

#SocialMedia@PublicHealth

Learning when to “like it”, “post it”,
or “pin it” to meet your public health
goals and engage your partners

<http://bit.ly/2gMVq6q>



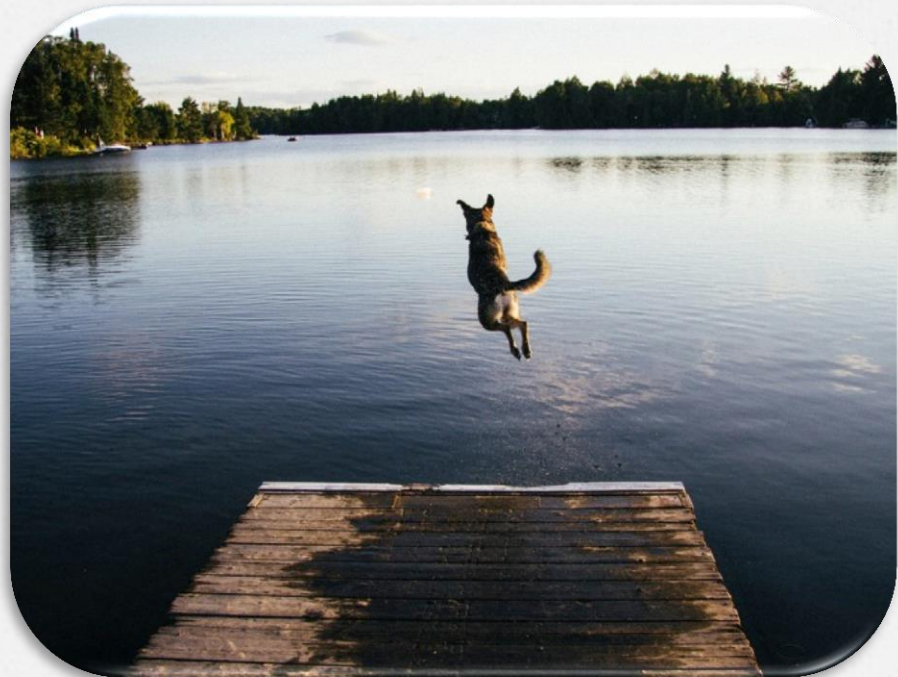
What Do We Know About Social Media?

- Personal use
- Professional use
 - Started as “lurkers”
 - Now participate in social media in some capacity for 5 different organizations
 - Facebook, Twitter, Pinterest, Instagram primarily
 - Actively pursue knowledge and learning on social media every chance we get



Jumping in Head First

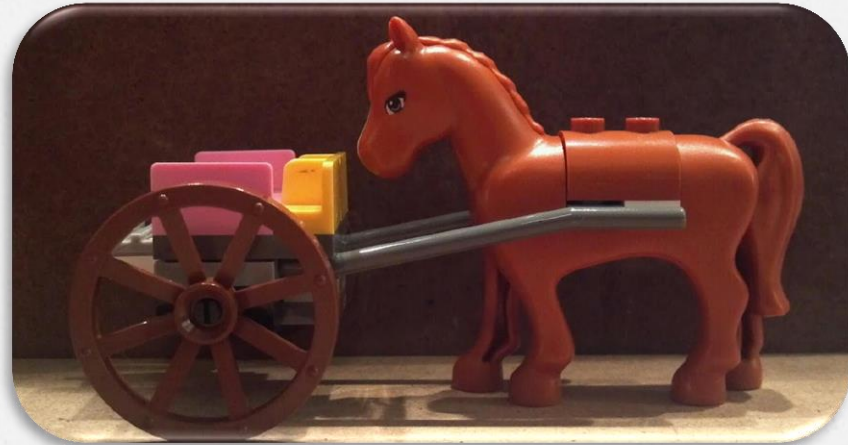
My boss told me to “start using social media.” It is free so I should just jump right in, right?



Dock Diving by Ryan
McGilchrist

If you remember nothing else...

- o Audience
- o Message
- o Action



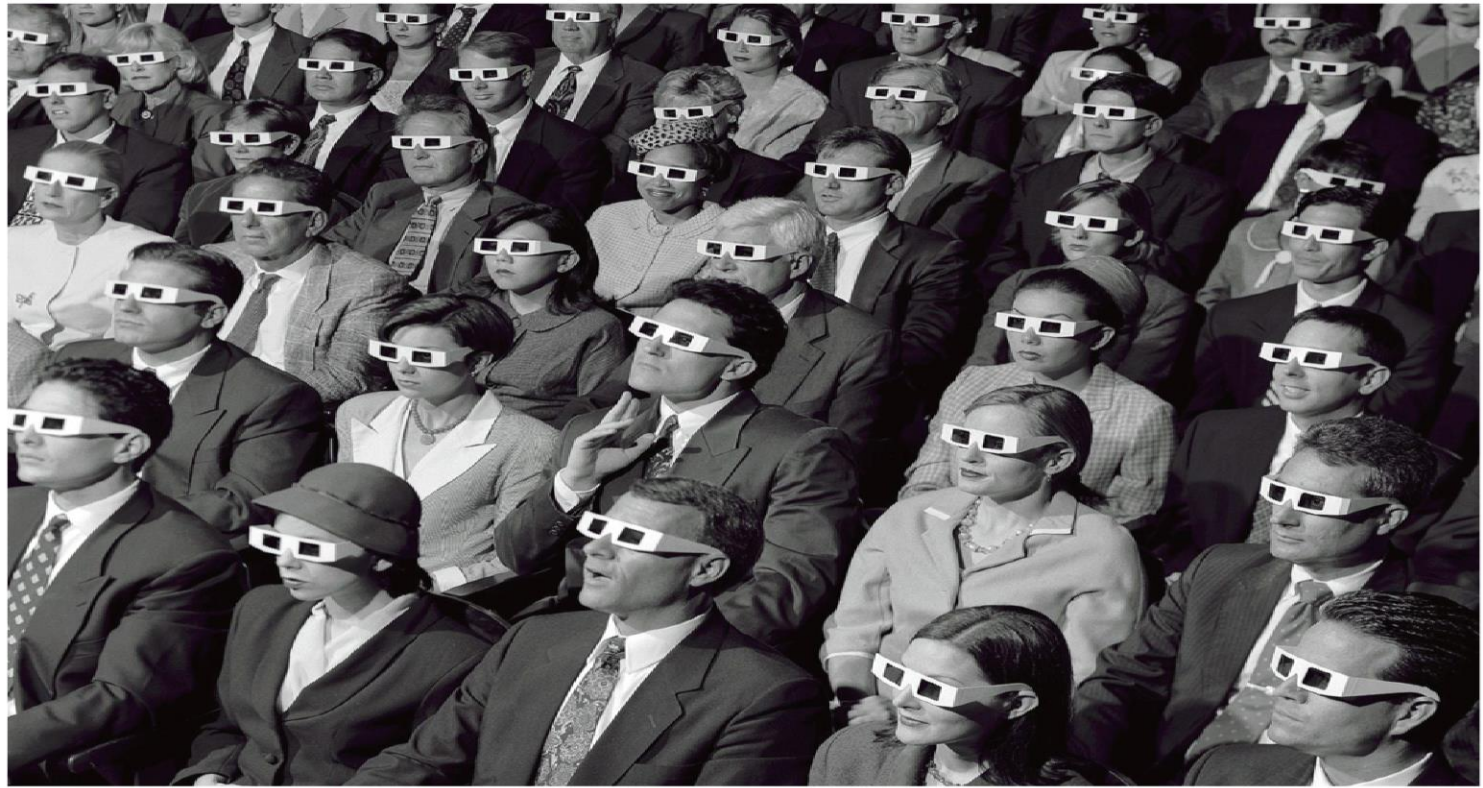
[Cart Before the Horse](#) Photo courtesy of Best & Worst Ever Photo Blog

- o **Then** select SM channel

Have you heard the one about
a free lunch...



Knowing Your Audience



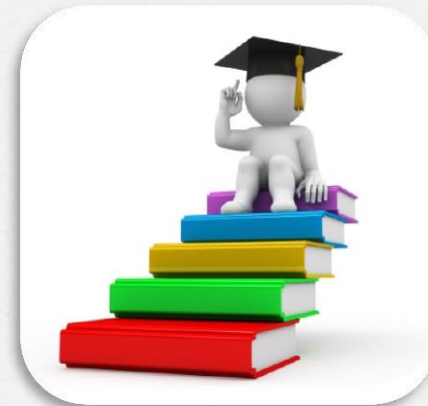
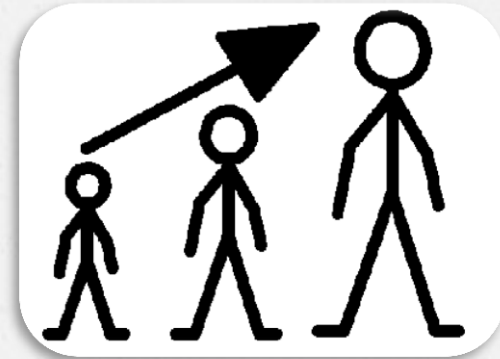
The Big Questions

- Who or what is your audience?
- Why do you want to reach them?
- What are your goals for them?



Ways of Thinking About an Audience

- By age
- By relationship
- By language spoken/country of origin
- By interest or job
- By education level or socioeconomic status
- By ability to influence policy or behavior



Audience Examples



Child Injury Prevention Alliance

- o Audience = researchers
- o Goal = sharing resources and information relevant to the field, including a research agenda
- o Twitter, YouTube, Pinterest,



End Injury

- o Audience = parents/caregivers who want to take action to end injury in their families, their community, their country
- o Goal = education on the issue, ideas that will empower them to take action
- o Twitter, Pinterest, YouTube, Instagram



Prevent Child Injury

- o Audience = people who work with others to educate them on injury prevention (researchers, child care providers, health departments, PTAs, etc)
- o Goal = sharing resources that they can share with their target population
- o Twitter, Pinterest



Nationwide Children's Hospital

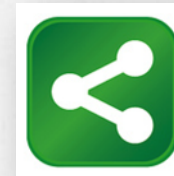
- o Audience = Parents and families who might utilize the hospital's services
- o Goal = sharing resources and information to keep families healthy & safe, and to educate the community about the hospital and the resources they provide
- o Facebook, Twitter, Pinterest, Instagram, YouTube, Vine

Message and Action

- o What kind of information do you want to share? What type of communication do you want to have with your followers?
- o Make sure to discuss tone
 - o Will posts be serious or light-hearted?
 - o Is the voice an adult educating or a teen talking to peers, etc?
- o What action do you want them to take?
 - o Do something? Learn something? Share? Comment? Give feedback?



Photo by Chris Potter available on stockmonkeys.com



Different Messages for Different Audiences

o For parents and caregivers

- o If you have young children and you are going to have marijuana products in your home, keep them locked up, away and out-of-sight – including edibles.

o For health care providers

- o Tell parents and caregivers about the dangers of marijuana products (including edibles) to young children. Encourage them to keep these products locked up and away and out of sight if they are going to use them.

o For industry

- o Adopt child-resistant and opaque packaging to make it more difficult for children to access marijuana products.

o For policy makers

- o As you craft laws on legalizing marijuana, consider others who will be impacted by having this product more readily available. Include child-resistant packaging in the discussion for all products – including edibles.

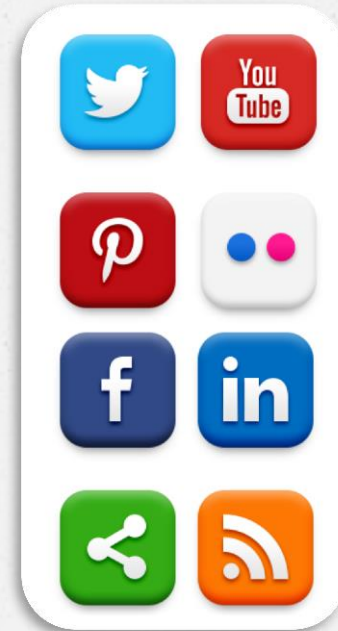


Denver Post



Choosing Your Channels

- o Now that you have defined your audience, determined your tone, and decided what action you want them to take, you can select which channels you will use.
- o How do you know which ones to pick?



Social Media

SOCIAL MEDIA EXPLAINED



"LIKE" IF YOU THINK MY DOG IS CUTE



PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER



WATCH THESE DOGGONE FUNNY VIDEOS



GUARD DOG FOR HIRE!



HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG



HERE IS HOW TO MAKE YOUR OWN DOG TREATS



BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED



EPIC GOOGLE HANGOUT WITH MY DAWGS!



LISTENING TO THE SONG "WHO LET THE DOGS OUT?"



CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID



Facebook



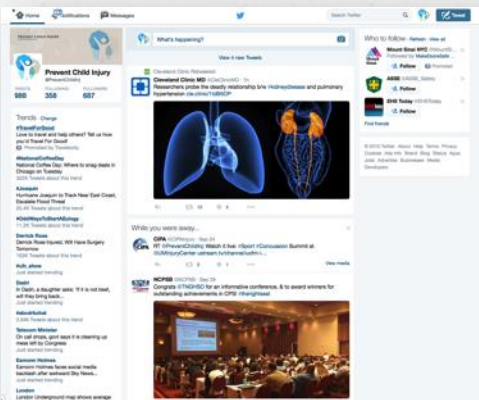
- A social networking site designed to help connect friends and family, and to discover and share information
- Started in February 2004
 - December 2004 had 1 million users
 - By 2nd quarter 2015 1.49 billion daily users
 - 72% of online adults say they use Facebook
- 70% of users engage daily (43% multiple times a day).



Twitter



- Twitter users exchange short messages (tweets), which are limited to 140 characters or less.
 - Photos, links, and videos can all be shared via tweets.
- Launched publicly in July 2006
- November 2008: 1 billion tweets/yr
- Today: 316 million active users
 - Over 1 billion tweets every 2 days
- 23% of online adults say they use Twitter
- 38% of users visit Twitter daily



Pinterest

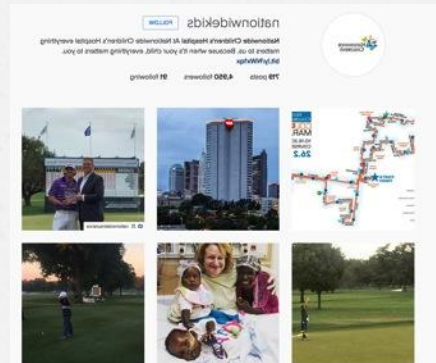


- A virtual “pinboard” where you can organize pictures, links and videos (called “pins”).
- Launched publicly in 2010
- Today: 100 million users
 - Over 50 billion pins created
- On average, Pinterest users spend more time on the site per visit than other popular social media sites (14.2 minutes)
- 31% of online adults say they use Pinterest
 - 16% men vs 44% women
- 27% of users visit daily (28% weekly)

Instagram



- o Photo and video sharing service that allows you to take photos & videos with your phone and share with your friends and on other social networking sites.
- o Launched publicly in 2010
- o Today: 300 million users
 - o Over 30 billion photos shared,
 - o Average user posts 2.41 per day
- o 28% of online adults say they use Instagram (83% younger than 50)
- o 59% of users visit daily
 - o Including 35% who visit several times a day
 - o Daily use has gone up 10% since September 2014



Caution

- o Don't try to do too many at once. Start slow.
- o Remember, each channel is different and has a different audience. Don't just repost the same content on a variety of different channels.
- o That said, once you decide on a channel, reserve whatever handle you are going to use across all the SM channels (even if you don't plan to use them).



Where to Start

You've selected your channels, now what?

- o Environmental Scan
- o Monitor
- o Create a Social Media Plan
- o Determine Your Posting Schedule



Environmental Scan

- o Look at what others in the field are doing within the SM channels you have selected

Drug prevention related organizations

- ADAPAO (Alcohol and Drug Abuse Prevention Association of Ohio)
 - o Facebook: <https://www.facebook.com/pages/ADAPAO-Alcohol-and-Drug-Abuse-Prevention-Association-of-Ohio/31260478330?sk=wall>
- The Center for Addiction Treatment (Cincinnati, Ohio)
 - o Facebook: <https://www.facebook.com/ccatsober/timeline/>
 - o Twitter: <https://twitter.com/ccatsober>
- Drug Free Action Alliance (Columbus, Ohio)
 - o Facebook: <https://www.facebook.com/DrugFreeActionAlliance>
 - o Twitter: <https://twitter.com/DrugFreeAction>
 - o YouTube (updated somewhat regularly): <https://www.youtube.com/user/DrugFreeAction/videos>
- Ohio Youth-Led Prevention Network
 - o Twitter: <https://twitter.com/BeTheMajority>
 - o Facebook: <https://www.facebook.com/Ohio-Youth-Led-Prevention-Network-161299063930274/timeline/>
 - o Pinterest: <https://www.pinterest.com/InTheMajority/>
 - o Instagram: <https://instagram.com/bethemajority/>
- Recovery Resources (Cleveland, Ohio)
 - o Facebook: <https://www.facebook.com/RecResCleveland>
- NY State Office of Alcoholism and Substance Abuse Services
 - o Twitter: <https://twitter.com/NYSOASAS>
 - o Facebook: <https://www.facebook.com/NYS-OASAS-131452531057/timeline/>
 - o YouTube: <https://www.youtube.com/user/nyssoasas/videos>
- Georgia Department of Behavioral Health and Developmental Disabilities
 - o Twitter: <https://twitter.com/dbhdd>
 - o Facebook: https://www.facebook.com/GeorgiaDBHDD?_rdr=p
 - o YouTube (not updated regularly): <https://www.youtube.com/user/GeorgiaDBHDD/videos>
 - o Vimeo (updated somewhat regularly): <https://vimeo.com/dbhdd>
 - o Google+: <https://plus.google.com/+dbhdd/posts>

Monitor Organizations

- o What are they posting?
- o What types of things have the best engagement?
- o Is there an area where info is missing where you can fill a void?

The screenshot displays a social media monitoring interface with four columns of tweets. Each column represents a different organization or topic:

- Injury CIPAIjury:** Features tweets from **PrevFIRST** (11:34am via Twitter for iPhone) about an opioid epidemic, **NHTSAgov** (11:30am via Hootsuite) about distracted driving, and **GaryASmithMD** (11:25am via Hootsuite) about a cigarette ban in MA.
- Media CIPAIjury:** Features tweets from **nytimeswell** (retweeted), **nyww** (3:33pm via Hootsuite) about a cookbook/memoir, and **NICHD_NIH** (11:36am via Linkis.com) about genetic testing in newborns.
- DocsDoingSM CIPAIjury:** Features tweets from **Docweighsin** (11:28am via Scoop.it) about healthcare technologies, **AAPNews** (retweeted), and **healthychildren** (9:36am via Hootsuite) about digital parenting tips.
- SportsInjuries CIPAIjury:** Features tweets from **ConcussionLF** (11:36am via TweetDeck) about a newsletter, **ExSciGuide** (11:17am via Twitter Web Client) about a walk around the office, and **MomsTEAM** (11:15am via Hootsuite) about a bullied coach story.

Monitor Your Audience

- Where are they?
- What types of content do they engage with?
- Are there any trends you can take advantage of?



[Informal Gluttony](#) by Kat NLM

Creating a Social Media Plan

- o Audience
- o Tone
- o Resources needed
- o Implementation plan
- o Content creation schedule
- o Success Metrics
- o Reporting
- o Crisis plan



Resources Needed: Staff

- o Who will write posts?
- o Who will gather content?
- o Will new content be created (videos, photos, infographics, etc.)? If so, who needs to be involved?
- o Who will be in charge of posting
- o Who will monitor?
- o Who will analyze & report on performance metrics?
- o Role of Interns



[The Conference Room](#) by
Alist

Resources Needed: Content

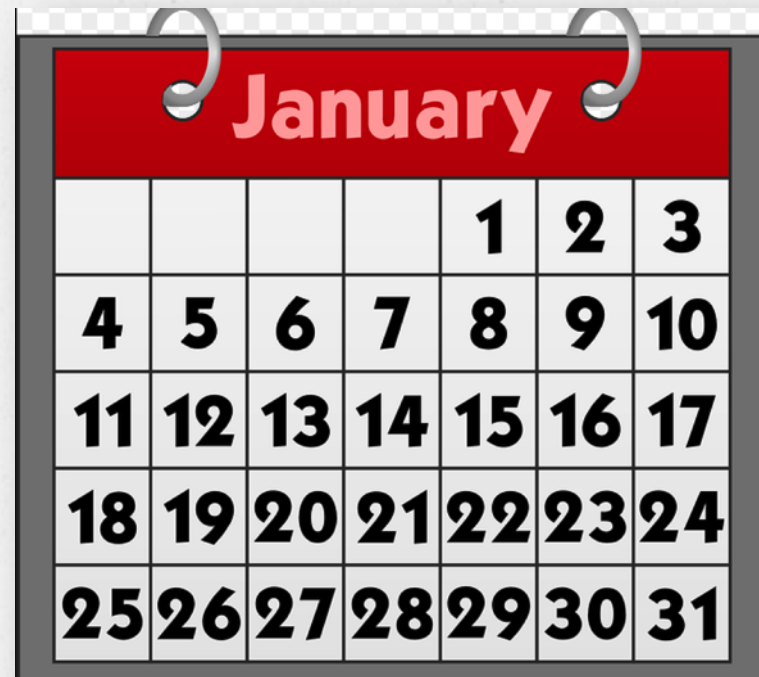
- SM is like a teenage boy – it is always hungry
- Need to plan months in advance for content or it won't happen
- Need to have a variety
- Determining how much content you need
(different for every channel)



Lukas by Christy & David Whetstone

Create a Checklist

- Establish a publish date and work backwards.
- What tasks need to be done?
 - Who should be responsible for completing each task?
 - What is the timeline for each task?



Hootsuite

This screenshot shows the Hootsuite dashboard for the account 'Child Injury Prevention Alliance'. The interface is divided into several columns:

- Retweets:** A tweet from @CPIAnjury about a new strategy for passing the toughest car seat law in the country.
- Mentions:** A tweet from @reynoldsgrpe with a link to a video titled 'Keep your Baby Car Without the Car Seat'.
- Scheduled:** A tweet from @CPIAnjury about a new course for parents on child safety.
- New Followers:** A tweet from @PrevFIRST about a Golf Skills Challenge.

At the bottom, there is a line graph showing engagement metrics over time, with data points for 1.4 and 2.7.

This screenshot shows the Hootsuite dashboard for the account 'Child Injury Prevention Alliance'. The interface is divided into several columns:

- Injury:** A tweet from @kiddidanger about a car seat safety tip.
- Media:** A tweet from @carriemage about a NYC stop banner for distracted driving.
- Docs/Dings:** A tweet from @AmerMedicalAn about a new prevention strategy.
- Sports/Injuries:** A tweet from @unearthl about a football player's return.

The dashboard also includes a 'Compose message' window at the top and a 'Send to' dropdown menu.

This screenshot shows the Hootsuite dashboard for the account 'Child Injury Prevention Alliance'. The interface is divided into several columns:

- #coalitionacademy2015:** A tweet from @PrevFIRST about a workshop on parent-child communication.
- #tweetatrics:** A tweet from @AmcAcPeds about a statement from the American Academy of Pediatrics.
- #makesafehappen:** A tweet from @Worhtha about a family safety app.
- #childinjuriy:** A tweet from @seendubidlaw about a driver's license suspension.

The dashboard also includes a 'Send to' dropdown menu and a 'Compose message' window.

Why You Need An Approval Process

The screenshot shows the homepage of 'TOKE OF THE TOWN', a website for cannabis news. The header features a banner with a cannabis leaf, a 'DUTCH CANNABIS SEED' packet, and the title 'TOKE OF THE TOWN' in large purple and yellow letters, with the tagline 'cannabis news, views, rumor and humor' below it. A green navigation bar contains links for News, Medical, Culture, Dispensaries, Products, Growing, Legislation, and Global, along with a search bar. The main content area displays a news article titled 'L.A. City Council proposes banning e-cigarettes in public' by William Breathes, dated Friday, December 6, 2013. The article text discusses the potential ban on e-cigarettes in public places like beaches, bars, and restaurants. Social sharing buttons for Facebook, Twitter, and Google+ are visible. To the right, there are links to follow the site on Twitter and subscribe to its RSS feed. Below the article is a close-up image of an e-cigarette. On the far right, an advertisement for 'OD Household Services' is displayed, featuring a green truck and the slogan 'IT'S YOUR MOVE, YOUR WAY.' with a list of service benefits.

Marijuana and Cannabis News

L.A. City Council proposes banning e-cigarettes in public

By William Breathes in [News](#), [Products](#) Comments (0)
Friday, December 6, 2013 at 11:20 am

[Like](#) [Share](#) 5 [Tweet](#) 10 [Submit](#) [Pocket](#) 0 [G+](#) 1

Hold onto to your e-cigarettes and vape pens while you can, people, because using them in Los Angeles might soon be banned in the same places that prohibit lighting up regular smokes including beaches, bars and restaurants.

The L.A. City Council today will consider a new motion to be introduced by Councilman Mitch O'Farrell that would treat electronic devices the same way that cigarette smoking is regulated in town. [LA Weekly](#) has [more](#).



IT'S YOUR MOVE, YOUR WAY.

- Delivered when you want.
- Only pay for what you use.
- Smart, easy, and a great value.

OD Household Services
Self-moving services that deliver™

Approval Process

- o Who has to approve any messages/images that go out?
- o What is the approval timeline process?
- o Who is responsible for loading the information into the SM channel once it has been approved?
- o What happens in the event of a crisis?



Apples, Cheezits and M&Ms

- o Snackable content
 - o “Bite-size”
 - o Easy to consume
 - o Shareable



Collateral Materials

o Do you have anything else or could you develop pieces that might be helpful to your audience?

- o Infographics
- o Fact sheets
- o Educational materials
- o News articles
- o Pinterest board

Liquid Nicotine
Information related to Liquid Nicotine, E-Cigs, E-Cigs, & E-Cigs, on the topic of safety and children

The board contains several pins, including:

- How to use e-cigarettes:** A guide on how to use e-cigarettes, including a video and a text-based guide.
- The Science of E-cigarette Poisoning:** A detailed infographic explaining the science behind e-cigarette poisoning, including the effects of nicotine and other chemicals.
- How to use e-cigarettes:** A guide on how to use e-cigarettes, including a video and a text-based guide.
- How to use e-cigarettes:** A guide on how to use e-cigarettes, including a video and a text-based guide.

ABC NEWS U.S. World Politics Entertainment Health Tech ...

First Child's Death From Liquid Nicotine Reported as 'Vaping' Gains Popularity
By BILLIAM MOHNEY • Oct 10, 2014, 9:43 PM ET

7K Interest

A toddler from upstate New York could be the first child to die from liquid nicotine, the substance used in e-cigarettes, poisoning in the U.S., concerning health officials as e-cigarettes continue to rise in popularity.

Police reported that the 1-year-old child died after ingesting liquid nicotine at a home in Fort Plain, New York, on Tuesday. The child was found unresponsive and rushed to a hospital where he was later pronounced dead.

Fort Plain police released a statement saying the death is believed to be a "tragic accident." They declined to say whether the liquid nicotine was associated with an e-cigarette.

5 Things You Need to Know About E-Cigarettes

6-Cigarette Poisoning on the Rise, CDC Says

liquid nicotine
the danger to children

2810%
From the beginning of 2011 through the end of 2014, poison control centers took a 2810% increase in the number of calls about children ages 6 and under who had been exposed to liquid nicotine.

In 2014, that was almost 7 children every day

Why do kids get into liquid nicotine?

It can smell like candy, look all other liquid that kids can find, and the bottles are easy to open.

What happens with direct contact?

Swallowing: Swallowing as little as 1/2 teaspoon (1/2 ounce) of liquid nicotine can be deadly to a small child.

Touching: Liquid nicotine is easily absorbed through the skin.

direct contact can cause:

- stomach pain
- vomiting
- diarrhea
- difficulty breathing
- low heart rate & high blood pressure
- death

How You can help

- Put It Up and Away and Out of Sight:** Keep out of reach of children by locking liquid nicotine away in a safe, away and out of sight - preferably in a locked cabinet. Check expiration date and label. Nicotine, propylene glycol, and other chemicals may be toxic even when they don't have a sweet taste.
- Build a Barrier:** Only use e-cigs when children are not around, and put together away immediately after use.
- Protect Kids:** When adding or taking gloves when handling liquid nicotine. Clean up spills right away with paper towels, and then everything away in a trash can with lid cap.
- Dispose Properly:** Dispose of them based by pouring in a sink using plenty of water to dilute. Do not reuse. For empty liquid nicotine containers, pump heads, and any other parts use the bag and place in a recycling bin with lid cap.
- Know How to Call for Poison Help Line:** From the number on the poison help line, 1-800-232-2629, get a 24-hour poison help line and avoid your phone. Call immediately if you think someone has had direct contact with liquid nicotine.

Photos

- o Easy
- o Shareable
- o Many free sources
- o Big impact



What is Creative Commons?

- o It is a nonprofit organization that developed free, easy-to-use copyright licenses that allow “the public” ways to share their creative works and decide what ways other people can use it.
 - o Check for copyrights
 - o Always cite as required
 - o Check TinEye.com



Modeling the “Right” Behavior

- o Pay attention to the images you are sharing
- o Some you work with might not have the same training



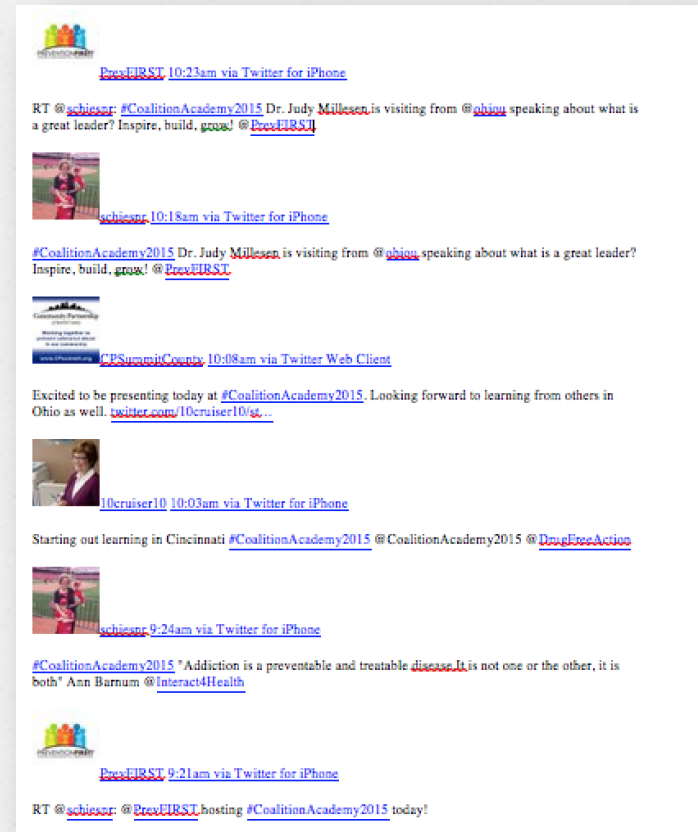
Water Safety: Drowning Prevention Tips




Buying Safe Toys for the Holidays


Promoting

- Don't forget to let people know about your channels.
- Promote them on EVERYTHING!
- Having an event? Start a hashtag so you can track what people are saying on SM about it.





[PreyFIRST](#), 10:23am via Twitter for iPhone

RT @schieser: [#CoalitionAcademy2015](#) Dr. Judy Millesen is visiting from @obioa speaking about what is a great leader? Inspire, build, grow! @ [PreyFIRST](#)




[schieser](#), 10:18am via Twitter for iPhone

[#CoalitionAcademy2015](#) Dr. Judy Millesen is visiting from @obioa speaking about what is a great leader? Inspire, build, grow! @ [PreyFIRST](#)




[SummitCounty](#), 10:08am via Twitter Web Client

Excited to be presenting today at [#CoalitionAcademy2015](#). Looking forward to learning from others in Ohio as well. [twitter.com/10cruiser10/qs...](#)




[10cruiser10](#), 10:03am via Twitter for iPhone

Starting out learning in Cincinnati! [#CoalitionAcademy2015](#) @ [CoalitionAcademy2015](#) @ [DrugFreeAction](#)



[schieser](#), 9:24am via Twitter for iPhone

[#CoalitionAcademy2015](#) *Addiction is a preventable and treatable [disease](#). It is not one or the other, it is both! Ann Barnum @ [Interact4Health](#)

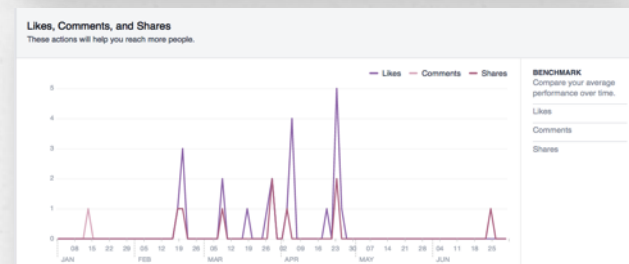
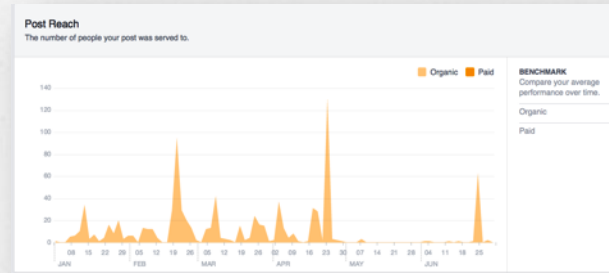


[PreyFIRST](#), 9:21am via Twitter for iPhone

RT @schieser: @ [PreyFIRST](#) hosting [#CoalitionAcademy2015](#) today!

Tracking

- o Don't forget to go back to tracking.
- o How do you define success?
 - o # of people attending events increase?
 - o # of fans, followers, likes, shares?
- o There are so many different types of metrics. Need to find the ones that work for your organization and build them into your weekly reporting.
 - o Use the free metrics available through the channel.
- o Lots of resources on how to do this. Look it up.



Case Studies

Individual



One day outreach event



Project





Gary Smith

@GaryASmithMD

Pediatric emergency medicine physician,
public health practitioner, injury
prevention researcher and advocate,
husband, father

📍 Columbus, Ohio, USA

📅 Joined August 2011

My social media story

Why social media?



[Redes sociais](#) image courtesy of Jeso Carneiro via Flickr

How I got started?



[Start](#) image courtesy of jakeandlindsay via Flickr

The details

- o How often to post
- o Where do I get my resources/ideas?
- o What I take into consideration before I post

The screenshot shows a Twitter profile for Gary Smith (@GaryASmithMD). At the top, there are statistics: TWEETS 3,310, FOLLOWING 868, FOLLOWERS 889, LIKES 1, and LISTS 5. Below the statistics are three tabs: Tweets, Tweets & replies, and Media. The main content area displays three tweets from Gary Smith:

- Tweet 1:** Posted 4 hours ago. Text: "2017 AAAM Conference Call for Abstracts now open! Submit your abstract by Jan 9, 2017. bit.ly/2gzFvZ1 @AAAMFeed".
- Tweet 2:** Posted Nov 29. Text: "You should check out the latest eNewsletter & website for @AAAMFeed! Great updates! bit.ly/2g7FcGG #roadsafety".
- Tweet 3:** Posted Nov 28. Text: "What's in store for #safety policy? House Republicans asked fed agencies to freeze all rulemakings".

Below the third tweet is a news article snippet with a photo of a man in a suit. The article title is "House Republicans Ask Agencies to Freeze All Rulemakings" and the text reads: "House Republicans sent a letter to every government agency asking them to halt all rulemaking until President-elect Donald Trump takes office. wsj.com".

How much time does it take?





#PassOnPackets

It started with one person

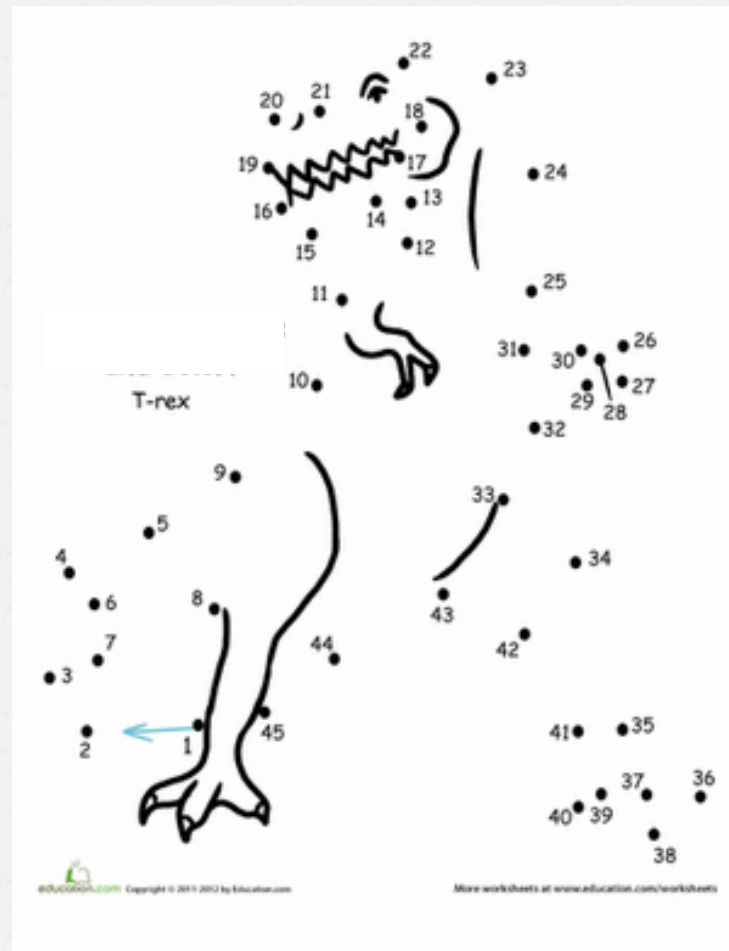


Katelyn's mentor

- o Reached out to AAP and PCI

Speaking of laundry detergent packets, Dr. Ben Hoffman at Oregon Health Sciences University has reached out with interest in helping one of his residents organize a social media day of action encouraging pediatricians to tell parents to “pass on laundry packets.”

Committee of key stakeholders



Stakeholders

- o Injury prevention experts
- o Trainees (residents and fellows)
- o National experts
- o AAP advocacy and communications staff

A “Day of Advocacy” was born

The best advice is to ask families with young kids to not purchase the detergent packets, which often resemble candy, and instead use liquid or powder detergent. We want to convince them to “Pass on the Packets”

We have worked with Gary Smith and his amazing team the Center for Injury Research and Prevention at Nationwide Children’s, as well as the AAP Communications folks, the wonderful leadership of the AAP Section on Medical Students, Residents and Fellowship Trainees (SOMSRFT), AAP Council on Injury Violence and Poison Prevention and others to coordinate a resident day of action on **JUNE 7, 2016**. This will be coordinated with a Twitter chat from the folks at Nationwide.

Our ask: Arrange an event for that day- morning report, noon conference, continuity clinic, whatever might work in your program. We will send you talking points, social media templates (Twitter, Instagram, Facebook), infographics and other visuals- everything you will need. You help us communicate the message in a social media storm to ask families to “Pass On Packets”. Coordinate with your poison center, injury center, department leadership, etc. to amplify the voice. Imagine the power of hundreds (if not thousands) of pediatricians and others all speaking with a strong and consistent message!

Please respond to the following doodle poll if you are interested- please include the email of the best contact at your program (you, colleague, chief resident etc.) <http://doodle.com/poll/xzt5aqva66awudfq>

If this is successful, we hope to develop an action network to teach and role model pediatrician advocacy, and do good for kids!

Hope to hear from you!

Warmly-
Ben

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1. Ask families with young kids to not purchase detergent packets.

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2. Key collaborators lend legitimacy to the project.
3. Save the date!

A “Day of Advocacy” was born

The best advice is to ask families with young kids to not purchase the detergent packets, which often resemble candy, and instead use liquid or powder detergent. We want to convince them to “Pass on the Packets”

We have worked with Gary Smith and his amazing team the Center for Injury Research and Prevention at Nationwide Children’s, as well as the AAP Communications folks, the wonderful leadership of the AAP Section on Medical Students, Residents and Fellowship Trainees (SOMSRFT), AAP Council on Injury Violence and Poison Prevention and others to coordinate a resident day of action on **JUNE 7, 2016**. This will be coordinated with a Twitter chat from the folks at Nationwide.

Our ask: Arrange an event for that day- morning report, noon conference, continuity clinic, whatever might work in your program. We will send you talking points, social media templates (Twitter, Instagram, Facebook), infographics and other visuals- everything you will need. You help us communicate the message in a social media storm to ask families to “Pass On Packets”. Coordinate with your poison center, injury center, department leadership, etc. to amplify the voice. Imagine the power of hundreds (if not thousands) of pediatricians and others all speaking with a strong and consistent message!

4. Here are some ideas you can use and what we’ll provide.

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Please respond to the following doodle poll if you are interested- please include the email of the best contact at your program (you, colleague, chief resident etc.) <http://doodle.com/poll/xzt5aqva66awudfg>

5. Sign up to sign on and get more info.
(evaluation)

Developing materials

- o #passonpods
- o #passonpackets
- o #PassOnPackets
- o Colors
- o Data



**PASS ON
PACKETS**

#PassOnPackets

3,795

IN JUST FOUR MONTHS,
**3,795 CHILDREN 5 YEARS
AND YOUNGER** WERE
EXPOSED TO SINGLE-LOAD
LAUNDRY PACKETS

(JA

THAT'S MORE THAN 31 CHILDREN PER DAY

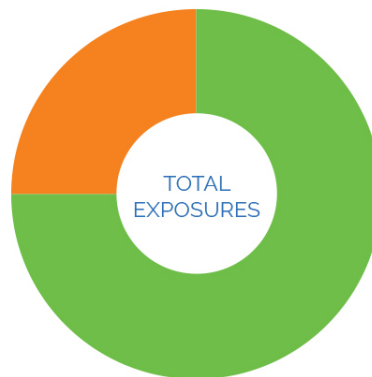


**PASS ON
PACKETS**

#PassOnPackets

22,064

22,064 CHILDREN
YOUNGER THAN 6 YEARS
OLD WERE EXPOSED TO
**LAUNDRY DETERGENT
PACKETS** FROM 2013
THROUGH 2014



75%

THREE QUARTERS OF
THE EXPOSURES WERE
IN CHILDREN
UNDER THE AGE OF 3



UCSF Benioff SF @UCSFChildrens · Jun 9

RT for awareness: Kids who ingest laundry detergent packets can suffer serious injury or death. [#PassOnPackets](#)



20

12



home: Thanks to @shriver_amy @PedsgEEKMD @biankchildrens



IUEM advocacy @IUEMAdvocacy · Jun 7

#PassOnPackets @RileyHospital Peds residents spreading the word about the dangers laundry pods pose to children





Ben hoffman @DrBenHoffman · Jun 7

@delchildrens residents! Pediatricians ask parents to #PassOnPackets. Protect kids from laundry packet ingestions





Kyra Reed @silver_liningKR · Jun 7

#PassOnPackets @RileyHospital important Peds injury prevention at Riley by IU Peds residents!



5



5





Tracy Brawley
@TracyBrawley

 Follow

Shouting it from the @OHSU_Doernbecher
@OHSUNews rooftops: #PASSonPACKETS!!



RETWEETS 3 LIKES 5



9:24 AM - 7 Jun 2016

  3  5 

#PassOnPackets results

- o 32 resident programs participated
- o Blog post: 1,600 readers
- o 500+ #PassOnPackets tweets
- o 8,000+ Facebook impressions on one post
- o 700+ clicks on bit.ly
- o 2 local (Portland) news stories

#LaundryPackets Twitter chat

- o 216 contributors
 - o Hospitals, residency programs, docs and residents, parents, and safety organizations
- o 820 tweets
- o Reach: 550,000+
- o Timeline deliveries: 2.8 million



Grow Up Safe

“Using Social Media” Training



[GROW UP SAFE](#) / [COMMUNITY NETWORK](#) / [RESOURCES](#) / [USING SOCIAL MEDIA](#) / [JOIN US](#)



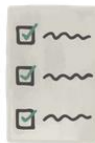
There are many ways to interact with the families you serve. Social media is a great outreach tool that can help you create an ongoing dialog, making it easier to share these resources and information.

Whether you are already using social media or are just thinking about it, these short videos (each is less than 5 minutes) can help.

Social Media Lessons



[Lesson 1 – What is Social Media?](#)



[Lesson 2 – Social Media Plans](#)



[Lesson 3 – Signing Up](#)

Stay In Touch

Sign up to receive notifications when new content is added and to keep up to date on new happenings.

Name *

First Name

Last Name

Organization *

Email Address *

o “For me, having a Twitter account is like being registered to vote. Twitter allows me to turn frustration into meaningful action and to amplify not only my own voice, but those of my colleagues, and most importantly, the voices of the children we serve.”

o Nusheen Ameenuddin, M.D., M.P.H., FAAP

Thank You!

Tracy Mehan



Tracy_Mehan



Tracy.Mehan@nationwidechildrens.org



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@CIPAINjury



@PreventChildInjury



@EndInjury



@nationwidechildrens



@growupsafe