The use of Social Media in support of global infection prevention and control

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Hosted by Dr Bassim Zayed
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A hard day at the office

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Circa May 1965

WHO 5 May 2015 @allegranzib @claireeckt @julesstorr

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Social media has many faces

Some facts and figures

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Relevance to developing countries:

- A recent report by the Pew Research Center highlights the growing use of SoMe in developing countries.
- In the U.S., 73% of Internet users use social networks.
- The report found that in 17 developing countries usage is as high as 88%, mainly Facebook, Twitter, Instagram and LinkedIn.
- Leveraging social media as part of an overall m and e-technology approach offers a mechanism for information to reach and influence healthcare in many marginalized and distant communities.
- In addition, at the policy level, increasing numbers of ministries of health across all nations are using Twitter and Facebook as a means of communicating.


A bit like “love” - Social Media (SoMe) is all around
But:
- Does it actually add value to what we do in IPC?
- Are we maximising its potential?
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Characteristics of SoMe:
• Openness
• Participation
• Connectedness
• Community

Today we will focus on:

social media

nouns
websites and applications that enable users to create and share content or to participate in social networking.
A few questions:

1. How many are on social media – what?
2. How many tweet/retweet at least once a day?
3. How many have posted a video on YouTube?
4. How many subscribe to YouTube channels?
5. How many organizations/professional societies engage through social media?
6. If yes to any of the above – is impact evaluated?

Disclaimer

Everything we say is completely influenced by our bias towards the power of social media in [global] health and IPC as a force for good (as part of an integrated communications strategy)
Rapid overview of Social Media & its potential and actual applications in IPC

1. Facebook

Lets start with Facebook...... The “face” of popular social media

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But...a young person’s view?

Facebook

In short, many have nailed this on the head. It’s dead to us. Facebook is something we all got in middle school because it was cool but now is seen as an awkward family dinner party we can’t really leave. It’s weird and can even be annoying to have Facebook at times. That being said, if you don’t have Facebook, that’s even more weird and annoying. Weird because of the social pressure behind the question, “Everyone has Facebook, why don’t you?” and annoying because you’ll have to answer that to just about everyone in classes you meet who makes an attempt to friend you or find you on there.

2. Twitter

“Knowledge” at your fingertips
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Amazing opportunity to strike up a conversation, engage [and influence] with people on the other side of the world

But important to know your audience & be “culture-aware”
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10 Tips to Effectively Use Social Media (Twitter) for WHO’s 5 May Campaign
(prepared with support from DebGroup, Ltd - a Private Organisations for Patient Safety (POPS) participant)

1. Be supportive; showcasing the best of 5 May - WHO 5 May is an important global day in our calendars every year; the use of Social Media can enhance our global reach in promoting 5 May messages! There’s a wealth of great resources available to you, which you can use to formulate Social Media messages. Feature key WHO messages in your own Tweets; be sure to use language that is action oriented, for example ‘Download the @WHO 5 May #handhygiene & #AMR poster & use it to promote #ptsafety action [insert shortened weblink]. For more information on WHO 5 May resources visit http://www.who.int/gpsc/5may/en/ and follow @WHO”

Twitter for good?
‘She knows, she’s on Twitter’

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Teresa Chinn MBE RN, UK

WHAT’S A TWEET?
LEARN HOW TWITTER CAN REVOLUTIONIZE THE WAY WE ENGAGE OTHERS TO IMPROVE CARE

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Why Twitter?
Connect
Learn
Educate
Self
Others
Real-time
Global
Engage

‘Twitter for HCPs is unique as it is the only platform that allows one to connect, engage, learn, and educate oneself and others in real time on a global scale. For the ID HCP, Twitter may help them teach global responsible use of antimicrobials in a world of escalating antimicrobial resistance.’
Goff et al 2015
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Talk to the experts?

- Matt MacManus @PeroMHC 10h
  phylogenomics what is intended purpose of pledge? Who will use it and for what?

- Jonathan Eisen @phylogenomics 10h
  @PeroMHC just want people to say “I vow to do XXX” and sign up and then maybe post names

- Matt MacManus @PeroMHC 10h
  phylogenomics easy way might be to use google poll in a blog post?

- Martha Carlin @marc83 7h
  @phylogenomics.tv

Snapshot of one of the largest IPC conferences 2015

- 14% of the speakers and faculty were on Twitter
- 7% were active
- Is this important?

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3. YouTube

More than just a video sharing site – youtube channels, video blogs (vlogs), educational videos etc

The week in global health (TWIGH)

https://www.youtube.com/user/drgregmartin

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Is there a place for TWiIPC?

TWiGH live from Geneva @ WHA68

https://www.youtube.com/watch?v=8kMqJWED8YA

However – need to be aware of how best to grab peoples attention

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8 SECOND COUNTDOWN

Campaigns & advocacy
e.g. Twitter & YouTube

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The 8 second filter matters

The length of healthcare campaign videos on YouTube currently ranges from 50 seconds - 8 minutes.

1.29 secs

WHO #safeHANDS campaign
5 May 2015

Safety Starts Here.

WHO SAVE LIVES: Clean Your Hands - 5 May 2015

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WHO 5 May 2015

Previously:

- **Cyprus**
  - Committed to address health-care-associated infection
  - 18 November 2011 - Nicosia, Cyprus
  - Statement
  - #JH3

- **Denmark**
  - Inauguration of the Global Patient Safety Challenge “Clean Care is Safer Care”
  - 16 April 2015 - Copenhagen, Denmark
  - More Information
  - Statement
  - #JH3

- **Finland**
  - Committed to address health-care-associated infection
  - 16 November 2010 - Helsinki, Finland
  - #JH3
  - More Information
  - Statement

Department of Health, Republic of South Africa (via Twitter):

“Hand hygiene exists as an important topic to prevent hospital acquired infection. Join the campaign WHO SAVE LIVES: Clean Your Hands Campaign promotes hand hygiene action at the point of patient care. Infection prevention is at the heart of strengthening health care systems #safeHANDS.”

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Hand hygiene videos on YouTube
About 65,000 results!
Instructional
Awareness raising
Entertainment!
Academic publication - NEJM
Range from 1 minute to 15 minutes

My firm's attitude set out to dig below the surface to understand not only what Gen Z were doing but why—in their own words. We worked with over a dozen 16- to 18-year-olds with diverse backgrounds from across the country through a series of in-depth discussions, video diaries, and daily interactive exercises designed to provide a glimpse into their lives. Our goal was to view the world through their eyes.

What we learned was surprising.

1: It's not an attention problem, it's an 8-second filter

The recent headline-grabbing studies suggest that Gen Z attention spans have shrunk to eight seconds and that they're unable to focus for extended amounts of time. However, we found that Gen Z actually have what we're calling highly-evolved "eight second filters."

They've grown up in a world where their options are limitless but their time is not. As such, Gen Z have adapted to quickly sorting through and assessing enormous amounts of information. Online, they rely heavily on trending pages within apps to collect the most popular recent content. They also turn to trusted curators, such as Phil DeFranco and Bethany Mota, to locate the most relevant information and entertainment. These tools help Gen Z shrink their potential options down to a more manageable size.

Once something has demonstrated attention-worthiness, Gen Z can become intensely committed and focused. They've come of age with an Internet that's allowed them to go deep on any topic of their choosing and learn from like-minded fans. Marcus, a 17-year-old from Connecticut, spent years exploring the corners of vintage sneaker culture online, eventually becoming somewhat of a "sneakerhead." During his freshman year in college, he realized he could leverage this knowledge and started a side business flipping rare shoes.

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4. Instagram

An online photo sharing and video sharing platform.

5. Periscope

Live video streaming app. Conceived in 2013 in Turkey – the guys who conceived it wanted more than to “tweet” about the [then] troubles – they wanted to SEE what was happening.
Yikyak - Allows people to anonymously create and view “yaks” within a 5-mile radius i.e. share content with people near the user making it “intimate” and allows people to vote up or vote down (like or dislike) yaks! – in summary, sort of a combination of GPS and instant messaging.

Some ideas about how to leverage all of this for IPC
Summary points

- Application of SoMe in IPC is under researched

- BUT, we do know that there is “a need to harness the participatory nature of social media”

- Its not about “preaching” rather “engaging”

- “One defining characteristic of all social media is their potential to facilitate engagement – the interactive, synchronous communication and collaboration among numerous participants via technology” – at the same time but in different places!

- Allows us to move from basic information dissemination to fully interactive information sharing dialogue.
An example on which to base our strategies: POSTE

- People
  - Assess your stakeholder’s social activities

- Objectives
  - Decide what you want to accomplish

- Strategy
  - Plan for how relationships with your stakeholders will change

- Technology
  - Decide which social technology to use

- Evaluation
  - Determine how to measure success
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Ideas on how might IPC use this

- Campaigning
- Advocacy
- Live feeds & updates
- Community engagement
- Disseminate articles
- Engage partners & collaborate
- Crowd sourcing
- Data collection
- Brainstorming
- Motivate
- Sustain
- Segment (Generation Y)

Remember - demographic matters

"Generation Y - the Millennials (born 1980-2000) - has arrived. They have emerged as a powerful political and social force. Their huge numbers and progressive attitudes are already changing….. the world"

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A take-away

QUESTIONS;
Using this article as a source of stimulation:
1. Are we engaging and inspiring our stakeholders enough?
2. What can student leaders do for IPC on social media?
3. What do you consider the top 5 things that need to be in place if IPC were to mirror the approach described in this paper?

In summary:
Narrative versus conversation
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