

Moving Health Literacy Forward: Social Media's Role

4th Biennial Wisconsin Health Literacy Summit
April 13, 2011

Sarah Welch and Megan Rooney
Health Literacy Missouri

Health Literacy Missouri



Our mission is to improve the health of all Missourians.

Founded December 15, 2009

What we do

- Help improve health facility environment
- Train health professionals to improve communication skills
- Teach patients communication skills
- Support community groups
- Provide a free, online library of health literacy materials



Why Social Media?



Why Social Media?

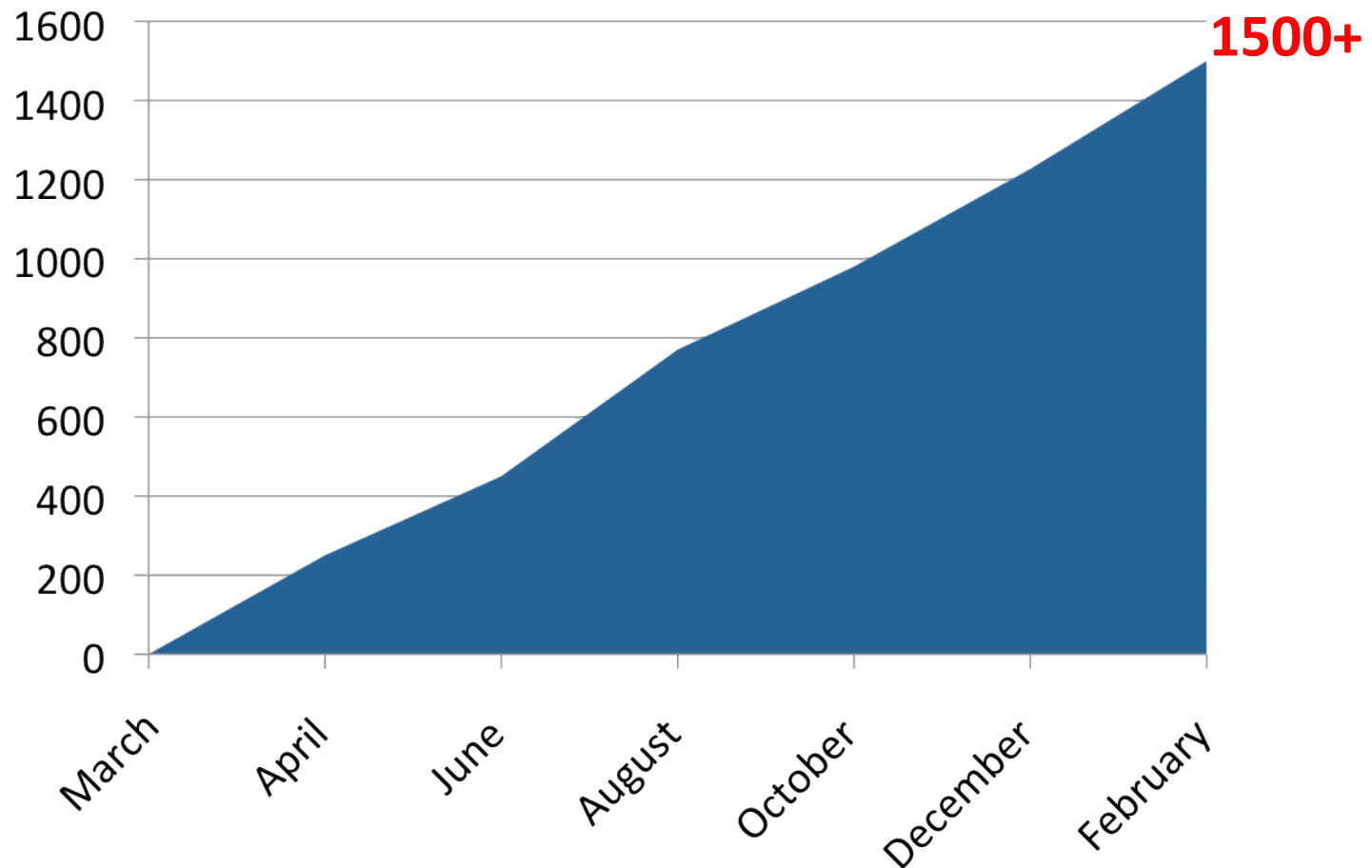


- **79%** of American adults go online:
 - **83%** look for health information
 - **61%** use social network sites
 - Boomer generation fastest growing
 - **8%** use Twitter

--Pew Research Center's Pew Internet & American Life Project



Growth of our social media network: 2010-2011





• Twitter

• @healthlitmo



• Vimeo

• Health Literacy Missouri



• Facebook

• www.facebook.com/healthliteracymissouri



• YouTube

• HealthLitMo325



• LinkedIn

• Health Literacy Missouri



• Delicious

• healthliteracymissouri



• Flickr

• Health Literacy Missouri

• List serve

• Health Literacy Digest

• Blogging

▪ Plain Talk Blog



Wall

Hidden Posts

Info

Notes

Discussions

Photos (6)

Resources

Twitter

YouTube

Video

343

people like this

Likes

See All

Minnesota
Literacy CouncilMissouri
Foundation for
Health (MFH)American Public
Health
AssociationSt. Louis
Regional Health
Commission

CDC

Unlike
Share

Health Literacy Missouri

Non-Profit Organization Edit Info

Edit Page



Wall

Health Literacy Missouri · Most Recent ▾

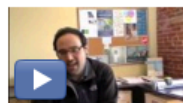
Share: Status Photo Link Video

Write something...



Health Literacy Missouri

Dominic's Experience with Health Literacy



Mar 11, 2011 12:29pm

Length: 1:54

419 Impressions · 0% Feedback

Friday at 12:29pm · Like · Comment · Share



Health Literacy Missouri

Making Strides Toward Improving Health Literacy Online. Thanks for the mention @healthfinder! #healthlit

Making Strides Toward Improving Health Literacy
Online | e-Patients.net
e-patients.net

This is a guest post by Jessica Mark, healthfinder.gov and Outreach Program Manager, Health Communication and eHealth Team in the Office of Disease Prevention

430 Impressions · 0% Feedback

Friday at 9:53am · Like · Comment · Share



Health Literacy Missouri

We'll be starting a community garden this spring.

Health Literacy Missouri – Message from the
President and CEO
bit.ly

Last week, I noticed buds forming on the tips of tree branches. Crocus bulbs have begun to burst from the soil. The weather here in St. Louis has been unpredictable at best. Sunny and warm on one day, gray and frigid the next. But it's impossible to deny it: Spring is almost here.

550 Impressions · 0% Feedback

March 9 at 2:43pm · Like · Comment · Share



Health Literacy Missouri

A good reminder that using plain language requires a conscientious effort.



Health Literacy Missouri – Plain Talk Blog

Admins (12) [?]

See All



Use Facebook as Health Literacy Missouri

Promote with an Ad

View Insights

Suggest to Friends

You and Health Literacy Missouri



4 friends like this.

IHA Health Literacy, Health Literacy Wisconsin

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: Health Literacy Missouri



The text of your ad will go here.

Like · Megan Rooney likes this.



Health Literacy MO

@HealthLitMO St. Louis, MO, USA

Dedicated to health understandable by all.

<http://www.healthliteracymissouri.org>



Message



Timeline

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HealthLitMO Health Literacy MO

National Conference on Health Communication, Marketing, and Media: <http://twurl.nl/l6zg3>

2 hours ago



HealthLitMO Health Literacy MO

Making Strides Toward Improving Health Literacy Online. Thanks for the mention @healthfinder! #healthlit <http://fb.me/EzJnvgof>

11 Mar



HealthLitMO Health Literacy MO

We'll be starting a community garden this spring. <http://fb.me/Dvv9RzOG>

9 Mar



ShebaMuturi Elisheba Muturi by HealthLitMO

Poor health literacy impact: patient injected insulin into orange and then ate it! <http://wapo.st/e7d6ze> via @FloridaLiteracy

9 Mar



HealthLitMO Health Literacy MO

@HealthEdDesk Thanks!

9 Mar



HealthLitMO Health Literacy MO

A good reminder that using plain language requires a conscientious effort. <http://fb.me/T43VBTj3>

9 Mar



HealthLitMO Health Literacy MO

Terrence Howard on colon cancer screenings (might make you cry). <http://fb.me/TEYYd1o9>

8 Mar



About @HealthLitMO

1,370

Tweets

1,365

Following

1,218

Followers

78

Listed

Connections

Also followed by @gkratermann, @HlthLitStudents, @HealthLitLA, and more.



You both follow @gkratermann, @HlthLitStudents, @HealthLitKY, and more.



Following **1,365**



Similar to @HealthLitMO · [view all](#)



ePublicHealth · Follow

Terry Ruth VanDuyn



scotthensley · Follow

Scott Hensley



patientpower · Follow

Patient Power



MarianneDiNaps · Follow

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Michelle Roberts

Page 1 of 7 > >>

Back to Reality

Jen Kresse
Mar 8, 2011

So, a guy walks into his doctor's office...

Michelle Roberts
Mar 1, 2011

Students and Health Literacy—Beyond Academic

Michelle Roberts

So, a guy walks into his doctor's office...

Mar 1, 2011

My guy is a very intelligent man. He is an engineering analyst at a Fortune 500 company. When one of the kids encounters a tough math problem, its him they beeline for. He reads Carl Jung for fun. He doesn't even need me to help him match his ties to his shirts (well, most of the time).

Still, when it comes to doctors' appointments, this otherwise bright and articulate fellow goes stone silent.

The first time I accompanied him to a medical appointment was by happenstance. We were running errands together and his annual doctor's visit was on the list somewhere between Target and Trader Joe's.

At some point, we found ourselves in his doctor's office – my guy up on the crinkly paper and me in the visitor's chair. As soon as the doctor walked in, Mr. Always Has Something To Say suddenly didn't. And the doctor wasn't much better. Before long, I noticed that the words passing between these two men didn't amount to much more than a syllable here or a grunt and a nod there.

I could hold my tongue no longer when a new prescription was prescribed and I had no idea what





Health Literacy Missouri

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Forward this group



My Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

Most Popular Discussions



Michelle
Stop Following

How do I learn to communicate better with my patients?

Provider-patient communication is an extremely important part of health care. Good communication can help patients follow recommended treatments, improve health outcomes, decrease health care costs, improve patient satisfaction, reduce incidence of malpractice lawsuits, and ...

posted March 5, 2010

See more »



Sarah
Stop Following

Healthy People 2020 questions for HealthLit Chat

Please share your thoughts on the following questions on Healthy People 2020:

- * What initiatives are currently addressing the health literacy objectives under the Health Communication and Health Information Technology section?
- * Where do you see other opportunities ...

posted 1 month ago

See more »



Sarah
Stop Following

Health reform

In honor of the one-year anniversary of the Affordable Care Act and with our upcoming health literacy discussion on Twitter on March 3: How has health care reform affected your work? How do you see health literacy as part of the legislation's goals?

posted 13 days ago

See more »



Sarah
Stop Following

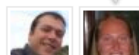
Healthy People 2020

Healthy People 2020 was launched today. What objectives are you most excited about?

Healthy People 2020 - Improving the Health of Americans healthypeople.gov
Learn the ways that Healthy People 2020 is planning to improve the health of all Americans in 10 years

posted 3 months ago

Sarah Bzdega 3 months ago • Thanks for your great comments, Doug. We at Health Literacy Missouri especially agree that working together to improve the health ... »



See more »

Manager's Choice



How do I learn to communicate better with my patients?

Michelle Roberts

See all »

Updates: Last 7 Days



Sarah Bzdega started a discussion: **Health reform**

13 days ago • Like • Add comment



Heather Pautler has joined the group.

13 days ago • Send message



Heidi Hale has joined the group.

13 days ago • Send message

See all updates »

Ads by LinkedIn Members



MS in Prevention Science

Help reduce substance abuse and more. Earn a Masters in Prevention Science



HCCA Compliance Institute

April 10-13 Orlando FL: Presented by The Health Care Compliance Association



Grants For Grad School

Return to school. Grants may help you pay for your Graduate Degree.



Michelle's Bookmarks

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[healthliteracymissouri](#)

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[tool](#) [communication](#)

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[reference](#)

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[tool](#)

01 MAR 11 [MyMercy is Here! Connect with Your Doctor and Your Health Online. | Mercy](#)

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[reference](#)

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[reference](#)

[Social media: A guide for researchers | Research Information Network](#)

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[HOW TO: Claim Your Nonprofit's "Company Page" on LinkedIn « Nonprofit Tech 2.0 Blog :: A Social Media Guide for Nonprofits](#)

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▾ Top 10 Tags

reference	111
website	75
tool	65
socialmediahealth	62
blog	56
communityengage	41
socialmedia	38
curriculum	31
webevents	30
hlinitiative	27

▾ All Tags **33**

articletoread	17
blog	56
communication	24
communityengage	41
consent	1
consumer	6
culturalcomp	2
curriculum	31
development	1
evaluation	5
game	6
global	3
Hadil	6
healthreform	24
hlinitiative	27
HLM	2
HR	1
IT	1
Karolina	3
languagetranslate	7
laura	17
librarydesign	2
mobile	1
photography	1
plainlanguage	16
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presentations	2
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HLM Grand Opening

[Thumbnails](#) [Detail](#) [Comments](#)



On October 6th, 2010 we opened our doors to the neighborhood for the first time. Local restaurants provided food and drink, and we had local music as well. Great to meet our neighbors!

45 photos | 16 views | [Add a comment?](#)

Items are from 07 Oct 2010.



[Feed](#) – Subscribe to the set "HLM Grand Opening"



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Videos 1-12 of 24

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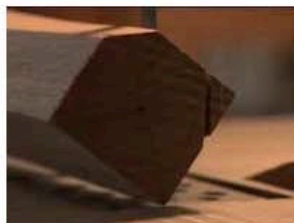
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HLM Overview 2010

5 months ago



Health Literacy Missouri Public Service Announcement #3

5 months ago



Health Literacy Month Public Service Announcement - 15 seconds

5 months ago



Health Literacy Month PSA - Marty Ratermann

5 months ago



A Patient's Story

8 months ago



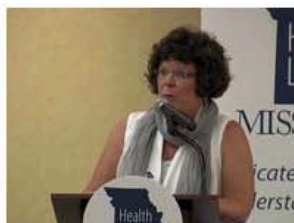
Seed to Table Best Practices

8 months ago



Health literacy in Adult Education Best Practices

8 months ago



Health literacy in hospitals best practices

8 months ago



YOO Magazine

8 months ago

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Social Media Goals



•Build a network

•Be an expert

•Develop relationships

Facebook Practices



The screenshot shows the Facebook interface for the Health Literacy Missouri page. The top navigation bar includes the Facebook logo, user avatars, and a search bar. The page header features the Health Literacy Missouri logo and name, with a 'Non-Profit Organization' status and an 'Edit Info' link. Below the header is a photo gallery with five images showing various community events and people. The main content area is titled 'Wall' and includes a 'Share:' section with options for Status, Photo, Link, and Video. A text input field prompts the user to 'Write something...'. A video post is visible, titled 'Dominic's Experience with Health Literacy', dated 'Mar 11, 2011 12:29pm', with a length of 1:54. The video thumbnail shows a man speaking. Below the video, it indicates '419 Impressions · 0% Feedback' and provides options to 'Like', 'Comment', and 'Share'. The left sidebar contains a 'Wall' button and a list of links: Hidden Posts, Info, Notes, Discussions, Photos (6), Resources, Twitter, YouTube, and Video.

Tools we use:

- Wall posts
- Events pages
- Photo galleries
- Discussion board
- Notes
- Resource page
- Twitter feed
- Video

Facebook: Lessons learned



People like the personal connection to us:

- Personal stories and photos
- Events
- Achievements
- Blog posts
- Media coverage

Facebook: Lessons learned



Health Literacy Missouri

New Plain Talk Blog: Students and Health Literacy—Beyond Academic
#healthlit



Health Literacy Missouri – Plain Talk Blog www.healthliteracymissouri.org

The “academic” approach to health literacy doesn’t always have to focus on research. I’ve recently had the pleasure to work with two different student organizations at the University of Missouri in Columbia that approach health literacy as a volunteer opportunity for advocacy. The groups’ members ar

676 Impressions · 0.59% Feedback

February 23 at 10:52am · Like · Comment · Share

2 people like this.



Annie Bastida LIKE LIKE LIKE a million times!! :-)
February 23 at 11:07am · Like



Kristin Morrison Totally agree with you Annie! Go Mizzou
February 23 at 12:46pm · Like

Write a comment...



I like this.

us:



HealthLitMO

National Conference on Health Communication, Marketing, and Media: <http://twurl.nl/l6zg3>


about 8 hours ago via twitterfeed

Making Strides Toward Improving Health Literacy Online.
Thanks for the mention @healthfinder! #healthlit
<http://fb.me/EzJnvgof>

7:53 AM Mar 11th via Facebook

We'll be starting a community garden this spring.
<http://fb.me/Dvv9RzOC>

12:43 PM Mar 9th via Facebook

 **ShebaMuturi** Poor health literacy impact: patient injected insulin into orange and then ate it! <http://wapo.st/e7d6ze> via @FloridaLiteracy

11:52 AM Mar 9th via HootSuite

Retweeted by HealthLitMO

@HealthEdDesk Thanks!

10:38 AM Mar 9th via web in reply to HealthEdDesk

A good reminder that using plain language requires a conscientious effort. <http://fb.me/T43VBTj3>

9:58 AM Mar 9th via Facebook

Terrence Howard on colon cancer screenings (might make you cry). <http://fb.me/TEYYd1o9>

9:58 AM Mar 8th via Facebook

Be an expert:

- Post links to resources, research and news
- Update followers on our work

Connect:

- Ask questions
- Respond to posts
- Retweet
- Post messages likely to be retweeted
- Participate in discussions
- Post highlights during & after events
- Highlight stories

Twitter: Lessons learned

twitter



People like information:

- News items
- Interesting facts
- Valuable resources: websites, toolkits, blogs

People like to engage in professional dialogue:

- Twitter Town Halls

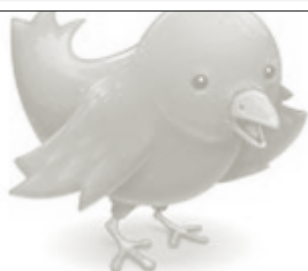
Twitter: Lessons learned



HealthLitMO Health Literacy MO

Are you health literate? Here's a test: <http://bit.ly/gZFJKt> #healthlit
<http://fb.me/GXGPqQ43>

7 Feb



widfm WI Family Medicine

Are you health literate? Take this short test: <http://bit.ly/gZFJKt>
#healthlit #WiHLS (via @HealthLitMO)

7 Feb ☆ Favorite ↻ Retweet ↩ Reply



LiteracyKC Literacy Kansas City

@HealthLitMO Thanks for sharing the #healthliteracy test! Shows how important #literacy skills are in making everyday important decisions

7 Feb



healthlitwriter Cate Polacek,MFA,ELS

RT @HealthLitMO: Are you health literate? Here's a test:
<http://bit.ly/gZFJKt> #healthlit <http://fb.me/GXGPqQ43>

7 Feb



colleen_young Colleen Young

RT @HealthLitMO: Are you health literate? Here's a test:
<http://bit.ly/gZFJKt> #healthlit <http://bit.ly/i3fGd3> #hcsma #hcsma

7 Feb

Twitter Town Hall



HLM 'War Room'

What is it?

An interactive online experience where participants post messages with a focus for a set period of time on Twitter.

Details:

- A monthly discussion on a health literacy topic
- Draws around 80 people
- More than 400 posts in 1.5 hours.

Small investment, big payoff



- International audience
 - 66 different countries
- Sparked ongoing discussions
- Raised our awareness of health literacy information
- Increased website traffic:
 - 21,000 visits
 - 11,000 different users
 - 10% of visits from Twitter
- Boosted ranking in “health literacy” Google search
 - consistently in the top results
- Building our reputation as a robust health literacy resource

Social Media: Lessons learned



- Social media is essential to an organization's growth
- Don't just self-promote; engage and be a resource
- Have a voice
- Each site has a different purpose
- Experiment with new ideas
- Be creative, have fun!*

Where do we go from here?

Connect with Patients and Consumers





Wall

Info

Photos (131)

Discussions

Reviews

Links

Events

944

people like this

Likes

See All



DFW Area Moms

Take a Step
Against Cervical
CancerBaylor Health
Care System

Sage Intergy

The da Vinci
Surgical Robot

Add to My Page's Favorites

Create a Page

Report Page

Share

Macarthur Obgyn

Like

Local Business · Irving, Texas



Wall

Macarthur Obgyn · Top Posts ▾



Macarthur Obgyn

Macobgyn on WFAA Good Morning Texas featuring the da Vinci® Surgical System

Good Morning Texas featuring the da Vinci®
Surgical System | MacArthur OB/GYN
macobgyn.com

Saturday at 10:52am · Share

5 people like this.

**Heather Welch Fortenbury** GMT was an awesome
experience! And the DaVinci Surgical System is an amazing
piece of equipment. I feel great! Thanks Dr. L!!!
Saturday at 10:59am**Kellie Pringle** awesome job Dr. Livingston! Great segment!
Saturday at 11:35am**Julie Rubin Liberman** Great interview, Dr. Jeff!
Saturday at 12:36pm

Macarthur Obgyn

Half Of Adult Males Carry HPV – Science News
www.sciencenews.org

Human papillomavirus lingers for months in men, study shows

Friday at 11:15am · Share



Macarthur Obgyn

MacArthur Obgyn will be on Good Morning Texas WFAA Channel 8 at 9:49
am this morning discussing da Vinci Robotic hysterectomy. Tune in or set
your DVR.

March 10 at 8:29am via iPhone

5 people like this.

**Judy Walker Busch** Cool
March 10 at 9:27am**Liz-Rhodski Darson** that machine is awesome!
March 10 at 9:55am

Alternative medicine problems patients need to know about

6 COMMENTS

in MEDS

by Alex Lickerman, MD



Americans spend an astounding 34 billion dollars on [alternative medicine](#) annually. Given that so many of us put our faith in alternative care, I wanted to clear up some common misconceptions about it to help people make wiser choices when and if they turn to it.

What is alternative medicine?

In general, alternative medicine is used to describe practices outside the bounds of conventional medicine. It's also often connoted to include practices that haven't been shown to be effective. Mainstream scientists often criticize alternative medicine as charlatanism, arguing that anything alternative that's been proven to work is in fact ... mainstream medicine. Advocates of alternative medicine, in contrast, typically point to their personal experiences as proof of the effectiveness of many such "unproven" interventions.

[\[click to continue...\]](#)

{ 6 comments }

ASA addresses drug shortages to ensure patient safety

0 COMMENTS

in MEDS



KevinMD.com on Facebook

You like this. [Unlike](#)

enter e-mail for updates



43976 readers

31k Followers

by alexlickerman

twittercounter.com

Breaking Medical News.
Now Available for **Android®** Phones

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medpage
TODAY
mobile

CME Spotlights

MDS Treatment Monitoring Flowsheet and Algorithm [more...](#)

Hep B in Immigrant Populations: Challenging Cases in Primary Care [more...](#)

Diabetes Diagnosis and Management [more...](#)

Med-IQ
Improving Medical Education

JOHNS HOPKINS
MEDICAL EDUCATION



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Sharing CaringBridge flyers, information cards and posters within your community helps spread the word about the free service to people who need it.



[Download CaringBridge Materials](#)

Next Topic: [Steady Support for Premature Twin Boys](#)



Create a Website

It's quick, easy and free. Create a site for a loved one or yourself. You can start a site and transfer it to someone, too.

[See How it Works](#)

[Create a Website](#)

Visit a Website

- Enter Website Name -

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Don't know the Website Name? Contact the site author.

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Share Our Service

Know someone who needs support due to cancer, premature birth, injury or other significant health challenge?

Spread the word

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Terms of Use, Privacy Policy and Copyright Policy Update

Our [Terms of Use](#), [Privacy Policy](#) and [Copyright Policy](#) have been updated effective 01/19/2011.

Personal Stories [View All Stories](#)



Unexpected Purpose. A family receives support through CaringBridge after teen sustains critical injuries in a car accident.

[Unexpected Purpose](#)

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CaringBridge is powered by a grateful, engaged community. You can make a difference in the lives of people who depend on CaringBridge. **Support our mission:** To amplify the love, hope and compassion in the world, making each health journey easier.

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Setup your own
Twitter-based
food diary in
moments










Track what you
eat and your
weight through
your mobile
phone or the web



Enter calories for
foods you know,
have CrowdCal
fill in the blanks

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recently tweaten

user	just ate	calories	when
 kitzzy	chili	N/A	10 minutes
 kitzzy	brown rice	N/A	10 minutes
 kitzzy	biscuits	N/A	10 minutes
 dajero1	salad, tuna, 1/2 pita	275	24 minutes
 dajero1	rice krispee treat	90	24 minutes
 dajero1	green tea	0	24 minutes
 Homeflower	salad	16	24 minutes

what people are saying



"I lost over 12 pounds
using TWYE!"

TWYE in the press

lifehacker

the Sun

WIRED

Woman's World

GRAZIA

Telegraph.co.uk

THE HUFFINGTON POST

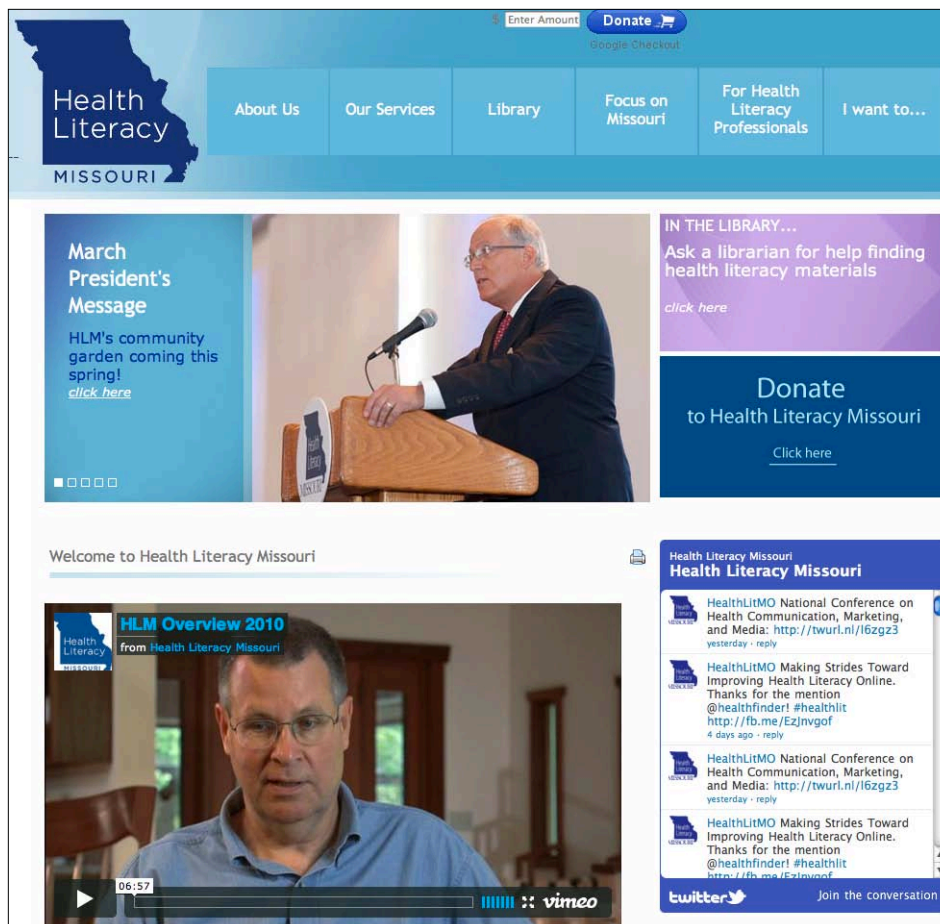
CBS NEWS

marie claire

see how it works!

Not sure how to use TWYE?
Check out our tutorial video

Health Literacy Missouri



The screenshot shows the Health Literacy Missouri website. At the top, there is a navigation bar with a logo on the left and a menu on the right. The menu includes links for 'About Us', 'Our Services', 'Library', 'Focus on Missouri', 'For Health Literacy Professionals', and 'I want to...'. A 'Donate' button is also visible in the top right corner.

Below the navigation bar, there are three main content areas. On the left, a blue box titled 'March President's Message' contains text about HLM's community garden and a 'click here' link. In the center, a photograph shows a man in a suit speaking at a podium. On the right, a purple box titled 'IN THE LIBRARY...' contains text about asking a librarian for help and a 'click here' link. Below this, a dark blue box titled 'Donate to Health Literacy Missouri' contains a 'Click here' link.

Below these sections, there is a 'Welcome to Health Literacy Missouri' message. To the left of this message is a video player showing a man speaking, with a 'vimeo' logo and a '06:57' timestamp. To the right of the welcome message is a Twitter feed titled 'Health Literacy Missouri' showing several tweets about the HealthLitMO National Conference and a 'Join the conversation' link.

Visit our website: www.healthliteracymissouri.org

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