Use of Facebook by Local Health Departments: Types of activity and use

Rakhi Trivedi; Gulzar H. Shah; Ankit Bangar
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Evolution of World Wide Web

- **Web 0.0** (1980): Developing the internet
- **Web 1.0** (1990): Static web
- **Web 2.0** (1999): Interactive web
- **Web 3.0**: "Read-write-execute" web (under development)
- **Web 4.0**: Artificial intelligence (concept)

"What Are the Major Differences among Web 1.0, 2.0 and 3.0?" WittyCookie. N.p., 04 June 2012. Web. 20 Apr. 2015.

Web 0.0

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Artificial intelligence (concept)
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Concept

Web 4.0
Artificial intelligence
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"What Are the Major Differences among Web 1.0, 2.0 and 3.0?" WittyCookie. N.p., 04 June 2012. Web. 20 Apr. 2015.
Web 2.0 and applications

- Power to build social networks
- People can populate website content
- Power to communicate worldwide
- Interactive web portal
Interactive web portal
Power to build social networks
People can populate website content
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Web 2.0 and applications

- Power to build social networks
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Icons: YouTube, Facebook, Vine, LinkedIn
Facebook

- Founded by Mark Zuckerberg in 2004 as thefacebook.com
- Developed continuously ever since
- Web 2.0 based application
- 1.39 billion active users
- Allows users to post their content
- Provides ability to discuss social events and lot more
- Worldwide communication channel

Population Comparison (scaled)
Facebook

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Facebook and Public Health

Facebook

Public Health

Utilization of Facebook by Public Health Agencies like Local Health Departments
Facebook and Public Health

Public health agencies like local health departments have started to use social media applications for communicating with people of their jurisdiction.

It allows agencies to post content in the benefit of public health and increase their outreach.

These posts can be anything from written posts, pictures, videos, event calendars, to weblinks.

The posts are followed by comments from agency personnel and general public of agency’s jurisdiction.

The popularity of a health department can also be determined based on the number of likes.
April is child abuse prevention month. Wear Blue Day is April 10th. Wear Blue to show your commitment to supporting strong families and healthy children!

Commit to Prevent®: Wear Blue Day
is Friday, April 10th!

Wear BLUE to show your commitment to supporting strong families and healthy children all across Kentucky.

Contact Prevent Child Abuse KY today to order your FREE “Wear Blue Day” Stickers.

April is Child Abuse Prevention Month:

Together, we can strengthen families and keep children safe!
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Objectives of the Study

Assess the usage of Facebook by Local Health Departments

Assess the level of maintenance of Local Health Departments' Facebook profile

Describe the purposes for which Local Health Departments use Facebook
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- Assess the usage of Facebook by Local Health Departments
- Assess the level of maintenance of Local Health Departments' Facebook profile
- Describe the purposes for which Local Health Departments use Facebook
Selected the LHDs that indicated using social media applications (Web 2.0 applications like Facebook, Twitter, LinkedIn, YouTube). Selected the LHDs that used Facebook as a communication channel.

Located the Facebook profiles of the selected LHDs

Followed the profiles for public health-related posts, likes, and also determined the level of maintenance.

Collected the information in the form of documents and spreadsheets

Performed the content analysis of the information collected in above steps using a qualitative analysis software (ATLAS.ti)
Selected the LHDs that indicated using social media applications (Web 2.0 applications like Facebook, Twitter, LinkedIn, YouTube, blogs etc.) in the 2010 National profile of LHDs study by NACCHO
Selected the LHDs that used Facebook as a communication channel.
Located the Facebook profiles of the selected LHDs
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Methodology

- Selected the LHDs that used Facebook as a communication channel.
- Located the Facebook profiles of the selected LHDs.
- Followed the profiles for public health-related posts, likes, and also determined the level of maintenance.
- Collected the information in the form of documents and spreadsheets.
- Performed the content analysis of the information collected in above steps using a qualitative analysis software (ATLAS.ti).
Results

We categorized 19 areas where Local Health Departments were using Facebook.

We also determined the level of maintenance of Facebook profiles of LHDs through content analysis.
Results
Usage of Facebook by Local Health Departments

Only 31% of local health departments responded that they use Facebook as a communication channel.
Only 31% Local Health Departments responded that they use Facebook as communication channel

n=505
We categorized 19 areas where Local Health Departments were using Facebook

<table>
<thead>
<tr>
<th>Focus area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diet, Nutrition, Obesity</td>
<td>13.07%</td>
</tr>
<tr>
<td>Chronic diseases</td>
<td>10.93%</td>
</tr>
<tr>
<td>Emergency Preparedness</td>
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<tr>
<td>Communicable Diseases</td>
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</tr>
<tr>
<td>Others</td>
<td>8.88%</td>
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<tr>
<td>Tobacco</td>
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</tr>
<tr>
<td>Maternal/ Child Health</td>
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</tr>
<tr>
<td>Clinical care</td>
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<tr>
<td>LHD Administration and operation</td>
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</tr>
<tr>
<td>Violence/ Injury Prevention</td>
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<td>Environmental Health</td>
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</tr>
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<td>4.27%</td>
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<tr>
<td>Affordable Care Act</td>
<td>2.94%</td>
</tr>
<tr>
<td>Partners/ Collaborations</td>
<td>0.92%</td>
</tr>
<tr>
<td>Public Health Laws/ Policies</td>
<td>0.76%</td>
</tr>
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<td>Community Health Assessment</td>
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Conclusion

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Facebook was found to be helpful in reaching out to people covering a wide range of public health areas.

Our content analysis shows that the ability to post, like, and comment was helpful in discussing current public health issues.

It is too early to say that LHDs use social media to the maximum of its potential, but future policy changes can help reduce this gap.
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Limitations and Significance

**Limitations**
- Local Health Departments can have different names on Facebook.
- Posts, pictures or any content can be deleted.

**Significance**
This research will help in identifying those gaps and will provide policy recommendations to increase communication in certain activity areas.
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Significance

The success of public health services and systems depends upon LHDs’ ability to communicate with people in their communities. LHDs are required to communicate well in order to get accredited and social media applications provide a platform to establish an effective and interactive communication channel. It is important to assess the gaps in use of this potentially beneficial platform and analyze the current status of its usage.

(Winterbauer, Rafferty, Jones, Tucker-McLaughlin, Bridger C, 2014)
Significance

This research will help in identifying those gaps and will provide policy recommendations to increase communication in certain activity areas.
Thank you!

Questions