CaNvPHTC
CALIFORNIA-NEVADA
Public Health Training Center

Communication Tools & Technologies, Including Social Media

Presented by:

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Learning Objectives

After this tutorial you will be able to...

1. Understand the importance of online communication to public health

2. Provide examples of effective social media tools for public health

3. Understand the key factors that guide the decision to use social media

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Communication Tools & Technologies Overview

- New media
- Internet usage
- Digital divide
- Knowledge gap
- E-Health

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Websites

- Cornerstone of health communication
- Must meet the needs of your audience
- Ease of navigation
- Encourage interaction
- Challenges

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Social Media

- Community
- Interactivity
- Content
- Sharing

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Social Media

- Community
- Interactivity
- Content
- Sharing
- Follow, Create, Engage

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Examples of Social Media Use

CDC social media presence

NYC Teen Mindspace

Whatcha doin?

CDC Resources

Social Media Toolkit

Guide to Writing for Social Media

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Video Games

- Immersive, social, fun and "cool"
- Delivery technologies more advanced, affordable, easier to access & use
- Advancing in quality and quantity
- Must be engaging, challenging & effective
- Designed to reach target audience
- Wide variety of uses
- Powerful for learning & behavior change

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Mobile Technologies/Apps

- 40 billion app downloads
- The future of health care
- Make health care more fun & effective
- 124 million people use for health-related activities
- The Eatery https://eatery.massivehealth.com/
- 13,000 health apps
- SuperBetter https://www.superbetter.com/
- EveryMove https://everymove.org/about/

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Smart Phone App example: Lit2Quit

http://multimedia.advanceweb.com/default.aspx?PlaylistID=745&H=357&W=448

Tools

- Blog
- Microblog
- Podcast
- Widget
- Wiki
- E-card
- Infographic
- Virtual Worlds

Source: C. Parvanta et al., *Essentials of Public Health Communication*

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Parvanta, C, Nelson, DE, Parvanta, SA, Harner, RN *Essentials of Public Health Communication. Sudbury, MA.:* APHA Press/Jones & Bartlett Learning, 2011.

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References *(Cont.)*

Websites for health programs and resources referenced in tutorial:

CDC Social Media Toolkit and Guide to Writing for Social Media: www.cdc.gov/socialmedia/tools/guidelines.index.html

CDC Teen pregnancy site: www.cdc.gov/TeenPregnancy/SocialMedia

Whatcha doin?: www.nycteenmindspace.org/MH_Bullying_FS3.html

Lit2Quit video of game app: http://multimedia.advanceweb.com/default.aspx?PlaylistID=745&H=357&W=448

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