Lay Family Health Advisors Curriculum Unit 4

Annex 1 - ACTIVITIES

ON CALL

Lay Community Health Advisors

4.1. Social media in health sector

ACTIVITY 1: Searching the internet

Make the following searches on the Internet with the search engine of your choice:

- Body mass index calculator
- Website / contact information for your own health center
- Effect of smoking on oral health
- Chart of Europeans obesity, comparative data from your own country
- Find a suitable picture on: Chickenpox

4.1. Social media in health sector

ACTIVITY 2 - Evaluating reliability of websites

Get acquainted with one of your chosen health-related websites and find answers to your questions in the checklist:

1. Is the sponsor/owner of the website a Federal agency, medical school, or large professional or non-profit organization, or is it related to one of these?
   - ☐ No
   - ☐ Yes, which one(s): _____

2. If not sponsored by a Federal agency, medical school, or large professional or non-profit organization, is the website written by a healthcare professional or does it reference one of these trustworthy sources for its health information?
   - ☐ No
   - ☐ Yes, which one(s): _____

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?
   - ☐ No
   - ☐ Yes: Organisation: _____
     Contact: _____

5. When was the information written or web page last updated?
   Date: _____

6. Is your privacy protected?
   ☐ No ☐ Yes ☐ Information not available

7. Does the website offer unbelievable solutions to your health problem(s)? Are quick, miracle cures promised?
   ☐ No ☐ Yes

4.1. Social media in health sector

ACTIVITY 3: Review of health-related websites

Each participant gets acquainted independently with a few international and national health-related websites, looking for information on a particular topic of their interest or topics such as:

Symptoms of asthma
Nut and peanut allergy
What is normal blood pressure?
The limits of moderate use of alcohol
Rheumatism

4.1. Social media in health sector

ACTIVITY 4: Choose a health-related mobile application that interests you
(you can also choose from the given examples). Download the app from your phone / tablet app store and learn how to use it.

Evaluate the following:

- What is the benefit or outcome of the application for the user?
- For which target groups the application is targeted?
- Does it fit your target audience?
- What kind of health effects the application helps to achieve?
- How to consider user privacy? What information the app will collect from the user?
- Does the app include social functions?
- Can use the application as a data distribution channel?

- Find whether there are competing options for your application, local or international.

- Would you like to use the application yourself? Why?

4.2 Choosing your channels

ACTIVITY 1: Choosing the right communication channel.

Participants reflect the characteristics of their target group and select one channel that is appropriate for the target group. Each one then creates their own account for that channel.

1. Consider what kind of communication channel would suit to your target audience
2. Which channel would fit in the topic you want to communicate with. Justify your choice!
3. Create an account for the channel you selected.
4. Ask your trainer for instructions if necessary.
5. At the end of the task group discussion
6. Each participant tells which channel they chose and justifies their choice. The justification is put on a flipchart.

4.2 Choosing your channels

ACTIVITY 2: Creating a message in different channels.

Activity is done ideally as a pair exercise. Provide the appropriate publication text for each social media channel you chose. If the pairs have chosen different channels, discuss the possibly differing needs for these channels.
Things to consider

- Message length, possible limitations set by the social media channel
- Communication style
- Referencing sources

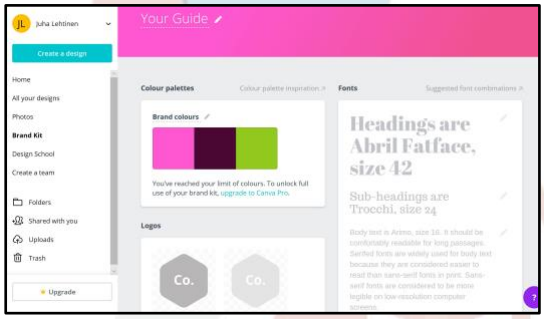
4.3. Creating and delivering your message

Self-directed learning

ACTIVITY 1 - Visual guidelines 1.5h

Create your own graphical guide, specify the colors you use for different channels, typography and elements.
Follow the guidelines when creating new material, keeping a consistent style in all your publications.

The guidelines produced in this task are personal and free form and you can choose the tools to use in accomplishing the task. We recommend using Canva or Photoshop as, they were covered in this Unit. If you are already familiar with other programs or work methods, you can also choose to use them.



Canva contains a ready-made tool for creating your Visual guidelines - the *Brand Kit* found in the toolbar on the left side of the view. Click the Brand Kit link and insert the colours, fonts and logos you have created.

In your Visual guidelines, define at least the typography (fonts and sizes) and colours. Remember, that good guidelines help you maintain your visual theme across different channels.

ACTIVITY 2 - Visual elements for selected Social media channel 1h

In Unit 4 Section 2, the learner applies the Visual guidelines to create the necessary graphical elements, such as a profile image and a background image.

Example; If you chose Facebook as your channel, create the key image elements;

- Profile picture in 360 x 360 px size
- Cover picture in 851 x 315 px size

*ACTIVITY **3** - Your message 1h*

The learner comes up with health-related information content they want to share, choosing a communication style based on previous learnings (0.5h)

Note! If the content has already been generated in Task 2 of Section 4.2, this Task can be skipped, using the previously generated content

The learner selects the target media(s) in which the content is published (0.5h)

*ACTIVITY **4** - Positioning and composition - putting it all together 4h*

The learner produces needed image material / graphs to support the textual content (2h)
The learner adapts the image material and the content as a message suitable for the selected channel (1.5h)
The learner publishes the content in the chosen channel (0.5h)

ON CALL

Lay Community Health Advisors

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