year ago this month we created the Mayo Clinic Center for Social Media.

We're pleased to now be taking the next step, creating an online site to connect the global Mayo Clinic community. When you're facing a health concern, sometimes, what you need is someone who has already been there. That's what this community is all about: connecting people who have been through the Mayo Clinic experience with others facing similar health concerns. Each year, more than 500,000 unique patients from every U.S.

**SALT LAKE COUNTY**

Find It

SEARCH  Go

- Home
- Public Health Alerts
- Clinic Locations
- Programs and Services
- Health Connection
- Birth and Death Certificates
- Request Records
- Board of Health
- Health Regulations
- Environmental Health
- Food Establishment/Restaurant Inspections
- Emergency Preparedness
- Employment
- Media
- About Us

**SLVHD**

## Salt Lake Valley Health Department

Quick Links | Clinics | Report a Problem | FAQ | Contact Us

### One Small Change - For the Health of It

**Need help making One Small Change? Visit our [1smallchange blog](#) for a daily dose of inspiration!**



**Help us spread the word by forwarding this video to the people in your community.**

The One Small Change campaign focuses on the simple things an individual can do to improve their health. Through the use of stickers and other community efforts, the Salt Lake Valley Health Department is encouraging Salt Lake County residents to incorporate one small change into their lifestyle this year.

Whether it is getting vaccinated for the flu, always wearing a seatbelt or making healthier food choices, we think people will be surprised by the positive effects one small change can have on their health. [More Ideas.](#)

This campaign is community-based and needs the collaboration of community leaders and employers throughout the Salt Lake Valley.

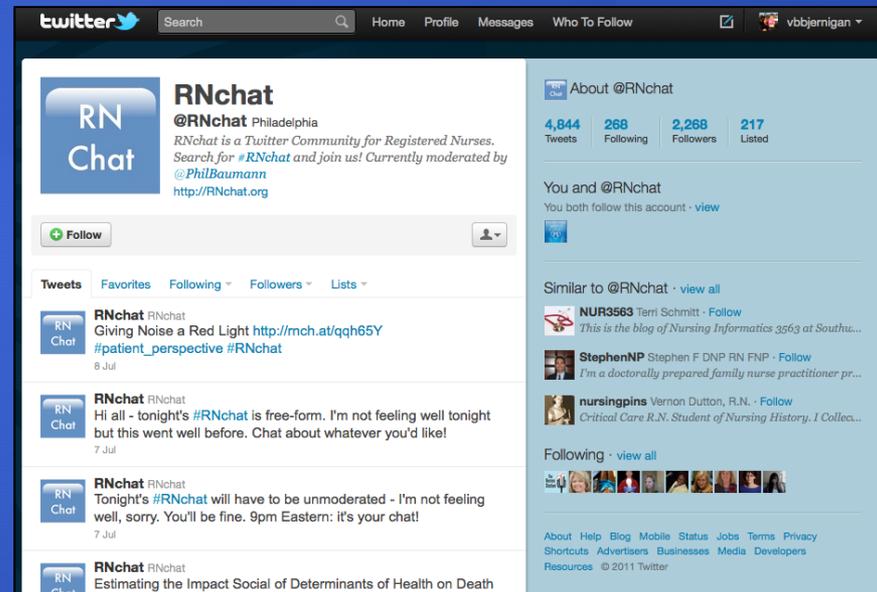
To request an information packet complete with campaign stickers and calendar of community events, call (801) 468-2740 or [send an email.](#)

**What's your One Small Change?**  
[Join the Facebook conversation](#) or [complete our online form.](#)



# Potential uses for Twitter

- Disaster alerting and response
- Drug safety alerts from the Food and Drug Administration
- Diabetes management (blood glucose tracking)
- Rare diseases tracking and resource connection
- Broadcasting infant care tips to new parents
- Shift-bidding for nurses and other healthcare professionals



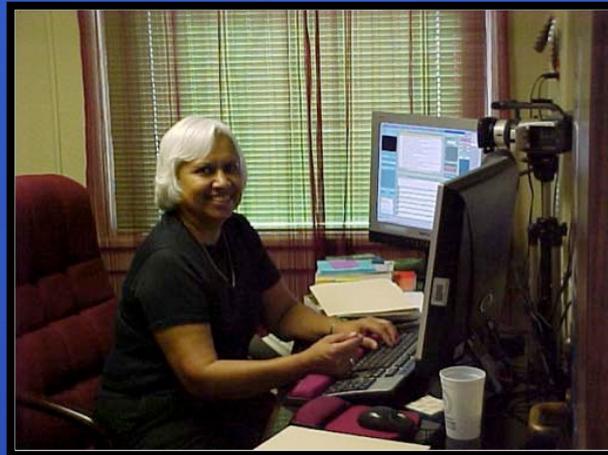


- National, randomized study (n=900)
- 20-25 people with diabetes (type 2) participate together
- No “real time” commitment
- Peer led by two moderators
- Highly interactive
- Participants asked to log on 2-3 times a week
- Six-week workshop (entirely on-line anywhere there is Internet access)



- **Outcomes:**

- Participants had improvements in health distress and activity limitation compared with usual-care controls
- At 6 months HbA<sub>1</sub>C and self-efficacy were improved compared with usual care control subjects ( $P < 0.05$ )



Online peer leader

Jernigan, VBB, Lorig, KR. The Internet Diabetes Self-Management Workshop for American Indians and Alaska Natives. *Health Promotion Practice*, 2010, June. PMID: 20534807

Lorig K, Ritter PL, Laurent DD, Plant K, Green M, Jernigan VBB, Case S. Online Diabetes Self-Management Program: A randomized study. *Diabetes Care*, 33(6):1275-1281, 2010

How can we *effectively* use  
new and social media for  
worksite wellness?



# TOTAL WORKER HEALTH™

*Comprehensive practices and policies* that take into account the work environment--both physical and organizational--while also addressing the personal health risks of individuals, are more effective in preventing disease and promoting health and safety than each approach taken separately.

<http://www.cdc.gov/niosh/twh/>

## Work-based Health Protection and Promotion Strategies

### Preventing work-related illness and injury

- Workplace safety measures
- Control of workplace hazards
- Improved ergonomics
- Health and safety training

### Reducing work-related stress

- Decreasing job strain
- Fostering social support among workers
- Stress management
- Supporting work-family balance (e.g., through flexible schedules)

### Supporting healthier behaviors through workplace environments and services offered at work

- Health screening & services
- Promoting healthy behaviors
- Creating a health-promoting environment

### Expanding work-related resources and opportunities

- Medical care benefits
- Paid sick and personal leave
- Child and elder care services
- Job training & education
- Adequate wages and salaries

# Where are we?

**“The technology part is easy — we have the technologies. What we need are policies that keep up with them.”**



Institute of Federal Healthcare. The “m” Factor: How mobile technologies are changing healthcare. Roundtable discussion. Washington, DC. May 2011.

# Stanford Health Improvement Program

The screenshot shows the top portion of the website. At the top is a navigation bar with links for Getting Care, Research, Education & Training, Community, and About Us. Below this is the Stanford School of Medicine logo and the text "Health Improvement Program". A search bar is present with the text "Search This Site" and a "SEARCH" button. Below the search bar are radio buttons for "This Site Only" and "Stanford Medical Sites". A secondary navigation bar contains links for Home, About Us, Classes, Online Resources, Community Outreach, and Organizational Consulting. Below this is a breadcrumb trail: "Stanford Medicine » School of Medicine » Health Improvement Program". A large photograph of a diverse group of people is displayed. Below the photo are three columns: "IN THE SPOTLIGHT" with a link to "Healthy Steps Program", "HEALTH IMPROVEMENT PROGRAM CLASSES" with a "Download Schedule of Classes" link, and "NEWS & EVENTS" with a link to "An updated version of the HIP Schedule of Classes".

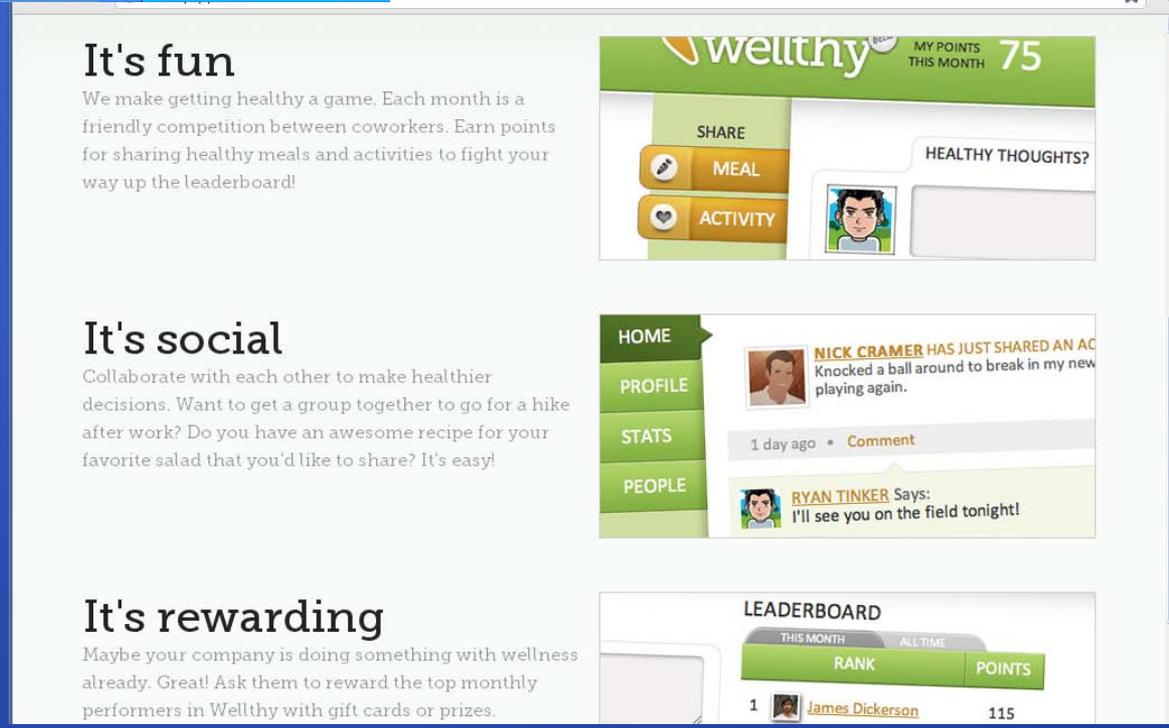
The screenshot shows the "Webinars" page. The top navigation and search elements are identical to the homepage. The main heading is "Webinars". The text explains that HIP offers webinars for disseminating health information and lists topics such as "Improving Cholesterol Profile Without Drugs" and "The Latest on the H1N1 Pandemic". It notes that sessions last about one hour and that Stanford employees can use STAP funds. A section titled "Live webinars scheduled this quarter" includes a link to the "HIP Registration website". A section titled "View previously recorded HIP webinars" provides instructions on how to view recordings and lists four specific webinars with their dates and presenters:

- The Metabolic Syndrome: Do You Have It?, 5/20/2009, Presenters: Kathy Berra, MSN, NP & Shauna Hyde, MS, RD, CDE [Webinar recording](#)
- Non-Chemical Prevention of Migraine, 8/11/2009, Presenter: Yann Meunier, MD [Webinar recording](#)
- The Latest On the H1N1 Pandemic, 9/29/2009, Presenter: Yann Meunier, MD [Webinar recording](#)
- Improving Cholesterol Profile Without Drugs, 2/26/2010, Presenter: Yann Meunier, MD



<http://wellthyapp.com>

Free, social wellness game



# http://keas.com/

**Keas** - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Keas

keas.com https://play.keas.com/try\_it\_now?utm\_source=homepage&utm\_medium=image&utm\_campaign=product

Most Visited Getting Started Latest Headlines Customize Links Google

**keas**  
The Power of Play

Already a member? **Log in**

**Experience Keas and the Power of Play**

Try playing Keas for yourself-- just as your company's employees would.

If you and a team of co-workers reach 1,000 points, we'll roll out a free 12-week challenge on Keas for your company.

**Try It Now**

**32 Likes**

**3 level**

**News Feed**

What's new with you?

**Mike Mee**  
Did my 15 minute walk for lunch and I even encouraged another employee to walk with me... do we get extra points for that. lol.  
2 hours ago Like Comment

**Colleen Tso**  
Here is my game feeling compared to the first week! I did not lose more stamina. Before those 90 minutes of walking were tiring. Now it's enjoyable. I'm drinking less caffeine and staying away from cheese- that should help my cholesterol to decrease.  
2 hours ago Like Comment

**Rosita Palomares**  
That's what is great about the challenge, it helps you establish healthy habits. The things you're doing now will just become part of your daily routine.  
2 hours ago Like Comment

**Pamela Delvecchio**  
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live, far far away, behind the word.  
2 hours ago Like Comment

**Our Favorites**

**Earn More Points**

- Veggie Myths and Facts +5
- Calorie Burning Quiz +5

**Weekly Goals**

- Just 20 minutes 3 times this week.
- Have a salad for lunch every day this week.
- Do breathing exercises every night before bed.

**Challenges**

**Pfizer Health Challenge**  
19342

**Companies Playing Now**

**Pfizer** **Quest Diagnostics**

feedback

# Quality Concerns

- Limited studies about how effectiveness of these programs?
- Is there and can we access the “evidence base”?
- Does staff have expertise to judge what will be a good & appropriate product?

# Ethical Concerns

- Can we adequately protect privacy?
- Can we prevent inappropriate sharing of information?
- Can we maintain professional-personal boundaries for everyone (e.g., appropriate level of disclosure for individuals to reveal on social media sites)?
- What guidelines do we have in place & how will they hold up legally?

# Equity Concerns

- Will use of technology and new media improve participation & access to worksite wellness?
- Does organization have capacity to conduct necessary linguistic, cultural tailoring and additional activities to increase access?
- Will effectiveness be equal across groups?

# Organizational Concerns

- How much does it cost?
- What new skills/expertise is needed to appropriately plan and manage?
- What are potential unintended consequences be – on organizational culture, on productivity, etc.?

# CDC/NIOSH's Essential Elements

**Organizational  
Culture and  
Leadership**

**Program Design**

**Program  
Implementation  
and Resources**

**Program  
Evaluation**

# Organizational Culture & Leadership

- Develop a “Human Centered Culture.”
- Demonstrate leadership.
- Engage mid-level management.

# Program Design

- Establish clear principles.
- Integrate relevant systems.
- Eliminate recognized occupational hazards.
- Be consistent.
- Promote employee participation.

# Program Design

- Tailor programs to the *specific* workplace and the diverse needs of workers.
- Consider incentives and rewards.
- Find and use the right tools.
- Adjust the program as needed.
- Make sure the program lasts.
- Ensure confidentiality.
- Be willing to start small and scale up. Provide adequate resources.
- Communicate strategically.
- Build accountability

# Program Evaluation

- Measure and analyze.
- Learn from experience.

# Summary

- Possibly, incredible opportunities for worksite wellness
- Evidence & know-how are just developing
- Multidisciplinary teams, new skills, new language, & training are needed
- User-centered design & participatory research needed
- Maintain sight of the ultimate goal!

# Upcoming events

- Health 2.0 – Sept 25-27:  
<http://www.health2con.com/conferences/san-francisco-2011>



- Medicine 2.0: Social Media and Web 2.0 in Health, Medicine and Biomedical Research-  
<http://www.medicine2congress.com/ocs/index.php/med/med2011/schedConf/program>