



Social Media: Using a Low-Cost Tool to Raise Oral Health Literacy

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An era without gatekeepers

The local daily newspaper once played a critical “gatekeeper” role



Welcome to the 24/7 smorgasbord of news and information



Inaccurate information on social networks

“Finally over my cold. Summer colds suck. Thank-you Z-pack antibiotics.”

“There is no credible evidence that taking fluoride in water has ever prevented a single dental cavity.”

(Sources: The antibiotics-related comment was cited in “Dissemination of health information through social networks: Twitter and antibiotics,” a study published in April 2010 by the American Journal of Infection Control; the fluoride-related comment was posted below the news article “Voters in York County towns demand end to water fluoridation,” by Dan Germouse, Bangor-Daily News, Nov. 11, 2016.)

Why misinformation can travel far

- The **Facebook** culture of sharing
- The **Twitter** culture of re-tweeting
- The **Reddit** combines news with “crowd-sourcing” — and even has a conspiracy sub-section
- The **YouTube** practice of automatically playing related videos

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.



“Social media has become an indelible part of the public health landscape.”

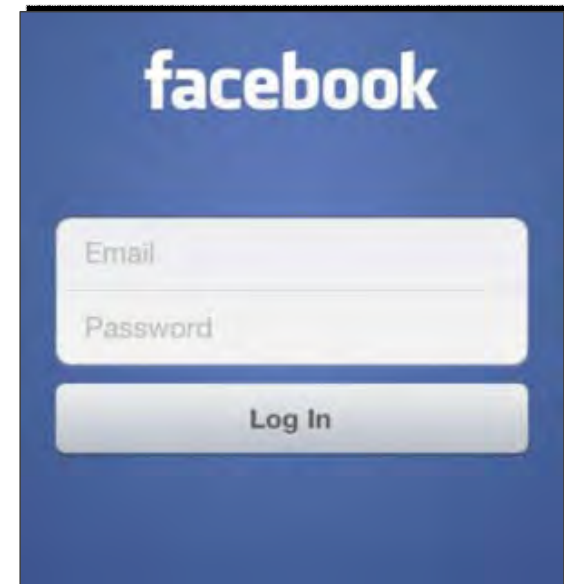


Damon Centola, Associate Professor, Annenberg School for Communication, Univ. of Pennsylvania

(Source: D. Centola, “Social Media and the Science of Health Behavior,” Circulation, 2013, Vol. 127, pp. 2135-2144)

It's time for oral health advocates to log in

- 75% of Univ. of Wisconsin scientists believe lay audiences lend a valuable perspective to science discussions
- Many medical centers, colleges and science departments host workshops to encourage the use of social media.
- Health policy professor: Online communication by researchers “is an important part of pushing back against misinformation.”



(Sources: K.A. Tyrrell , “From public outreach to peer review, scientists find value in social media,” Phys.org, Dec. 13, 2016; the article reviewed results and implications of a survey of 372 Univ. of Wisconsin scientists engaged in biological or physical science research; Christina Farr, “Why We Need Scientists On Social Media, Now More Than Ever,” Fast Company, Feb. 3, 2017)

Good reasons to get social

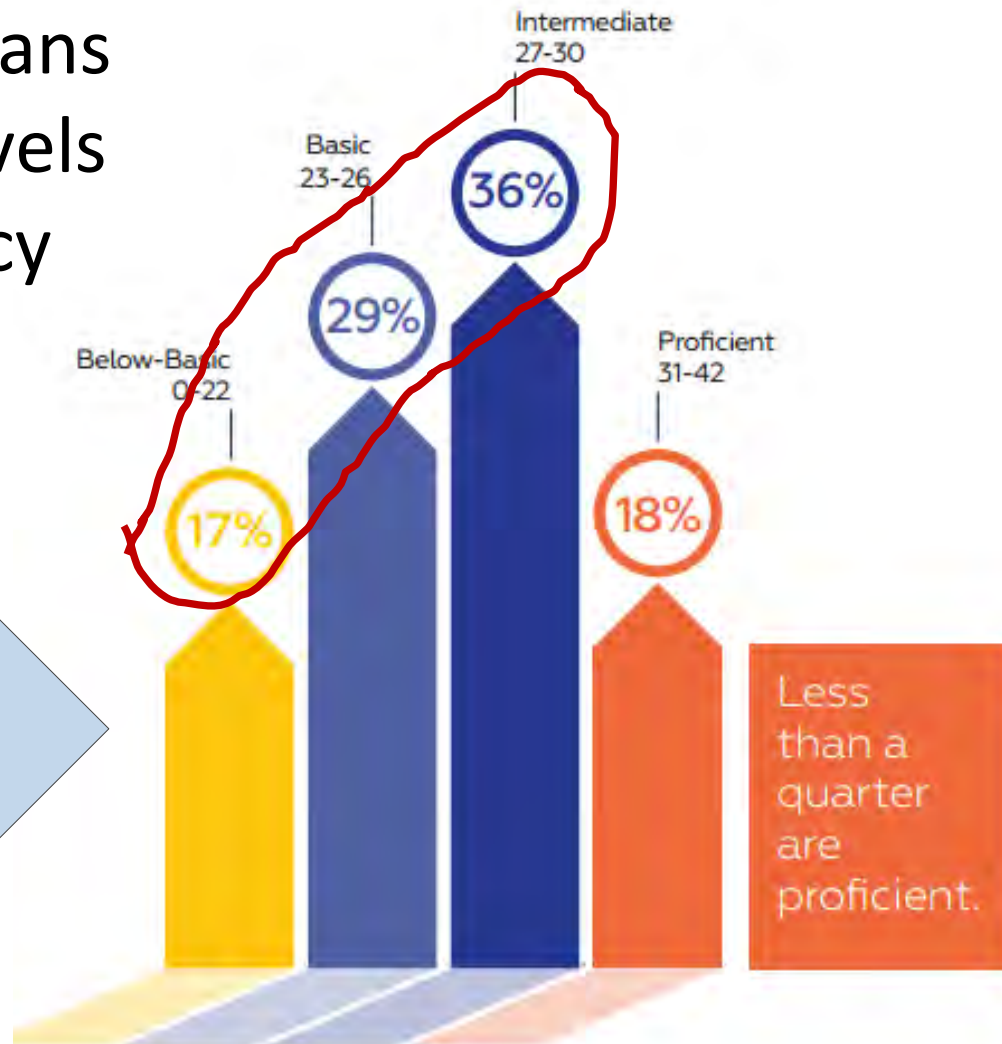
- A low-cost tool for raising your profile
- “Social” means there are opportunities to collaborate with new partners
- Smartphones mean you have access almost anytime, anywhere
- It’s one more place to educate and address misinformation



A closer look at the lay public

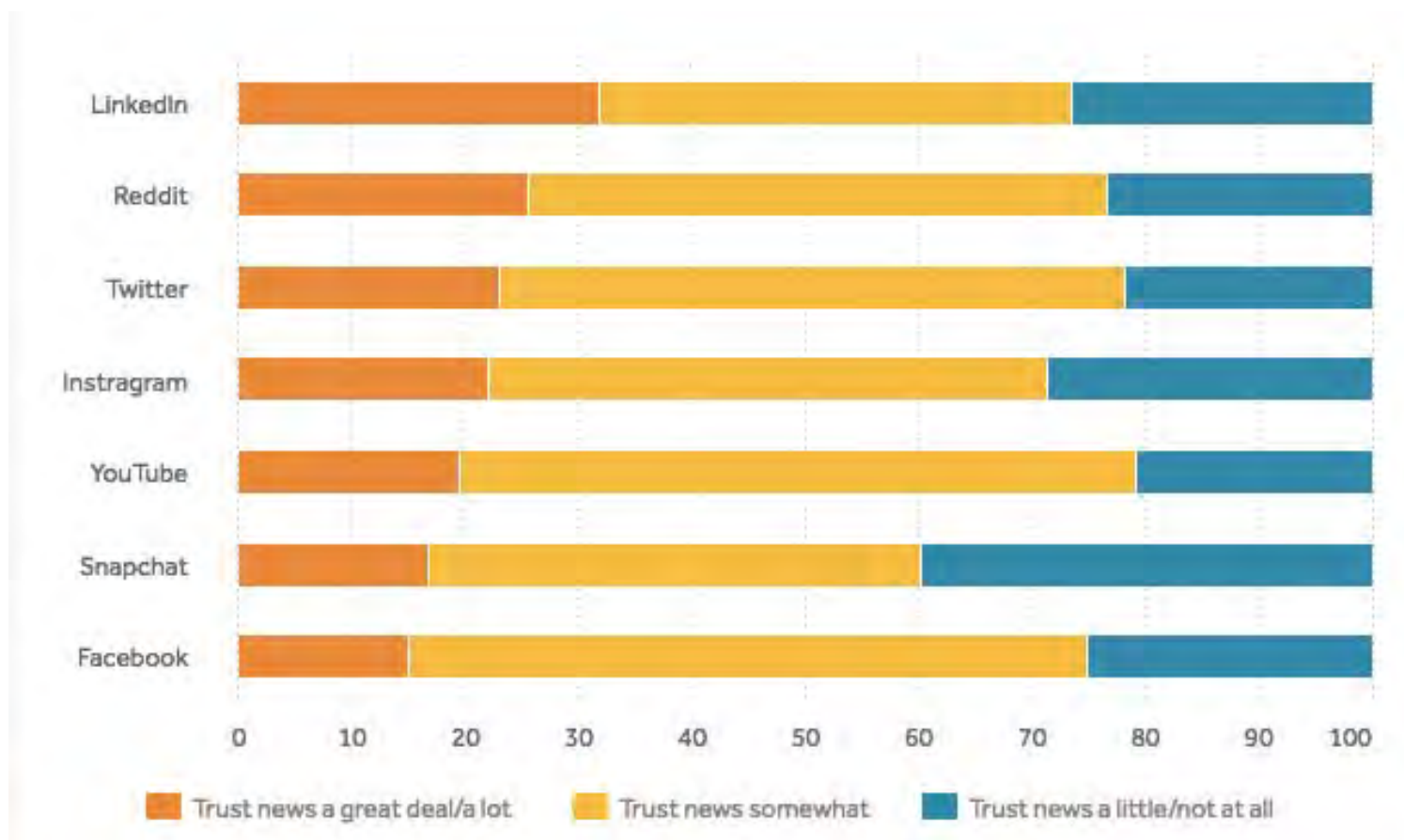
Survey: Americans have limited levels of health literacy

Takeaway:
We must use plain language to communicate effectively.



(Source: Survey of a representative sample of 1,000 U.S. adults by iTriage, Aug. 5-11, 2014. The iTriage Health Literacy Index awards a maximum of 62 points if respondents answer all 17 questions correctly.)

Don't assume most users are gullible



(Source: Data are from a survey of U.S. adults commissioned by the Media Insight Project; findings were summarized in "How people decide what news to trust on digital platforms and social media," posted on the website of the American Press Institute, April 17, 2016; the overall margin of sampling error is +/- 2.9 percentage points at the 95 percent confidence level.)

Factors shaping what users trust

“I look at who shared it. If I have a friend that’s a creep I might not believe what they post. If a friend is in a certain field, then I might believe what they post.”

– *Sonya*

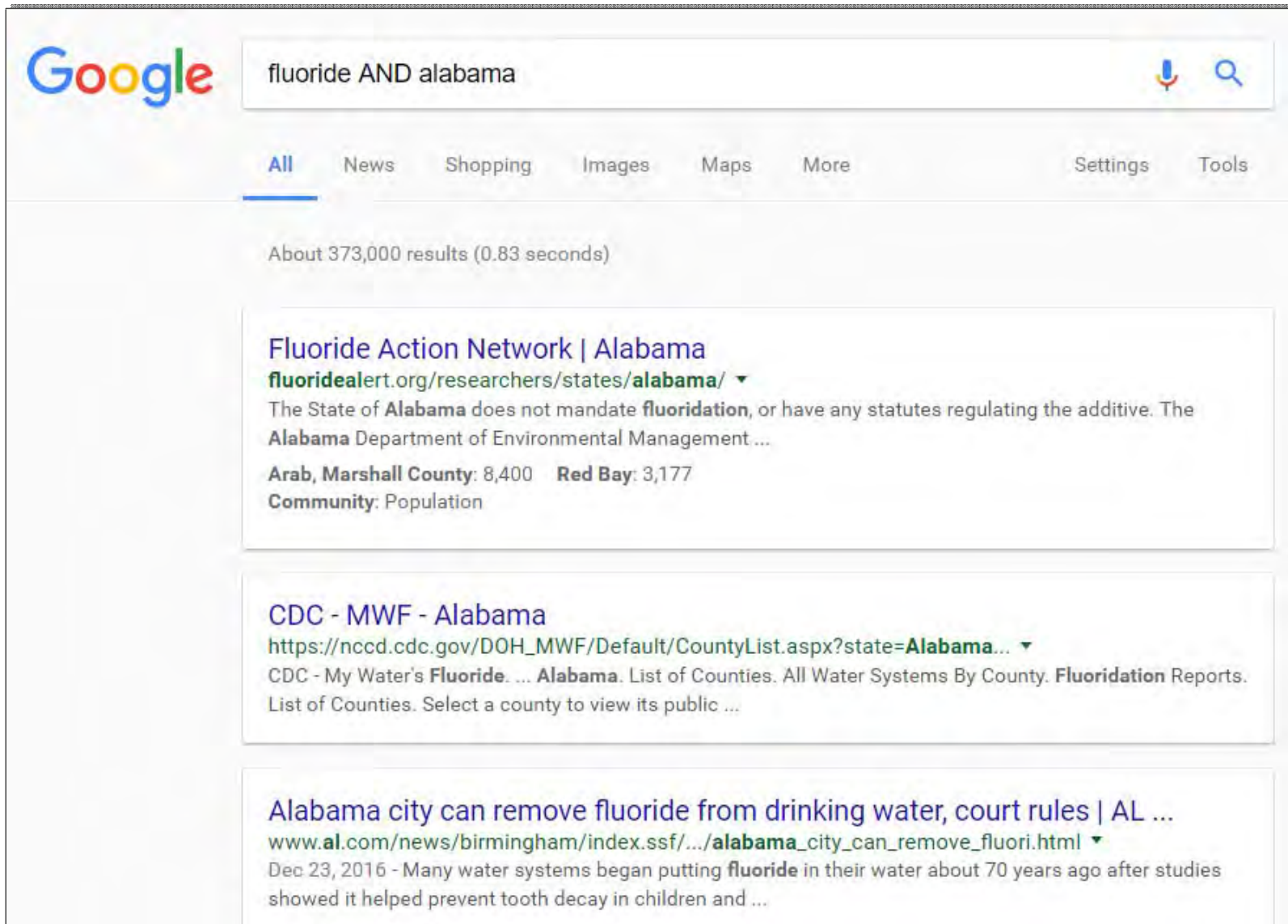
(Source: Data are from a survey of U.S. adults commissioned by the Media Insight Project; “How people decide what news to trust on digital platforms and social media,” posted on the website of the American Press Institute, April 17, 2016; the overall margin of sampling error is +/- 2.9 percentage points at the 95 percent confidence level.)

“When I see the number of likes or shares or the number of people reading an article, I just think it’s a popularity contest.”

– *Michael*

1. Follow the dialogue in your state/area

Do periodic Google searches (or Google alerts)



The screenshot shows a Google search interface with the query "fluoride AND alabama". The search bar is at the top, with the Google logo on the left and a microphone and search icon on the right. Below the search bar, there are tabs for "All", "News", "Shopping", "Images", "Maps", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 373,000 results (0.83 seconds)". The search results are displayed in a list format. The first result is titled "Fluoride Action Network | Alabama" and includes the URL "fluoridealert.org/researchers/states/alabama/". The second result is titled "CDC - MWF - Alabama" and includes the URL "https://nccd.cdc.gov/DOH_MWF/Default/CountyList.aspx?state=Alabama...". The third result is titled "Alabama city can remove fluoride from drinking water, court rules | AL ..." and includes the URL "www.al.com/news/birmingham/index.ssf/.../alabama_city_can_remove_fluori.html".

Google

fluoride AND alabama

All News Shopping Images Maps More Settings Tools

About 373,000 results (0.83 seconds)

Fluoride Action Network | Alabama
fluoridealert.org/researchers/states/alabama/ ▼
The State of **Alabama** does not mandate **fluoridation**, or have any statutes regulating the additive. The **Alabama** Department of Environmental Management ...
Arab, Marshall County: 8,400 **Red Bay:** 3,177
Community: Population

CDC - MWF - Alabama
https://nccd.cdc.gov/DOH_MWF/Default/CountyList.aspx?state=Alabama... ▼
CDC - My Water's **Fluoride**. ... **Alabama**. List of Counties. All Water Systems By County. **Fluoridation** Reports. List of Counties. Select a county to view its public ...

Alabama city can remove fluoride from drinking water, court rules | AL ...
www.al.com/news/birmingham/index.ssf/.../alabama_city_can_remove_fluori.html ▼
Dec 23, 2016 - Many water systems began putting **fluoride** in their water about 70 years ago after studies showed it helped prevent tooth decay in children and ...

Be aware of Moms' blogs or bulletin boards





front porch forum™

HELPING NEIGHBORS CONNECT

Front Porch Forum is a free community-building service in Vermont. Your neighborhood's forum is only open to the people who live there. It's all about helping neighbors connect. Invite neighbors and others to join.

Join the conversation

House/street no.	Street name (no house number)	Apt.
<input type="text"/>	<input type="text"/>	<input type="text"/>

City

State/province

Vermont ▼

or Log In

- The Forum has 130,000 registered users
- More than 40% of Vermont households are connected

(Source: Data are from the website of Front Porch Forum, accessed in Feb. 2017 at <http://frontporchforum.com>)



front porch forum™

Feb. is National Children's Dental Health Month!

Teeth are meant to last a lifetime, and a healthy smile is important to your child's health and self-esteem. Tooth decay is one of the most common chronic diseases in children, but there are many things parents and caregivers can do to help kids have a lifetime of healthy teeth and gums:

- Limit sugary snacks – instead, choose fresh fruit, raw vegetables, cheese and nuts.
- Brush with toothpaste that has fluoride and floss each day, especially before bedtime.
- Have regular dental check-ups – ask your dentist about dental sealants to protect your children's back teeth from decay.
- Choose fresh tap water over sugary drinks for a sparkling smile, especially if your water has fluoride in it!

Drinking fluoridated water is one of the best ways to prevent tooth decay, saving you time and money on trips to the dentist. For more than 60 years, many Vermont cities and towns have added fluoride to their community water supplies. Fluoride protects everyone's dental health, not just those who can afford to have regular preventive dental care.

The Vermont Health Dept. has a presence on this social network

(Source: Gillian Morgan, Vermont Health Department, "Feb. is National Children's Dental Health Month!" posted on Feb. 17, 2017)



front porch forum™

Fluoride and Dental Health

GENEVIEVE MELLE, GENEVIEVEMELLE@GMAIL.COM, JACKSON ST

DISCUSSION

In this area of dubious media reports, I would encourage interested persons to review the actual review from Harvard School of Public Health –

Almost all the research in the meta study were done on reviewing Chinese documents from several sources. The study never did research in the United States, where until now, fluoride in water is more closely monitored. NONE of the studies were done in the United States. I would encourage anyone reading anything on the web to review the source of the information. This is the actual wording from Harvard School of Public Health

<https://www.hsph.harvard.edu/news/features/fluoride-childrens-health-grandjean-choi/>

EMAIL AUTHOR REPLY TO FORUM

They can't control the resulting dialogue, but they can frame the dialogue

Explore Facebook pages in your community



Fluoride isn't the only issue to look for

THE MOMMY FILES

BPA in dental sealants: What parents need to know

Bisphenol A, better known as BPA, is a controversial substance that some experts think is harmless, while others believe it's causing all sorts of problems in kids, from ADHD to early onset puberty. If you're a parent, you probably know that BPA is found in some hard plastic bottles and the plastic bottles and the linings of canned food but did you know that it's also often in dental sealants? A new study says you probably don't need to worry about your kids getting sealants but pregnant women should steer clear.

A new study, published in the October issue of *Pediatrics*, indicates that many



2. Recognize the power of social norms

Recognize how social norms shape attitudes



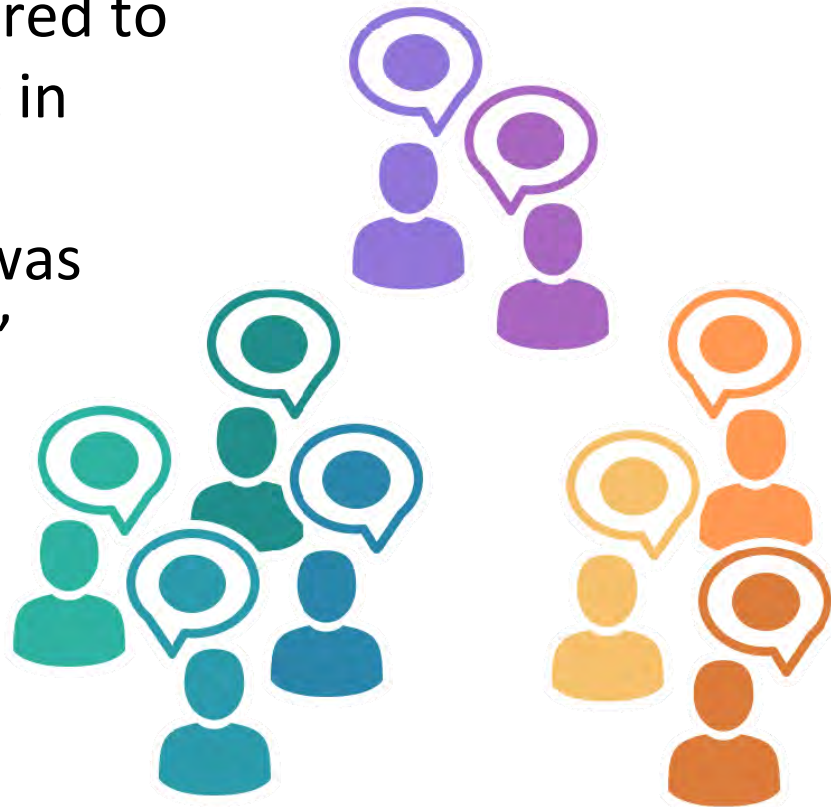
Study: People were more willing to take energy-saving steps at home if the message appealed to them to “join your neighbors” in saving energy — instead of appeals that focused on their own savings or the environment.

(Sources: J.M. Nolan et al, “Normative social influence is underdetected,” Personality & Social Psychology Bulletin, 2008, Vol. 34, pp. 913-923.)

Peer networks shape health decisions

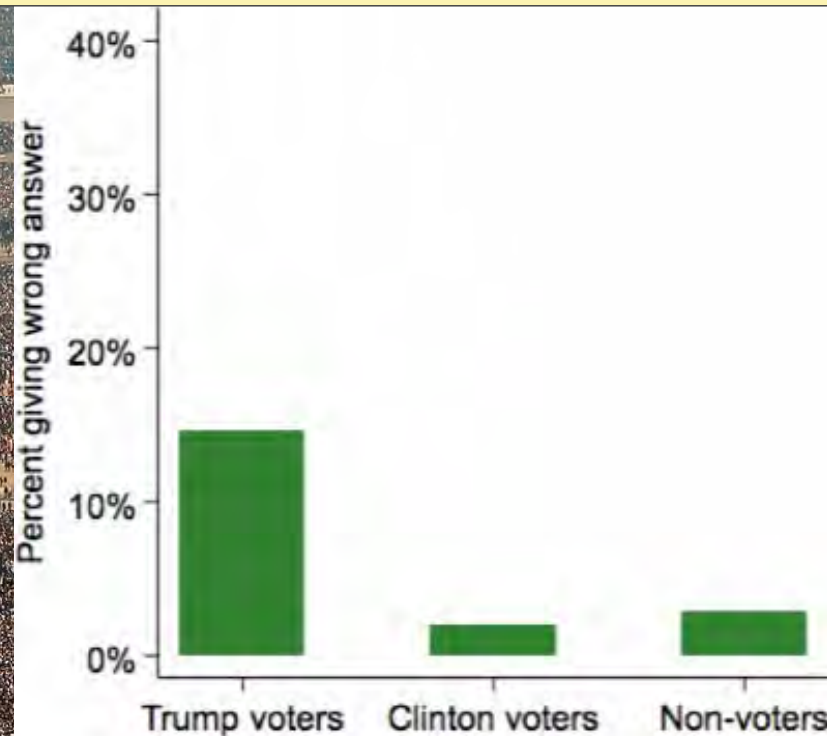
The factor that “appeared to be the most important in determining parents’ vaccination decisions was the percent of parents’ people networks recommending nonconformity.”

(Source: E.K. Brunson, “The Impact of Social Networks on Parents’ Vaccination Decisions,” Pediatrics, May 2013, Vol. 131, No. 5.)



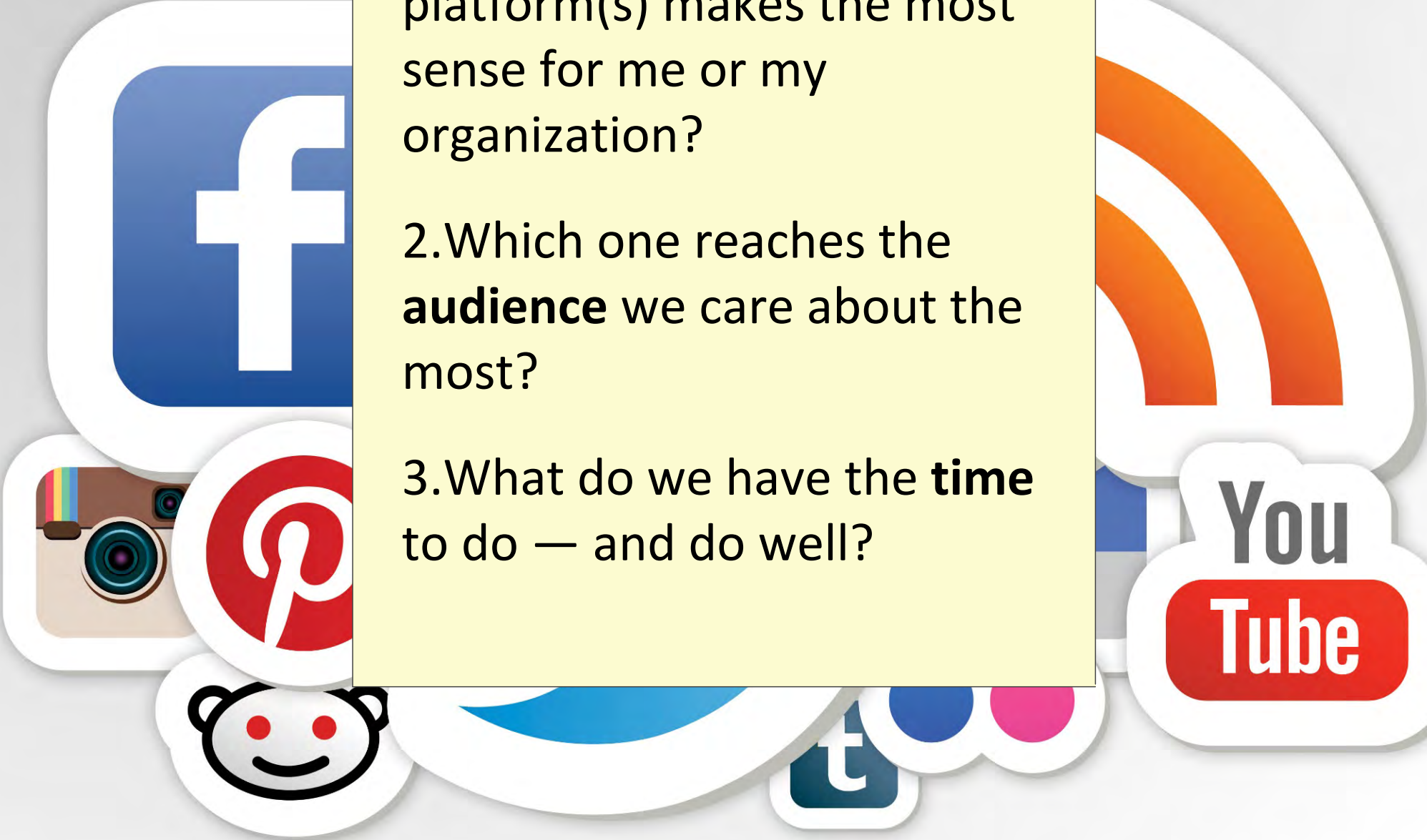
How “group think” ignores facts

Which photo has more people in it?



(Source: Results from a YouGov survey of 1,388 nationally representative U.S. adults, conducted Jan. 22-23, 2017. These findings were reported by the Washington Post on Jan. 25, 2017.)

3. Focus— don't spread yourself thin

- 
1. Which social media platform(s) makes the most sense for me or my organization?
 2. Which one reaches the **audience** we care about the most?
 3. What do we have the **time** to do — and do well?

Reaching adults, especially women,
in the 30-50 age group

Facebook

Connecting with people in the same
field — and reaching younger adults

Twitter

Reaching other businesses, health
systems or institutions

LinkedIn

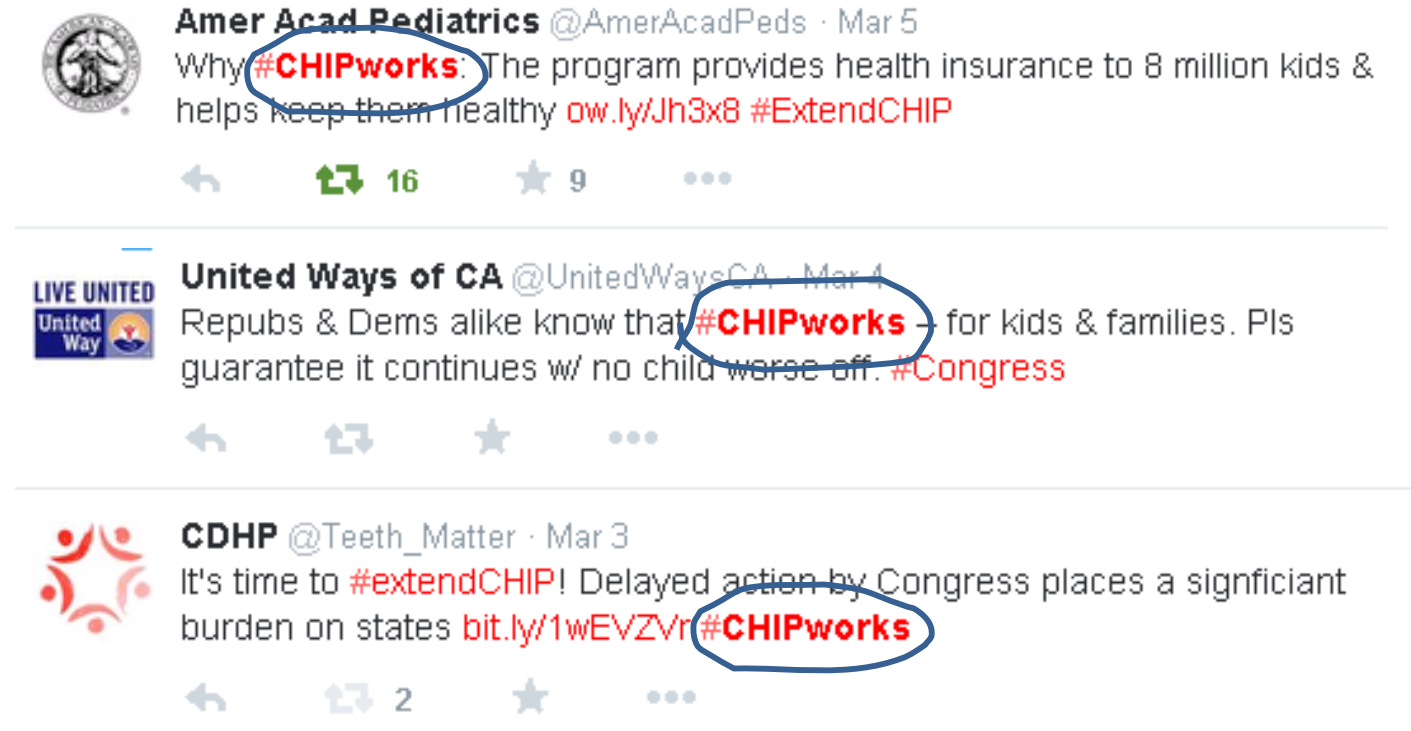
53% are under age 30 (but does
your program or organization have
plenty of photos/videos to share?)

Instagram

(Sources: "Social Media Demographics to Inform a Better Segmentation Strategy," Sprout Social, May 4, 2015; R. Schein, "Literature Review on Effectiveness of the Use of Social Media: A Report for Peel Public Health," Peel Region (Ontario, Canada), 2010)

4. Use hashtags to enable others to find you

What is a hashtag?



- A “hashtag” is when you use the symbol # before a key word or phrase (no spaces)
- This enables more people to see your message



CDHP

@Teeth_Matter

TWEETS

2,755

FOLLOWING

491

FOLLOWERS

2,109

Trends · Change

#WhoWillYouBe

Promoted by Dick's Sporting Goods

#BlackOutDay

#MakeSomeonesDayIn3Words

Unbreakable Kimmy Schmidt

#ExpoWest

#askjacob

#LAvCHI

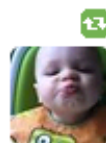
Menendez

UC Irvine

Poetic Justice



What's happening?



Mike Odeh retweeted

K Hardy @kellyahardy · Mar 4

Unfortunately, Governor, children are not BORN school-age! Right on @HollyJMitchell . @EarlyYears_CN #ProKidCA #PolicyInsights15



3



1



Mike Odeh retweeted

Early Childhood @ CN @EarlyYears_CN · Mar 3

Invest in stronger families & communities in California. Reauthorize #MIECHV #HomeVisiting!



2



1



First Focus @First_Focus · 4h

RT @KidsImmigration: Child migrants face new crisis: Uneven justice - David Rogers - POLITICO politi.co/1aR58jM



3



1



[View summary](#)



Delta Dental of AZ @DeltaDentalAZ · 4h

Do-it-yourself orthodontics, yay or nay? #DIY #homehygiene on.today.com/1Ns1YSA via @todayshow



1



[View summary](#)



CampaignForChildren @Campaign4Kids · 4h

SNA proposal is anything but common sense | @nyshepa - The Hill bit.ly/1McMApC #ChildNutrition

[View summary](#)



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Unbreakable Kimmy Schmidt

#ExpoWest

#askjacob

#LAvCHI

Menendez

UC Irvine

Poetic Justice



Results for #CHIPworks

Save

Top / All



vakids @vakids · 19h

Three cheers for our Va. Representatives who came together & voted to **#ExtendCHIP!** **#CHIPworks** & must continue to work for 100k+ Va kids.



DrJanice L Pelletier @DrJanPeds · 19h

.@SenatorCollins; .@SenAngusKing **#chipworks** **#ExtendCHIP** for kids! **#putkids1st** **#tweetiatricians** Pls support H.R.2!



Arkansas Advocates @AACF · 20h

We would like to thank our entire AR House delegation for voting to **#ExtendCHIP**. Huge deal for kids. Kudos **#arleg** **#chipworks**



Children Now @ChildrenNow · 20h

CHIP is a bipartisan program that works. Congress, it's time to **#ExtendCHIP** without delay! **#CHIPWorks**



CHAT @ChildHospAssnTX · 20h

The time is now. Ask Congress to **#ExtendCHIP** as quickly as possible. **#ExtendCHIP** **#CHIPWorks** bit.ly/ExtendCHIPAA



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Hashtags: Lots of options, good rules of thumb

- Hashtags can be used on Twitter or Facebook
- Don't use more than 3 hashtags in one message
- Think strategically – what hashtag is most likely to reach the audience I'd like to reach?

#OralHealth	#CultureOfHealth
#ChildHealth	#PutKids1st
#WomensHealth	#HealthInAllPolicies
#LatinoHealth	#HealthDisparities
#HealthyAging	#HealthInnovation
#HealthLiteracy	#PublicHealth
#HealthEquity	#HealthyEating
#HealthyCities	#ACA
#Prevention	#Medicaid
#Fluoride	#Medicare
#Diabetes	#CHIP
#Obesity	#KeepKidsCovered
#Poverty	#Docs4Coverage
#Disabilities	#Tweetiatrician

**5. Don't just
talk. *Engage.***



When they talk, talk back



Felicia Willems @Felicia_Willems · 6m

My son's school sells "The Switch" juice - still PACKED full of sugar. switchbev.com
What to do? #WellnessWed



CDHP @Teeth_Matter · 38s

@Felicia_Willems - That's frustrating. Many parents may not realize that. Consider sharing your concern w/school official. #WellnessWed



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Engage their curiosity

**KidsHealth** with TIME for Kids.
March 23 · 🌐

KidsHealth and TIME for Kids surveyed over 8,300 kids about their relationship with their parents. Find out what some of the kids had to say.

"I am not perfect,
and my days are
just as stressful and
confusing as theirs."



776 Views

 Share

Engage their curiosity

**Children's Dental Health Project**
Published by Matt Jacob [?] · April 28 at 10:30am · 🌐

Parents: Take this quick quiz to test your knowledge for keeping young children cavity-free.



Take Our Quiz

Families can take concrete steps to reduce their children's risk for early childhood cavities. It's up to health professionals, children's advocates and many others to arm parents and caregivers with the facts they need to keep their kids cavity-free. Share this 5-

ENDCAVITIES.ORG

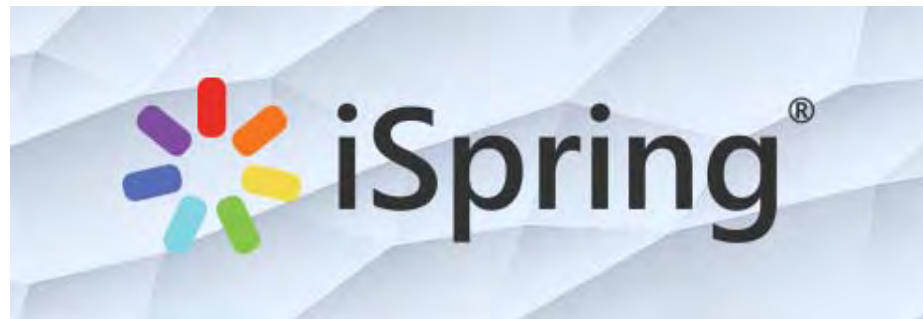
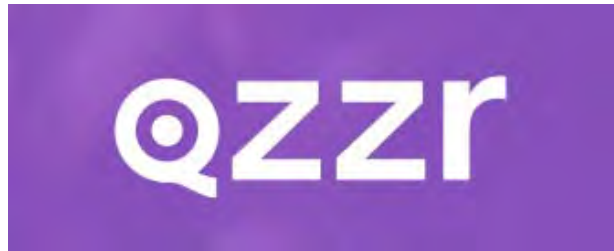
8,778 people reached



 Like  Comment  Share 

 🤔 Karen Hodge, Stacey Hadley and 228 others

A quiz can be created easily for free



Play to their
desire to
share info

**Children's Dental Health Project**
Published by Matt Jacob [?] · 8 hrs · 🌐

Do you know someone who's pregnant or a brand-new mom? This is a great video to share, showing how to take care of their newborn's mouth and teeth. Thanks 2 Univ. of Maryland School of Public Health for producing it:



Healthy Mouths for You and Your Baby

Produced by the Horowitz Center for Health Literacy at the University of Maryland School of Public Health, "Healthy Mouths for You and Your Baby" is a...

YOUTUBE.COM

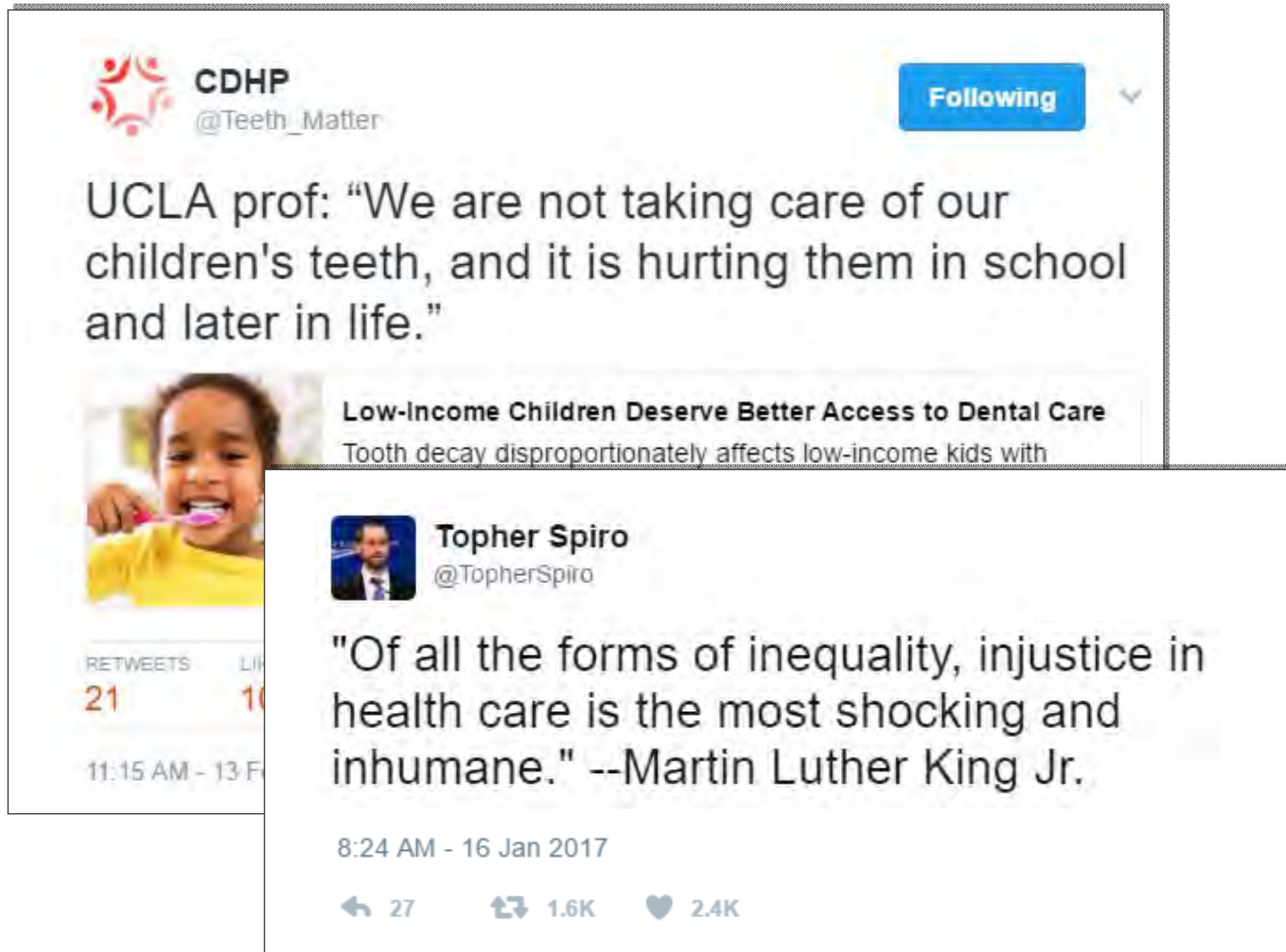
1,673 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👍👍 Heidi Halverson, Jyoti Modi and 26 others [Top Comments](#)

24 shares

Be provocative. Have a point of view.

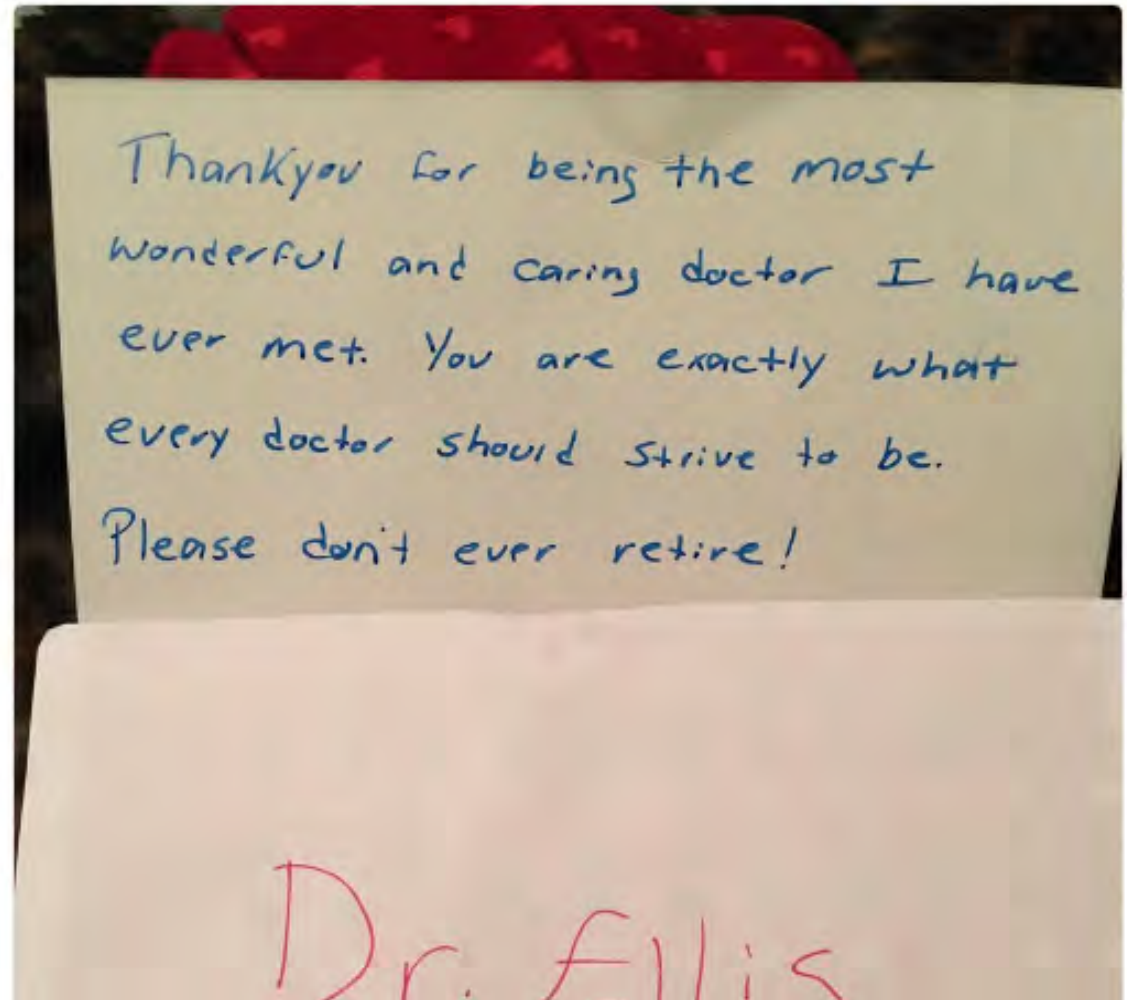


**You may be
a clinician.**
You're also a
human being.

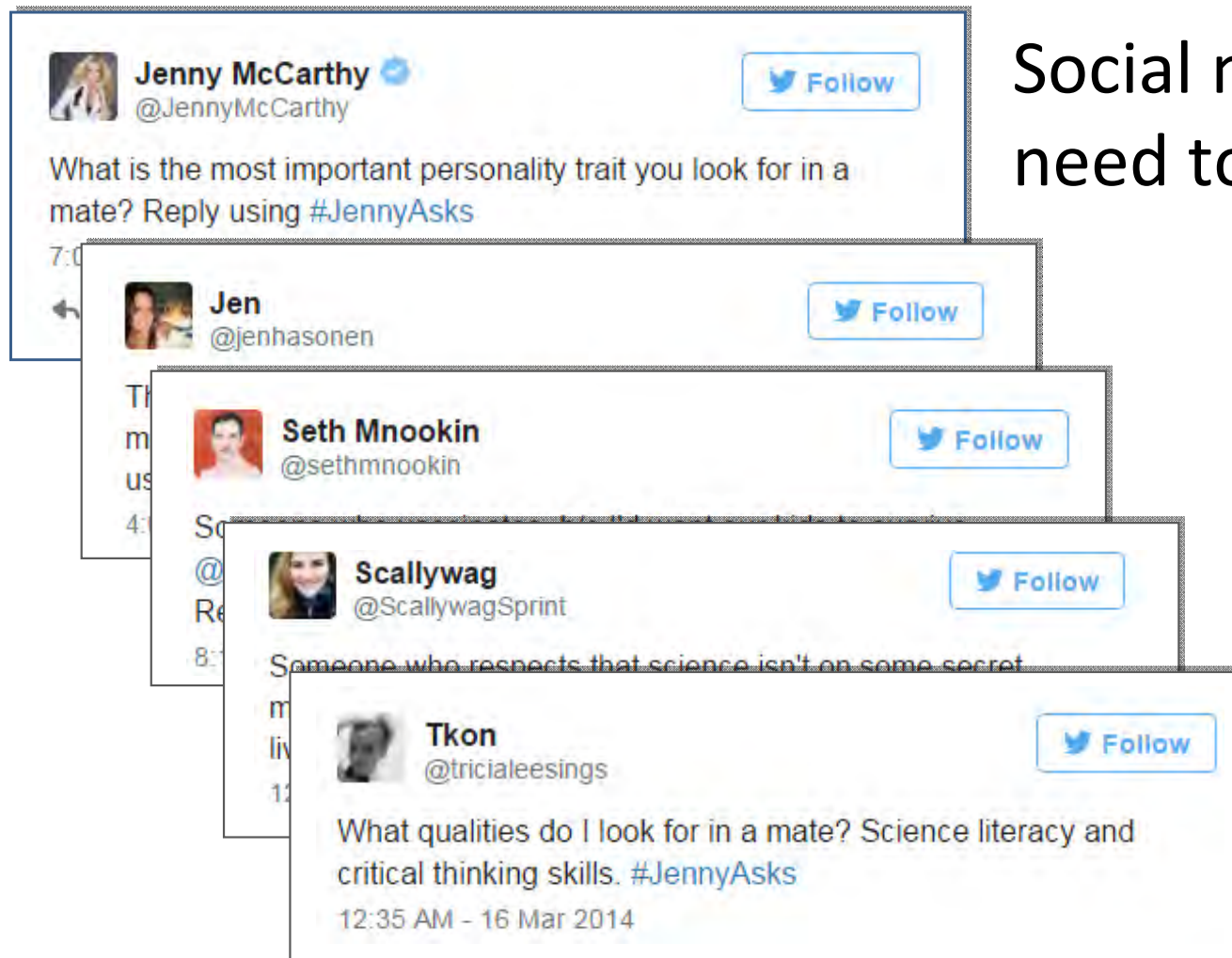


Percita Ellis @percita · Mar 3

It is notes like this from parents that make me realize how much I truly love my job as a Pediatrician!! @ColleenKraft @hart0877



Social media users
need to be nimble



(Source: Twitter activity for hashtag #JennyAsks for March 13, 2014.)

Questions? Conversation?

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