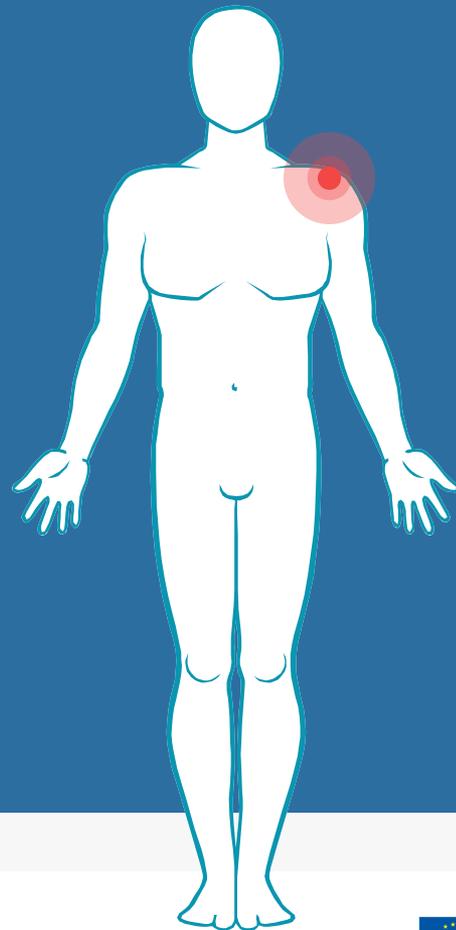


# On-Call

## 101: Lay Community Health Advisors

Unit 4.1: Social Media in Health Sector



# 4.1 SOCIAL MEDIA IN HEALTH SECTOR

## Content

4.1.1 Social media: definition

4.1.2 Social media and health communication

4.1.3 How to search the internet?

4.1.4 Evaluating information

4.1.5 Health-related websites and mobile applications

# AFTER COMPLETING THIS LEARNING UNIT, YOU WILL HAVE GAINED THE FOLLOWING

## KNOWLEDGE:

- ▶ Basic knowledge of how and where to search for health information online
- ▶ Basic knowledge of how to evaluate sources of information online
- ▶ Basic knowledge of health-related websites and mobile apps

## SKILLS:

- ▶ Search health information on national and international online network resources
- ▶ Evaluate online network resources and sites' reliability using specific appraisal criterion critically
- ▶ Utilise a variety of web applications to access social media services targeted to the health sector

## RESPONSIBILITY & AUTONOMY:

- ▶ Take responsibility of sharing reliable information

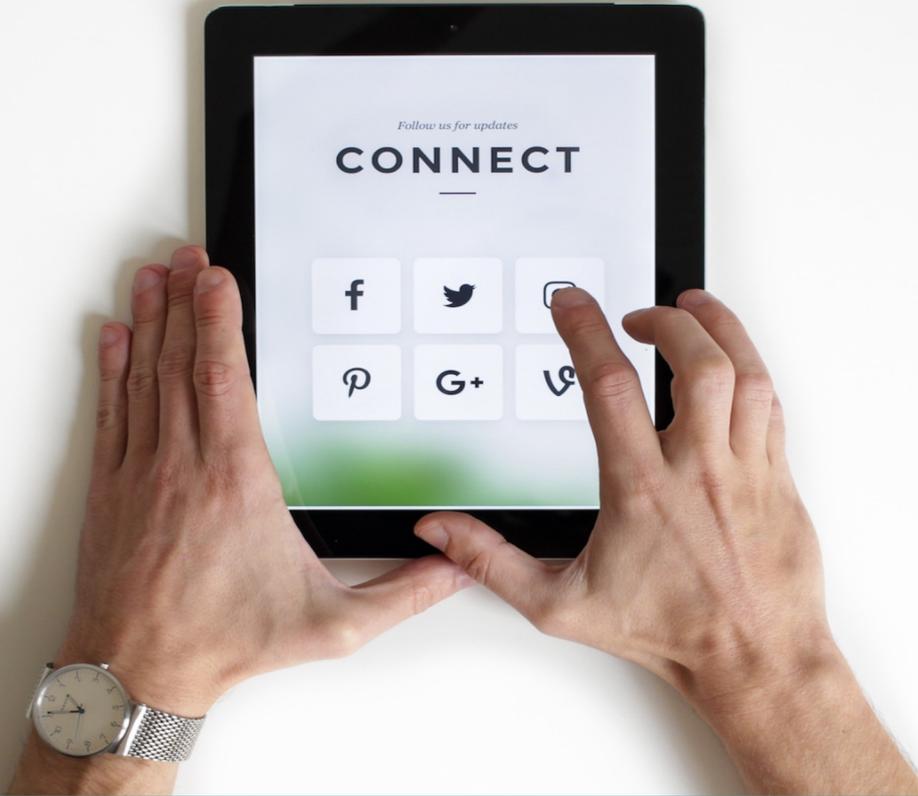


Image source: Unsplash.com

GROUP DISCUSSION:  
Which Social Media channels do you use?

## 4.1.1 SOCIAL MEDIA: DEFINITION

“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content”

*Kaplan and Haenlein*

“Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)”

*Merriam-Webster*

## 4.1.2 SOCIAL MEDIA AND HEALTH COMMUNICATION

- ▶ Health is one of the most searched categories online
- ▶ The general audience, patients and healthcare professionals use social media on their health-related communication
- ▶ Social media transforms the way we communicate. Anybody can create health information:
  - The roles of expert and information consumer become blurred
  - The validity and topicality of information?

# BENEFITS OF SOCIAL MEDIA FOR HEALTH COMMUNICATION

- ▶ Fast communication
- ▶ Topicality of discussion
- ▶ Versatile communication methods: videos vs text to reach different target groups
- ▶ Increase interactions with others
- ▶ More available, shared and tailored information
- ▶ Increase accessibility & widening access
- ▶ Peer/social/emotional support
- ▶ Public health surveillance
- ▶ Potential to influence health policy

# LIMITATIONS OF SOCIAL MEDIA FOR HEALTH COMMUNICATION

- ▶ Lack of reliability
- ▶ Quality concerns
- ▶ Lack of confidentiality & privacy
- ▶ Often unaware of the risks of disclosing personal information online
- ▶ Risks associated with communicating harmful or incorrect advice using social media
- ▶ Information overload
- ▶ Not sure how to correctly apply information found online to their personal health situation
- ▶ Certain social media technologies may be more effective in behavior change than others
- ▶ Adverse health consequences
- ▶ Negative health behaviors

## 4.1.3 HOW TO SEARCH THE INTERNET?

- ▶ Internet is a huge repository of information
- ▶ Can be accessed easily and fast, when searched properly
- ▶ Search engines:
  - ▶ Google
  - ▶ Bing
  - ▶ DuckDuckGo
- ▶ You can search information with keywords and characters:
  - ▶ It doesn't matter if you use uppercase or lowercase letters
  - ▶ Using several keywords gives more accurate results
  - ▶ Examples of search phrases and characters:
    - ▶ “influenza symptoms”
    - ▶ influenza -symptoms
    - ▶ influ\*
  - ▶ You can limit the search to specific content types like pictures, videos or websites written in selected language
  - ▶ More information can be found on the search engines websites.



DuckDuckGo



Image source: Unsplash.com

# ACTIVITY 1: SEARCHING THE INTERNET

## 4.1.4. EVALUATING INFORMATION

### Questions to Ask Before Trusting a Website

1. Is the sponsor/owner of the website a Federal agency, medical school, or large professional or nonprofit organization, or is it related to one of these?
2. If not sponsored by a Federal agency, medical school, or large professional or nonprofit organization, is the website written by a healthcare professional or does it reference one of these trustworthy sources for its health information?
3. Why was the site created? Is the mission or goal of the website sponsor clear?
4. Can you see who works for the agency or organization and who authored the information? Is there a way to contact the sponsor of the website?
5. When was the information written or webpage last updated?
6. Is your privacy protected?
7. Does the website offer unbelievable solutions to your health problem(s)? Are quick, miracle cures promised?

NEWS

## Is Drinking Wine Better Than Going To The Gym? According To Scientists, Yes!

Natalie Roterman | Sep 15 2014, 04:51PM EDT



## ACTIVITY 2: EVALUATING RELIABILITY OF WEBSITES

Image source:  
latintime.com



## 4.1.5 HEALTH-RELATED WEBSITES AND MOBILE APPLICATIONS

Reliable health information is produced by, for example, hospital districts, health centers, patient organizations, research institutes, and municipalities, whose materials are produced by experts.

### International health websites:

- ▶ World Health Organization: <https://www.who.int/>
- ▶ The Health Europa: [www.healtheuropa.eu](http://www.healtheuropa.eu)
- ▶ NICE <https://www.nice.org.uk/>
- ▶ NHS: [www.nhs.uk](http://www.nhs.uk)
- ▶ National Institutes of Health: <https://www.nih.gov/>
- ▶ PubMed: <https://www.ncbi.nlm.nih.gov/pubmed/>
- ▶ Patient: <https://patient.info/>
- ▶ Healthtalk.org : <http://www.healthtalk.org/>
- ▶ Patients like me: <https://www.patientslikeme.com/>

# HEALTH-RELATED WEBSITES

National websites (Finland) [replace this with relevant sources from your country]

- ▶ Terveyskirjasto: [www.terveyskirjasto.fi](http://www.terveyskirjasto.fi)
- ▶ Terveyden ja hyvinvoinnin laitos: <https://thl.fi>
- ▶ Työterveyslaitos: [ttl.fi](http://ttl.fi)
- ▶ Käypähoitosuosituksset: <https://www.kaypahoito.fi/>
- ▶ Fimea: [www.fimea.fi](http://www.fimea.fi)
- ▶ Hengityслиitto: [ww.hengityслиitto.fi](http://ww.hengityслиitto.fi)
- ▶ Suomen mielenterveysseura ry: <https://mieli.fi>
- ▶ Sydänliitto: [sydan.fi](http://sydan.fi)

## Current Care Guidelines are independent, evidence-based clinical practice guidelines

These national guidelines cover important issues related to Finnish health, medical treatment as well as prevention of diseases.

▶ Read more

Image source:  
Kaypahoito.fi



RESEARCH & INNOVATION NEWS

Discover the self-testing pathway for patients with long term heart conditions

20th June 2019

MEDICAL CANNABIS NEWS

Could medical cannabis company, Leafcann, set up their first legal cannabis farm in Scotland?

20th June 2019

DISEASES & CONDITIONS NEWS

IBD standards launching today aim to drastically improve how we care for those suffering

20th June 2019

## ACTIVITY 3: REVIEW OF HEALTH-RELATED WEBSITES

Image source:  
healtheuropa.eu



# HEALTH-RELATED MOBILE APPLICATIONS

- ▶ Mobile applications are, as the name implies, used with a mobile phone or tablet
- ▶ A range of applications exist for all mobile operating systems
- ▶ They can be downloaded using the provided application stores
- ▶ Mobile apps can be categorised by the intended use for example as follows:



- 1) Fitness - *MyFitnessPal, Endomondo, Fitocracy, Yoga Daily Fitness*
- 2) Tracking & analytics - *Instant Heart Rate, Cardiogram*
- 3) Food & Nutrition - *Lifesum, Plant Nanny, Fooducate, Lose it!, My Diet Coach*
- 4) Mind & Brain - *Sleep better, Sleep Cycle, Headspace, Buddhify, Happify*
- 5) Overall health - *Apple Health, HealthTap*
- 6) Productivity - *Momentum Habit Tracker, Productive Habit Tracker, Stiekk*

# Fitness starts with what you eat.

Take control of your goals. Track calories, breakdown ingredients, and log activities with MyFitnessPal.

[START FOR FREE](#)



ACTIVITY 4:  
GETTING TO KNOW MOBILE APPLICATIONS

Image source:  
MyFitnessPal.com



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