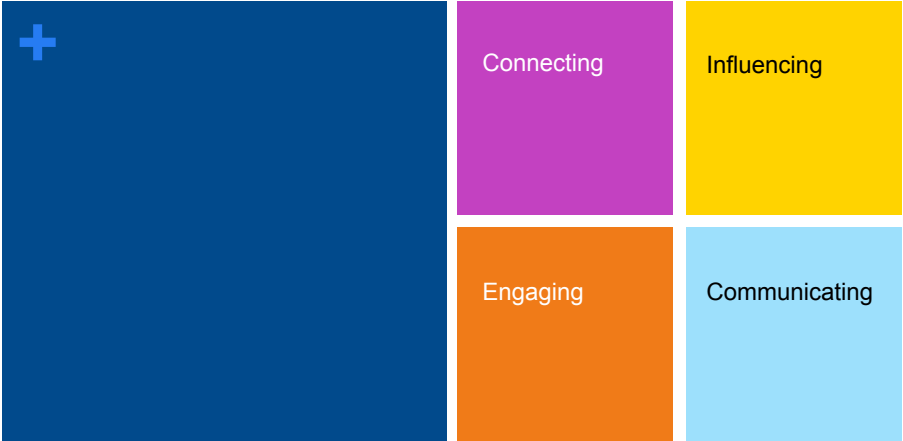


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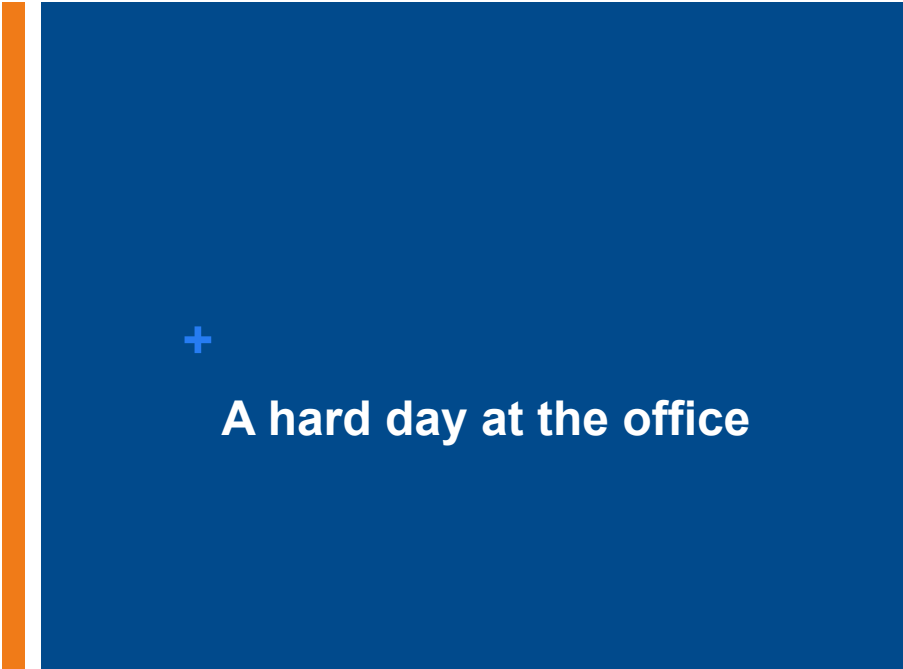


Claire Kilpatrick and Jules Storr
Directors S3 Global, Consultants to WHO,
Social Media Team #CleanHands 10; @HIFA_Org

Hosted by Dr Bassim Zayed
Medical Officer, WHO HQ

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

www.webbertraining.com October 14, 2015



A hard day at the office

2

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+ Circa May 1965

3



3

+ WHO 5 May 2015 @allegranzib
@clairekt @julesstorr

4



4

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Social media has many faces

THE CONVERSATION PRISM
 Brought to you by
 Brian Solis & JESS3

For more information
 check out conversationprism.com

University of Utrecht 2015

5

6

Some facts and figures

WORLD MAP OF SOCIAL NETWORKS
 December 2013

■ Facebook
 ■ Ozone
 ■ V Kontakte
 ■ Odnoklassniki
 ■ Clacab
 ■ Druugiern

ursho: Miconzo Casarez vlovak license: CC-BY-NC source: Aias

JAN 2014 GLOBAL DATA SNAPSHOT

- 7,095,476,818 TOTAL WORLD POPULATION (98% URBAN, 2% RURAL)
- 2,484,915,152 INTERNET USERS (35% INTERNET PENETRATION)
- 1,856,680,860 ACTIVE SOCIAL NETWORK USERS (24% SOCIAL NETWORKING PENETRATION)
- 6,572,950,124 MOBILE SUBSCRIBERS (93% MOBILE PENETRATION)

We Are Social - Sources: UN Census Bureau, International Data Center, Statista, Facebook, YouTube, ELI CAS, @wearesocialing - 8

JAN 2014 ACTIVE USERS BY SOCIAL PLATFORM

Platform	Active Users (M)
Facebook	1,129 M
QQ	816 M
Ozone	692 M
WhatsApp	400 M
Google+	300 M
WeChat	272 M
LinkedIn	259 M
Twitter	232 M
Tumblr	230 M
Tencent Weibo	220 M

We Are Social - Sources: Statista, @wearesocialing - 11

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7

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.

■ *Pew Research Center Report: Emerging Nations Embrace Internet* <http://www.pewglobal.org/files/2014/02/Pew-Research-Center-Global-Attitudes-Project-Technology-Report-FINAL-February-13-20146.pdf>

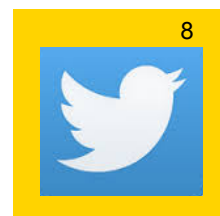
7



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

Websites & internet

Mobile technology

Blogs & vLogs

Social networking channels

social media

noun

websites and applications that enable users to create and share content or to participate in social networking.

9

+

Today we will focus on:

Websites & internet

Mobile technology

Blogs & vLogs

Social networking channels

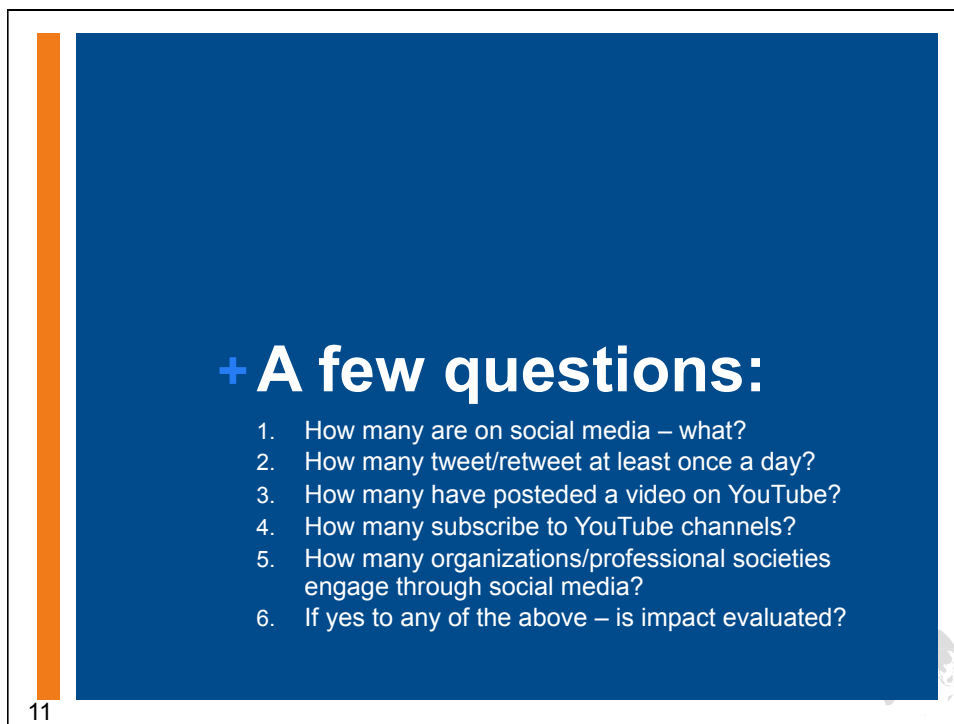
social media

noun

websites and applications that enable users to create and share content or to participate in social networking.

10

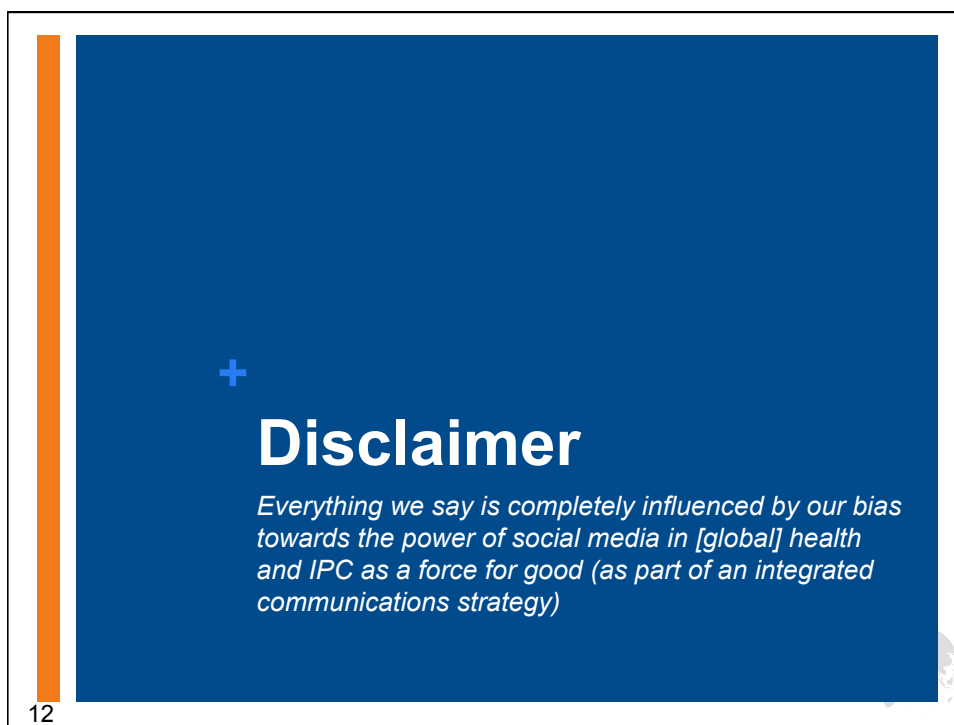
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11

+ 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?

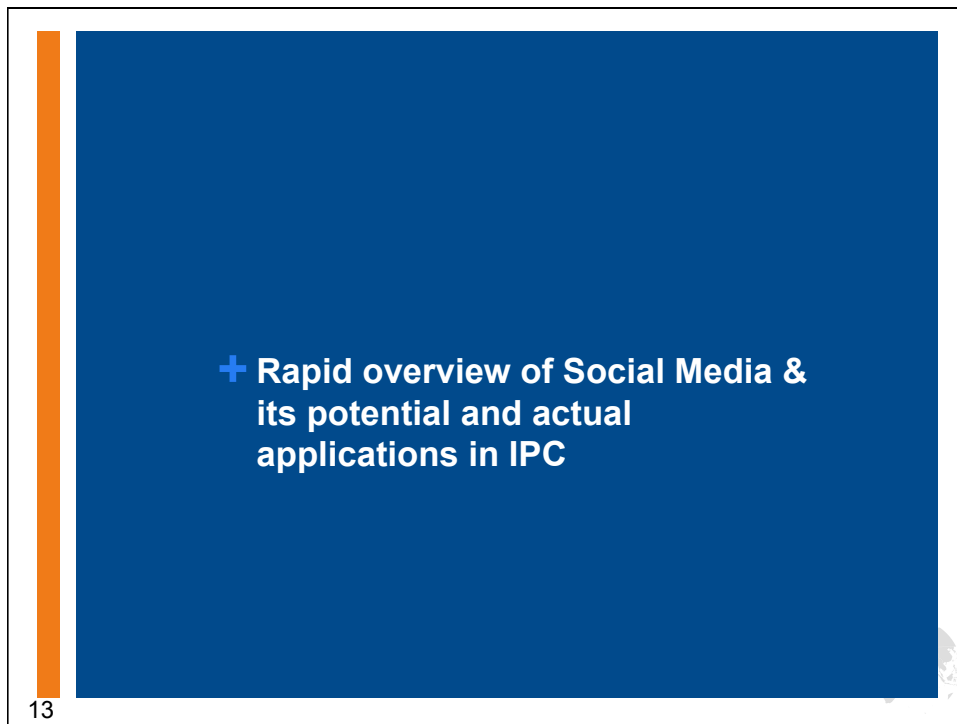


12

+ Disclaimer

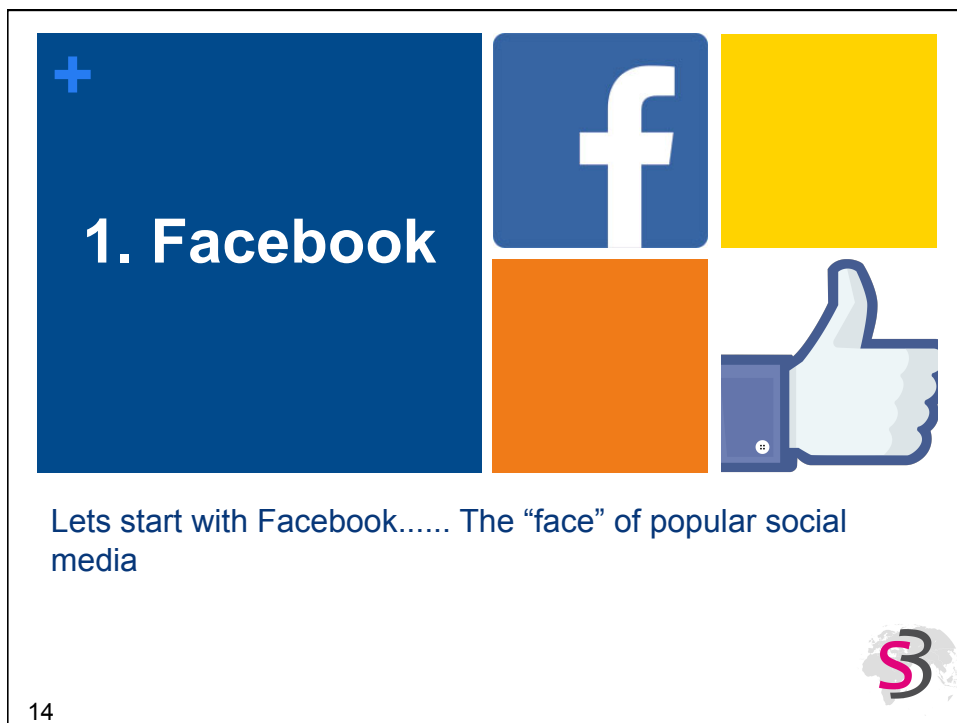
Everything we say is completely influenced by our bias towards the power of social media in [global] health and IPC as a force for good (as part of an integrated communications strategy)

The Use of Social Media in Support of Global Infection Prevention and Control
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+ Rapid overview of Social Media & its potential and actual applications in IPC



14

+ 1. Facebook

Lets start with Facebook..... The "face" of popular social media



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The screenshot shows a Wired article page. At the top, there's a green navigation bar with 'Wired' on the left and 'How Facebook is Transforming Science and Public Health' in the center. Below this are tabs for 'BUSINESS', 'DESIGN', 'ENTERTAINMENT', 'DEAR', 'SCIENCE', and 'SECURITY'. The main article title is 'HOW FACEBOOK IS TRANSFORMING SCIENCE AND PUBLIC HEALTH' by Daniela Hernandez, dated 02.05.13. To the left of the article are social sharing options for Facebook, Twitter, Pinterest, Comment, and Email. To the right is a 'LATEST NEWS' section with three items: 'APPLE: Joey Ivo Doesn't Care About Your Stove Jobs Biopic', 'STREAMING: Netflix Will Charge One Dollar More for Its Standard Plan', and 'DESIGN: Medium Got a Spiffy New Logo'. Below the article title is a photo of a laptop on a desk. Underneath the photo is a caption: 'Photo: Ariel Zambelich/Wired'. Below the photo is a short paragraph of text: 'FACEBOOK HAS ENCOMPASSED many things in its nine-year run. From a subtler version of a dating site to a gaming platform and a messaging hub. We've seen Facebook and its billion-plus users play a part in influencing politics, the form'. In the bottom right corner of the page is a stylized 'S' logo.

15

16

The screenshot shows the Facebook page for the 'Ministry of Health and Sanitation, Sierra Leone'. The page header includes the Facebook logo, a login field, and a 'Create Page' button. The main content area features a cover photo of people in green scrubs, a profile picture of the ministry's logo, and a post from August 29th. The post text reads: 'For last week (Epi Week 34), Sierra Leone recorded 0 EVD positive cases. There are no patients admitted for EVD in Ebola Treatment Centres across the country. The countdown to the WHO stipulated 42 days started today, after the last EVD patient was discharged by His Excellency the President Dr. Ernest Bai Koroma from the SAC treatment centre yesterday. There are 28 contacts been monitored in quarantine, all at the Voluntary Quarantine Facility (VQF) in the Western Area Urban... See More'. Below the post are sections for 'PEOPLE' (18,311 likes, 5,706 visits), 'ABOUT' (4th Floor, 'Hogal' Building, Freetown, Sierra Leone), and 'PHOTOS'. The right sidebar shows a 'Recent' activity feed with dates 2015 and 2014.

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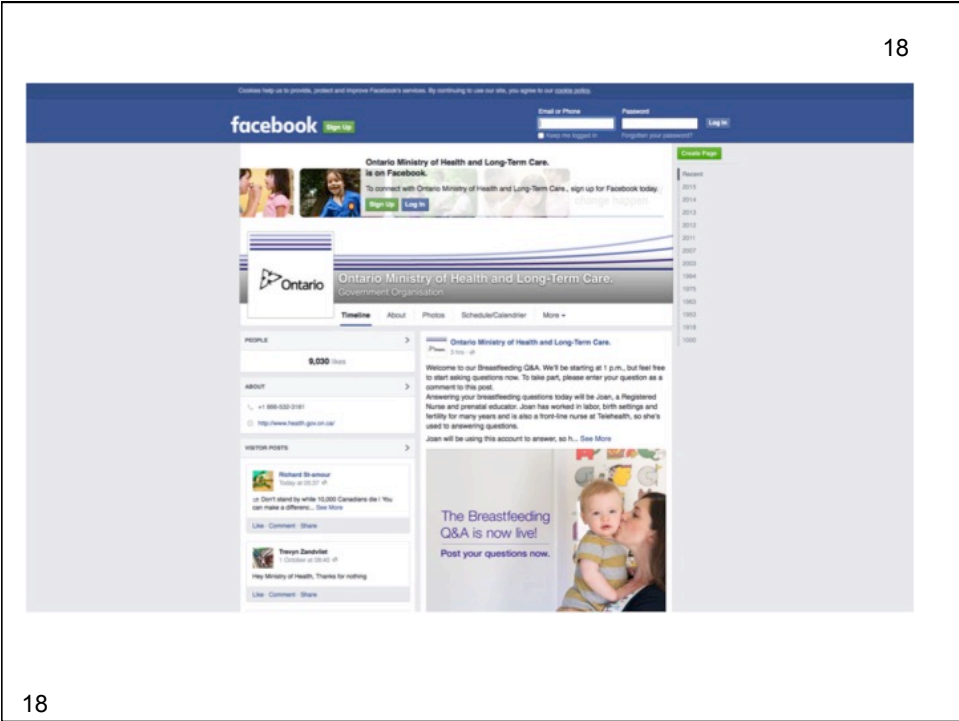
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+ But....a young person's view?

19

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.

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2. Twitter



"Knowledge" at your fingertips

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Dr Lizzie Skinner @lizzieskinner · Oct 8
Translation of evidence into practice very difficult... #handhygiene as an example #ACTA2015

as the authors claim, there is such compelling evidence for the need to wash ha... between each patient contact then why do I... vast majority of my colleagues not do it?

I have never seen any convincing evidence that... thing between each patient contact reduces... infection rates. Washing hands between each contact would take on... average 1-2 hours. Where will this come from and who... will fund it?"

Specialist O & G Registrar,
BMJ 1999 319: 518 (letter)

RETWEETS 3 FAVOURITES 2

12:22 a.m. - 8 Oct 2015 · Details

21

22

Australian Government
Department of Health

BMJ - Letter

"I have never seen any convincing evidence that washing between each patient contact reduces infection rates.

Washing hands between each contact would take on average 1-2 hours. Where will this come from and who will fund it?"

Specialist O & G Registrar,
BMJ 1999 319: 518 (letter)

Dr Lizzie Skinner @lizzieskinner · Oct 8
Translation of evidence into practice very difficult... #handhygiene as an example #ACTA2015

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+ Amazing opportunity to strike up a conversation, engage [and influence] with people on the other side of the world

23



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+ But important to know your audience & be “culture-aware”

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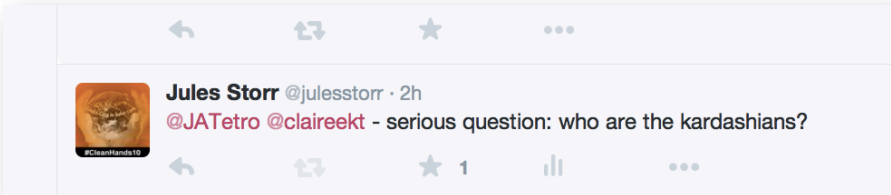


Jason Anthony Tetro @JATetro · 2h
@claireekt @WHO If the Kardashians can captivate the world, so can #globalhealth. We can do it & make it stick in the global mindset.
6:26 PM - Retweet · Details

25




26



Jules Storr @julesstorr · 2h
@JATetro @claireekt - serious question: who are the Kardashians?

26



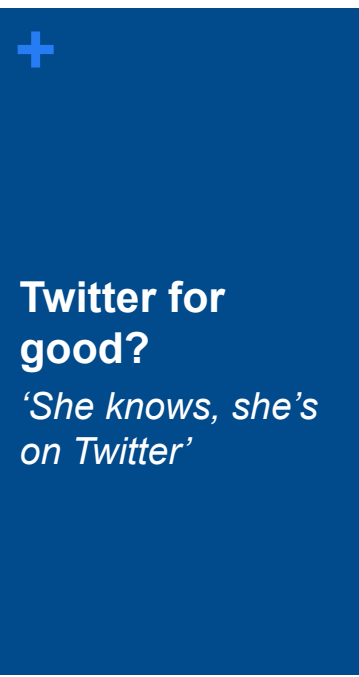
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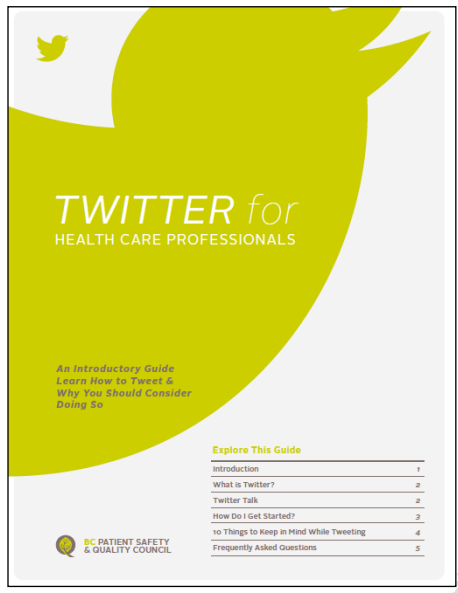


10 Tips to Effectively Use Social Media (Twitter) for WHO's 5 May Campaign
 (prepared with support from DebGroup, Ltd - a Private Organisations for Patient Safety (POPS) participant)

- 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'



TWITTER for HEALTH CARE PROFESSIONALS

*An Introductory Guide
 Learn How to Tweet & Why You Should Consider Doing So*

Explore This Guide

Introduction	1
What is Twitter?	2
Twitter Talk	2
How Do I Get Started?	3
10 Things to Keep in Mind While Tweeting	4
Frequently Asked Questions	5

BC PATIENT SAFETY & QUALITY COUNCIL



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+ Teresa Chinn MBE RN, UK

TWEETS 64.8K FOLLOWING 3,896 FOLLOWERS 10.1K FAVORITES 5,904 LISTS 4

Teresa Chinn MBE RN
 @AgencyNurse
 A tweeting nurse. [WeNurses](#) founder.
 UK
[teresachinn.co.uk](#)
 Joined November 2010

Tweets Tweets & replies Photos & videos

Teresa Chinn MBE RN retweeted
WeNurses @WeNurses · 2h
 NOT LONG NOW
 Social media & being a student nurse

New to Twitter?
 Sign up now to get your own personalized timeline!
 Sign up

29

30

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

Christina Krause + Ajay Puri
 (@ck4q) (@ajay4quality)


July 17, 2012

BC PATIENT SAFETY & QUALITY COUNCIL
 Working Together. Accelerating Improvement.

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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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Clinical Infectious Diseases

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Oxford Journals > Medicine & Health > Clinical Infectious Diseases > Volume 60, Issue 10 > Pp. 1533-1540.



NEW
Triumeq[™]
 dolutegravir/rabacavir
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Click for Prescribing Information. Intended for Healthcare Professionals Only July 2014 VIIVTRIM0025/14

[Advertising disclaimer](#)

Review of Twitter for Infectious Diseases Clinicians: Useful or a Waste of Time?

Debra A. Goff¹, Ravina Kullar², and Jason G. Newland³

Ellie J. C. Goldstein, Section Editor

[+ Author Affiliations](#)

Correspondence: Debra A. Goff, PharmD, FCCP, Specialty Practice Pharmacist, Infectious Diseases, The Ohio State University Wexner Medical Center, Department of Pharmacy, 410 West 10th Ave, Rm 368 Doan Hall, Columbus, OH 43210 (debbie.goff@osumc.edu,

[« Previous | Next Article »](#)
[Table of Contents](#)

This Article

Clin Infect Dis. (2015) 60 (10): 1533-1540.
 doi: 10.1093/cid/civ071

First published online: February 4, 2015

Abstract **Free**
 » Full Text (HTML) **Free**

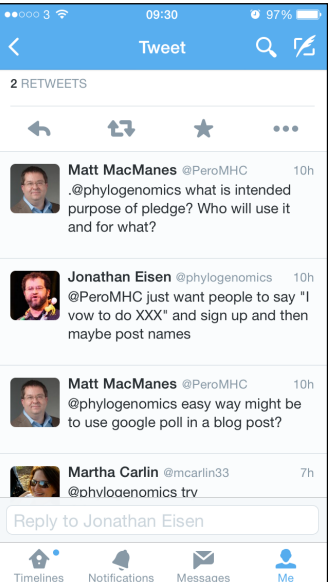


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+ Talk to the experts?




The screenshot shows a Twitter thread with the following content:

- 2 RETWEETS**
- Interaction icons: Reply, Retweet, Favorite, and More options.
- Matt MacManes** @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 MacManes** @PeroMHC 10h: "@phylogenomics easy way might be to use google poll in a blog post?"
- Martha Carlin** @mcarlin33 7h: "@phylogenomics try"

Reply to Jonathan Eisen


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+ 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

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The week in global health (TWIGH)

■ <https://www.youtube.com/user/drgregmartin>

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+ Is there a place for TWiIPC?

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



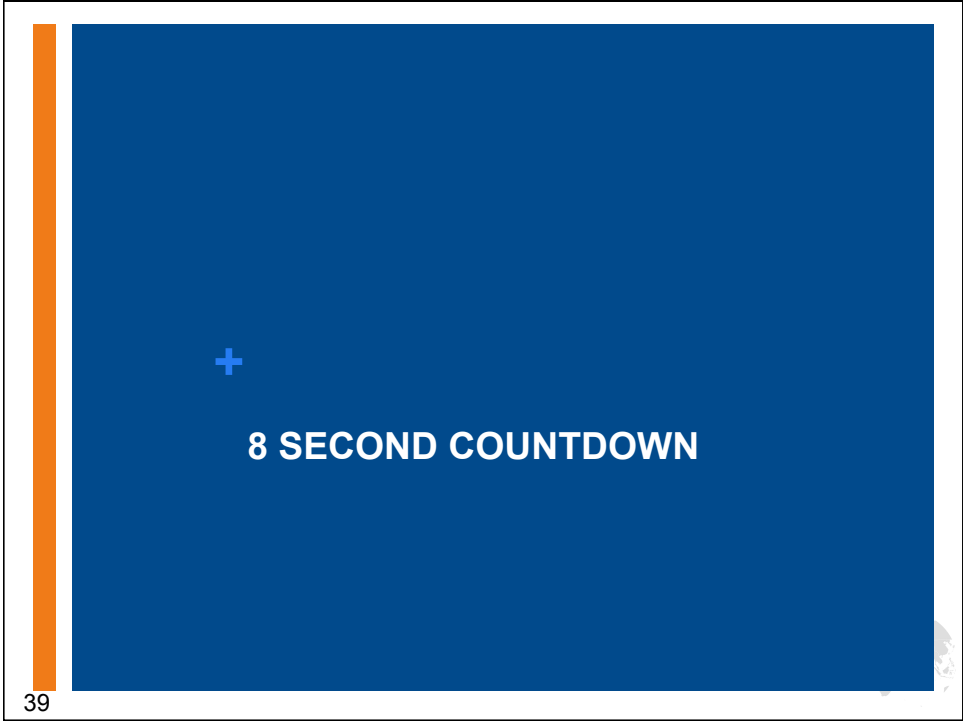
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+ However – need to be aware of how best to grab peoples attention

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+

8 SECOND COUNTDOWN

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+

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







41

+

1.29 secs

WHO #safeHANDS campaign
5 May 2015





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+

WHO 5 May 2015

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World Health Organization

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Health topics
Data
Media centre
Publications
Countries
Programmes
Governance
About WHO

Clean Care is Safer Care

Clean Care is Safer Care

Save Lives: Clean Your Hands

About

Tools and resources

Re-energising the world!

2005-2015 Clean Care is Safer Care

For 10 years member states and autonomous regions around the world have pledged their commitment to clean care. Now some of them are reminding the world just how important it still is to work towards clean hands at the point of patient care every day. Here are some examples:

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."

Previously:

Cyprus

Committed to address health care-associated infection
18 November 2011 - Nicosia, Cyprus

Statement pdf, 494kb

Denmark

Inauguration of the Global Patient Safety Challenge "Clean Care is Safer Care"
16 April 2007 - Copenhagen, Denmark

More information Statement pdf, 595kb

Finland

Committed to address health care-associated infection at the event "A Year of Cleaner and Safer Care"
10 November 2006 - Palais des Nations, Geneva, Switzerland

More information Statement

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King's Sierra Leone @KingsSLP · May 5
"...with speeches from the Minister of Health, the national lead for IPC and the American ambassador."

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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

45

+

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FAST COMPANY

My firm Altitude 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 option set 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.



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5. Periscope



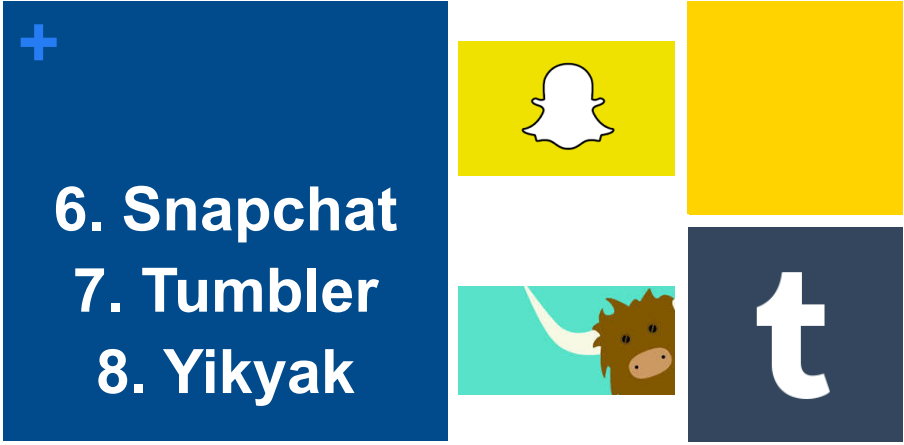
Live video streaming app. Conceived in 2013 in Turkey – the guys who conceived it wanted more than to “tweet” about the [then] troubles – they wanted to SEE what was happening.



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6. Snapchat
7. Tumblr
8. Yikyak

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.

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+ Some ideas about how to leverage all of this for IPC

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1 *Public Health Reviews, Vol. 35, No 1*


**Social Media Engagement
and Public Health Communication:
Implications for Public Health Organizations
Being Truly “Social”**

Amy Burnett Heldman, MPH,¹
Jessica Schindelar, MPH,¹
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ABSTRACT

Social media are designed to be engaging, but often are used as a mechanism by public health organizations and practitioners for mass information dissemination rather than engaging audiences in true multi-way conversations and interactions. In this article we define and discuss social media engagement for public health communication. We examine different levels of engagement for public health communication and consider the potential risks, benefits, and challenges of truly

Heldman A, Schindelar, Weaver JB (2013) Social Media Engagement and Public Health Communication: Implications for Public Health Organization Being Truly “Social” Public Health Reviews, Vol. 35, No 1




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+ **Summary points**

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- 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.



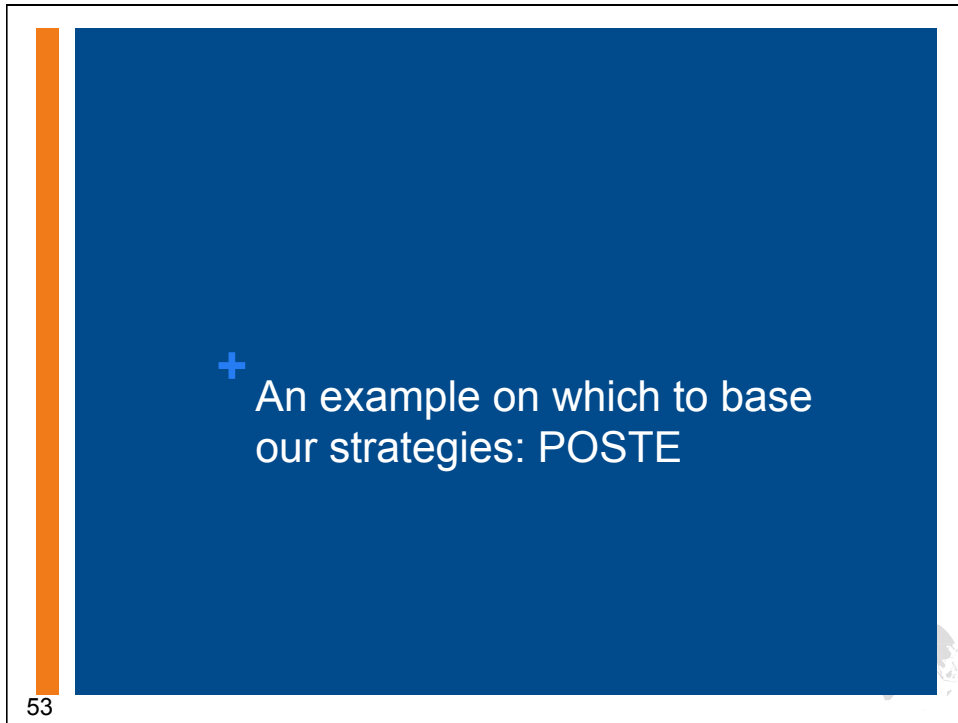
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+ An example on which to base our strategies: POSTE



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CHARLENE LI
Parvati Ramesh
JOSH BERNSTEIN

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P

- **People**
- Assess your stakeholder's social activities

O

- **Objectives**
- Decide what you want to accomplish

S

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

T

- **Technology**
- Decide which social technology to use

E

- **Evaluation**
- Determine how to measure success

groundswell
social technologies



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Ideas on how might IPC use this

Hand hygiene


Personal development

AMR

Engagement, education & training

Obks of highly transmissible infection

Patient & consumer engagement



facebook

You Tube

?

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

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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?

ORIGINAL ARTICLE

Check a Box. Save a Life: How Student Leadership Is Shaking Up Health Care and Driving a Revolution in Patient Safety

David Henderson, BS,¹ Andrew Carraw-Somers, BS,¹ Jordan Rubin, AB,² Lily Guanik, BA,¹ Shaheen Hagi, MPH,^{3,4} and Shannon Melt, MHS¹

Objectives: The objective was to engage health professions students as leaders in spreading the World Health Organization Surgical Checklist. The published report of the checklist's reduction in surgical complications and deaths, combined with its ease of use, offers an ideal target for students to share their own and promote existing. Six members of the "Check a Box. Save a Life" campaign, students and one parent of a patient safety representative.

Methods: This campaign was developed around an online Webelos camp, designed to launch Outreach via combined on-site through social media, especially the popular networking Web site, Facebook. The Institute for Healthcare Improvement's Open School for Health Professionals and the American Medical Student Association provided a national professional support network.

Results: One hundred eighty-two signatures, representing 122 distinct health professions, signed up for the launch event. Based on best-practice event case, we used a registration questionnaire, approximately 400 students are believed to have participated in the event. After the launch, these students joined the campaign and were invited to carry out projects at their home institutions. Six weeks after the launch, the campaign received at the Institute for Healthcare Improvement's 2010 Annual National Forum, and attendees presented case reports of 10 projects that had implemented their launch.

Conclusions: As an interactive, self-paced, decentralized effort and an application of students' social organizing to the cause of patient safety, "Check a Box" is a landmark achievement. Leveraging social media and the growing medical model of safety leadership, the campaign offers hope for the future of patient safety.

Key Words: patient safety, medical student education, surgical safety, WHO Surgical Safety Checklist, social media, student organizing, health professions education.

(J Patient Saf 2010;6:57-64)

In October, students around the globe decided to raise their voices. At their dinner spread for this occasion,¹ with glasses "This is a wonderful opportunity, how can I help?" asked the

SEEDS OF CHANGE: DON BERNARDO'S CONVERSATION WITH THE FUTURE
 The movement was conceived in December of 2008, at the 2008 Annual National Forum of the Institute for Healthcare Improvement (IHI).² Then, IHI President and CEO Don Berwick and Neil Chinnick presented new findings about a checklist to reduce surgical complications and deaths. The crowd was stunned by the simple power of Berwick's results. 1 month before his article in the *New England Journal of Medicine* would demonstrate the checklist's potential to save lives, prevent suffering, and cut costs.³ In his keynote address, Dr Berwick offered a challenge to his audience: "Let your own networks do work. If you're a surgeon" (on communication, December 30, 2008). Berwick urged his audience of thousands to use the checklist at participating sites at their institutions within 90 days. Dr Berwick was excited about

of a California medical school, "teach the teach-in" (on communication, October 21, 2009).⁴ In 14 countries, nearly 1,600 students in health professions training—nursing, medicine, pharmacy, public health, and health administration programs—gathered for a virtual teach-in on patient safety. Building on their personal networks that had sprouted over the visionary Don Berwick in his speech, their hearts were angry. Under the banner of "Check a Box. Save a Life,"⁵ a rallying around the World Health Organization's WHO Surgical Safety Checklist, some students organized a previously unimagined cohort of activists with the potential to drive widespread patient safety. This article tells the story of how this new social movement took shape and facilitated its potential to change over the formerly resistant culture of medicine.

Ten years after the Institute of Medicine released its landmark report, *To Err Is Human*, improving health care has become a focus of providers, administrators, hospitals, and payers organizations. Despite these developments, health care has its special alchemy, if at all. The Agency for Healthcare Research and Quality's most recent National Healthcare Quality Report actually shows a 1% decline in patient safety measures.⁶

Against this gloomy picture, a new glimmer of optimism shone through, in the form of a grassroots student movement organizing for the patient safety. Using the impact of the WHO Surgical Safety Checklist as their call to action, thousands of students from around the world are championing safety.⁷ These brave health professionals are self-organized, largely unaffiliated, and decentralized. Furthermore, they are leveraging social networks and new media in ways that are unprecedented in the field of health care improvement. Borrowing techniques from established social organizers such as Marshall Ganz and the OGB (Obama Organizing Guide) new movement has the potential to save hundreds of thousands of lives and profoundly shake up the current model of health care leadership. Indeed, as the next generation of health care leaders, their energy heralds a revolution in the English culture of medicine.

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In summary:
Engagement.
Engagement.
Engagement.

Narrative versus conversation

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