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# Use of Facebook by Local Health Departments: Activity and Focus Areas

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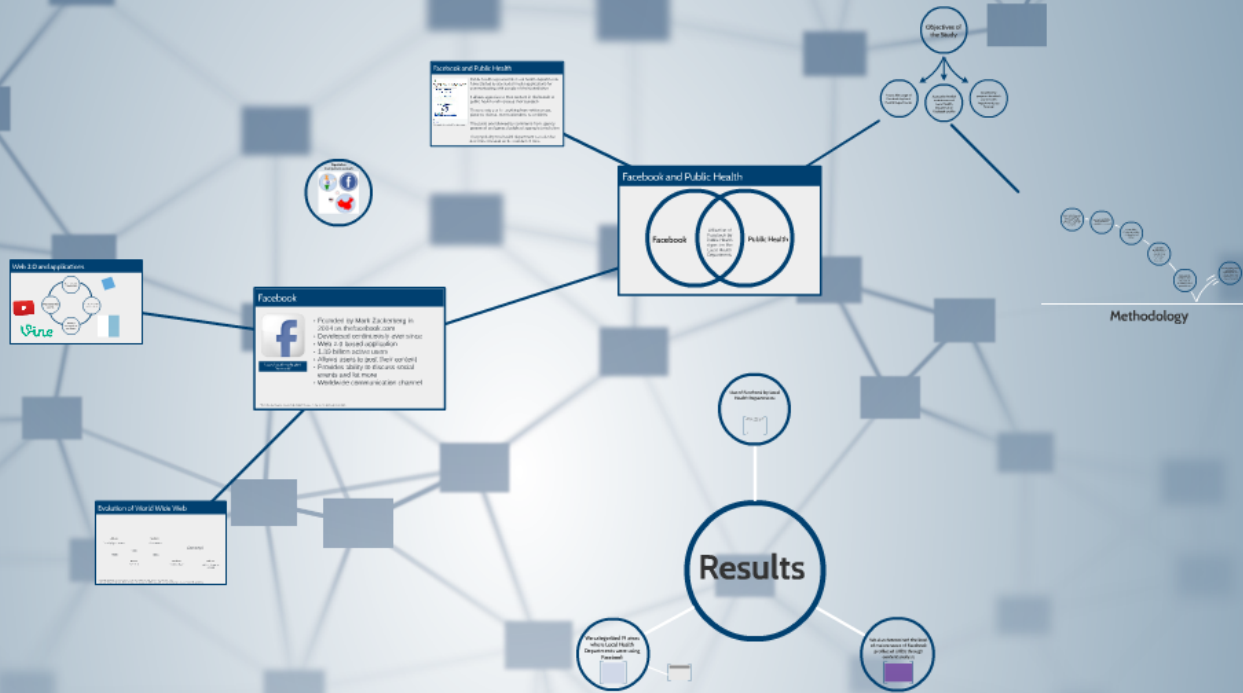
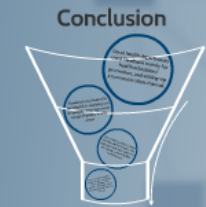
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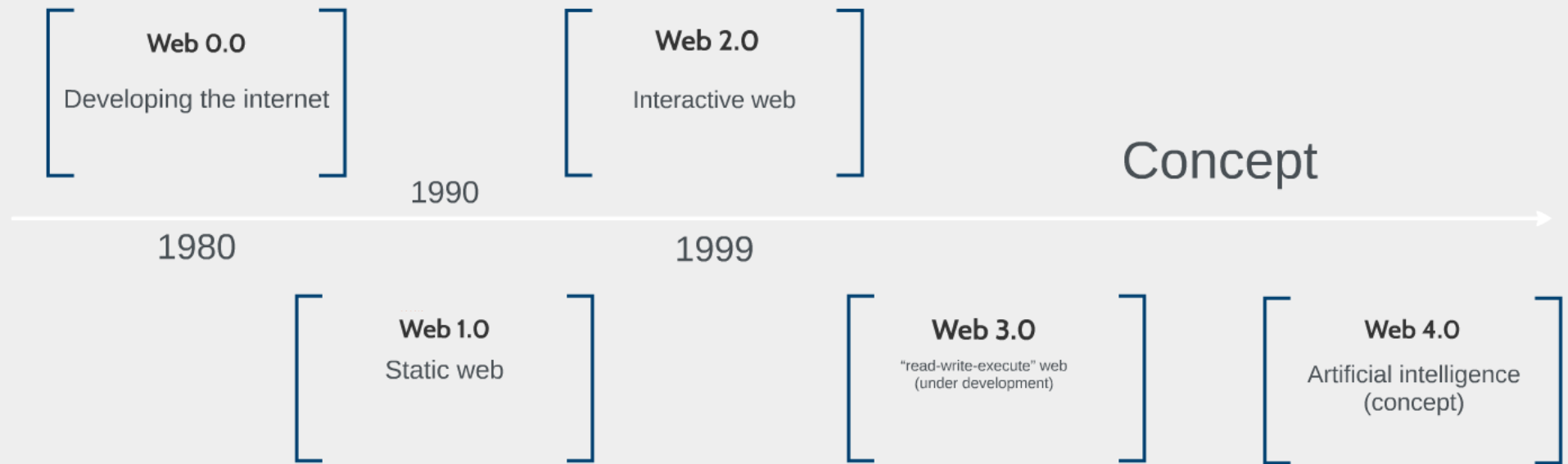


# Use of Facebook by Local Health Departments: Types of activity and use

Rakhi Trivedi; Gulzar H. Shah; Ankit Bangar



# Evolution of World Wide Web



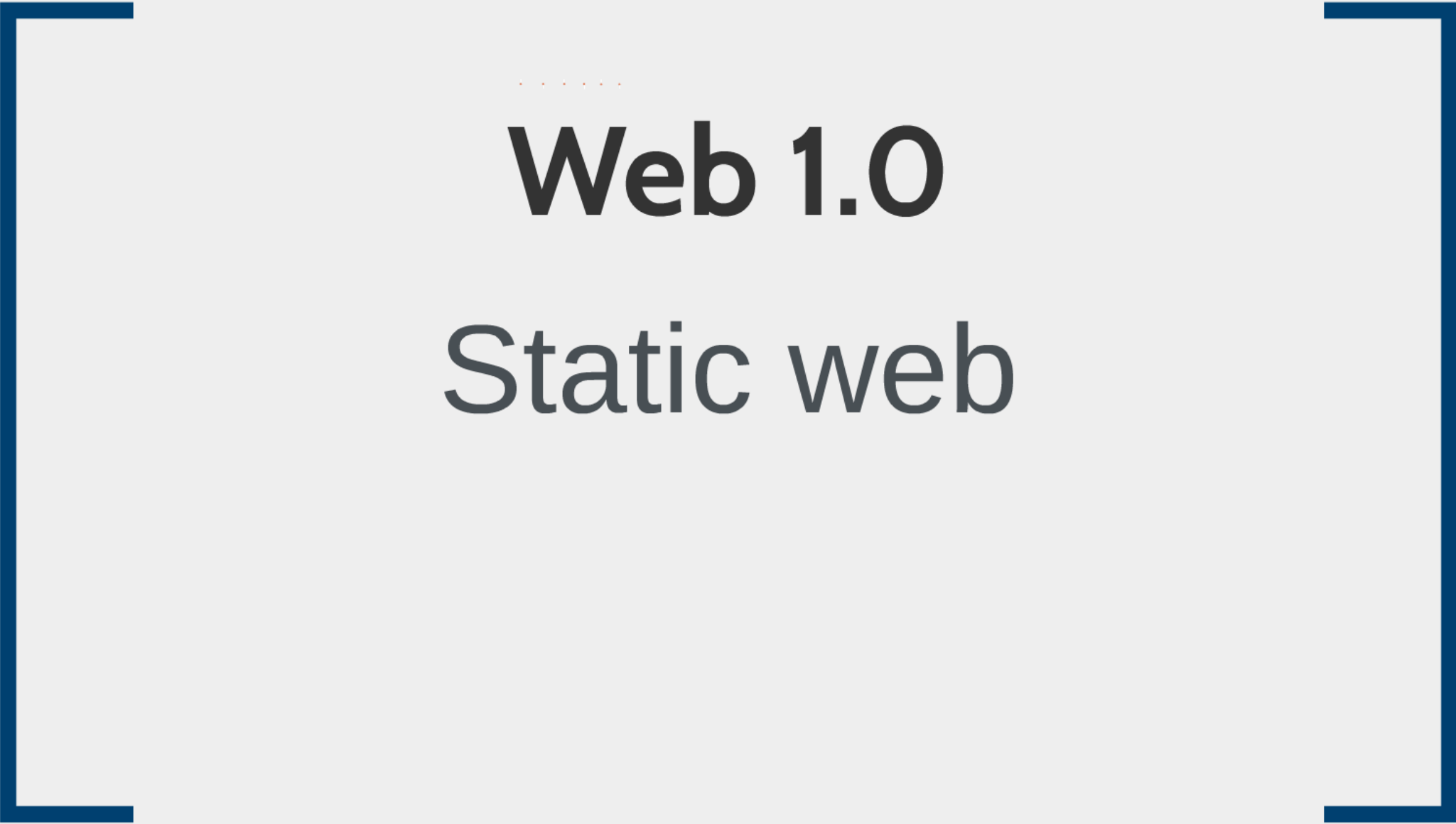
"What Are the Major Differences among Web 1.0, 2.0 and 3.0?" WittyCookie. N.p., 04 June 2012. Web. 20 Apr. 2015.

"Web 1.0 vs Web 2.0 vs Web 3.0 vs Web 4.0 vs Web 5.0 - A Bird's Eye on the Evolution and Definition." Flat World Business. N.p., 25 Nov. 2010. Web. 20 Apr. 2015.



# Web 0.0

Developing the internet



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# Web 1.0

## Static web

# Web 2.0

Interactive web

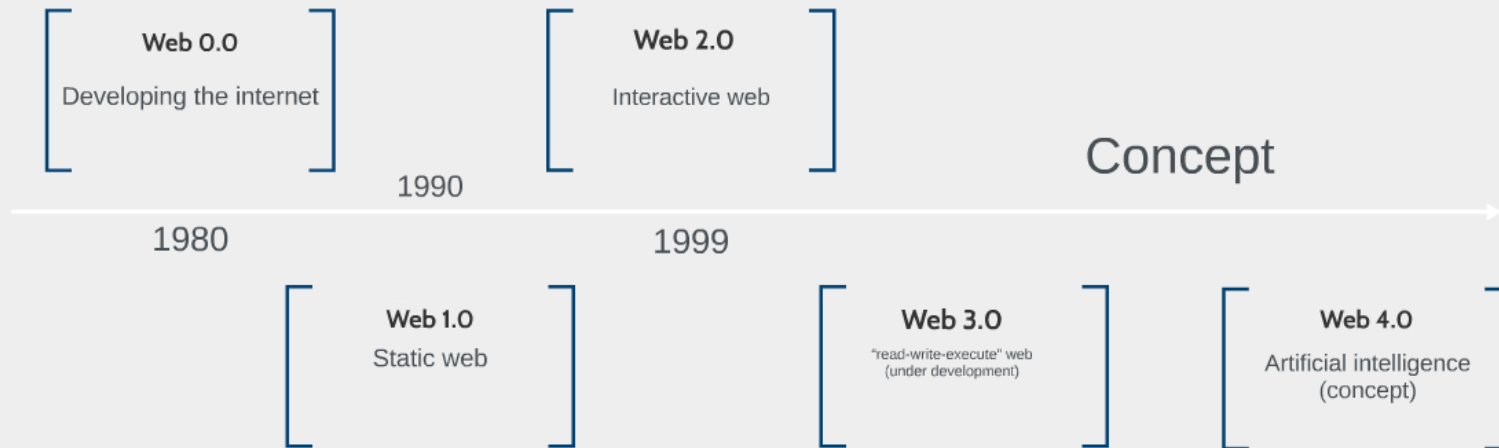
# Web 3.0

“read-write-execute” web  
(under development)

# Web 4.0

Artificial intelligence  
(concept)

# Evolution of World Wide Web

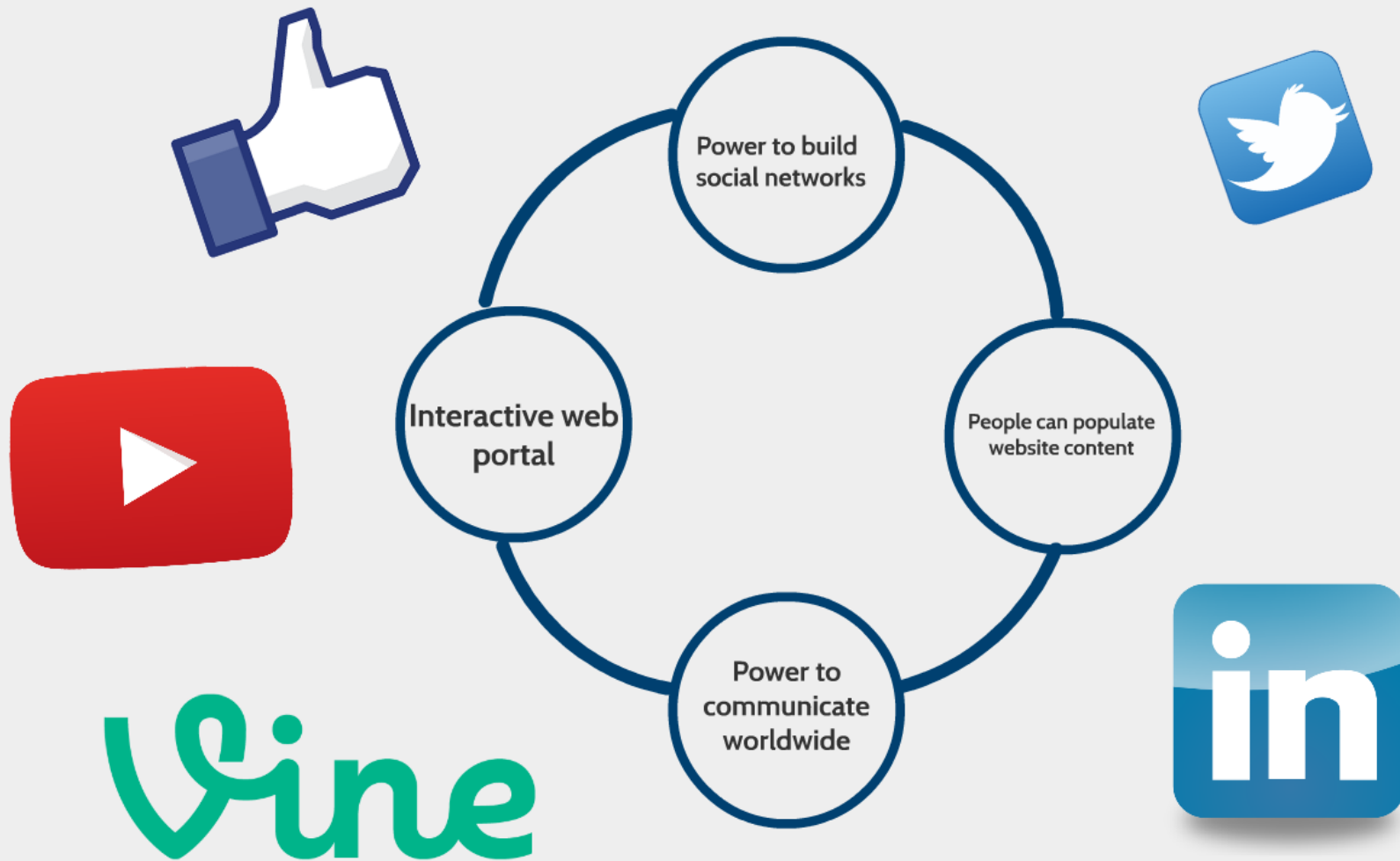


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# Web 2.0 and applications



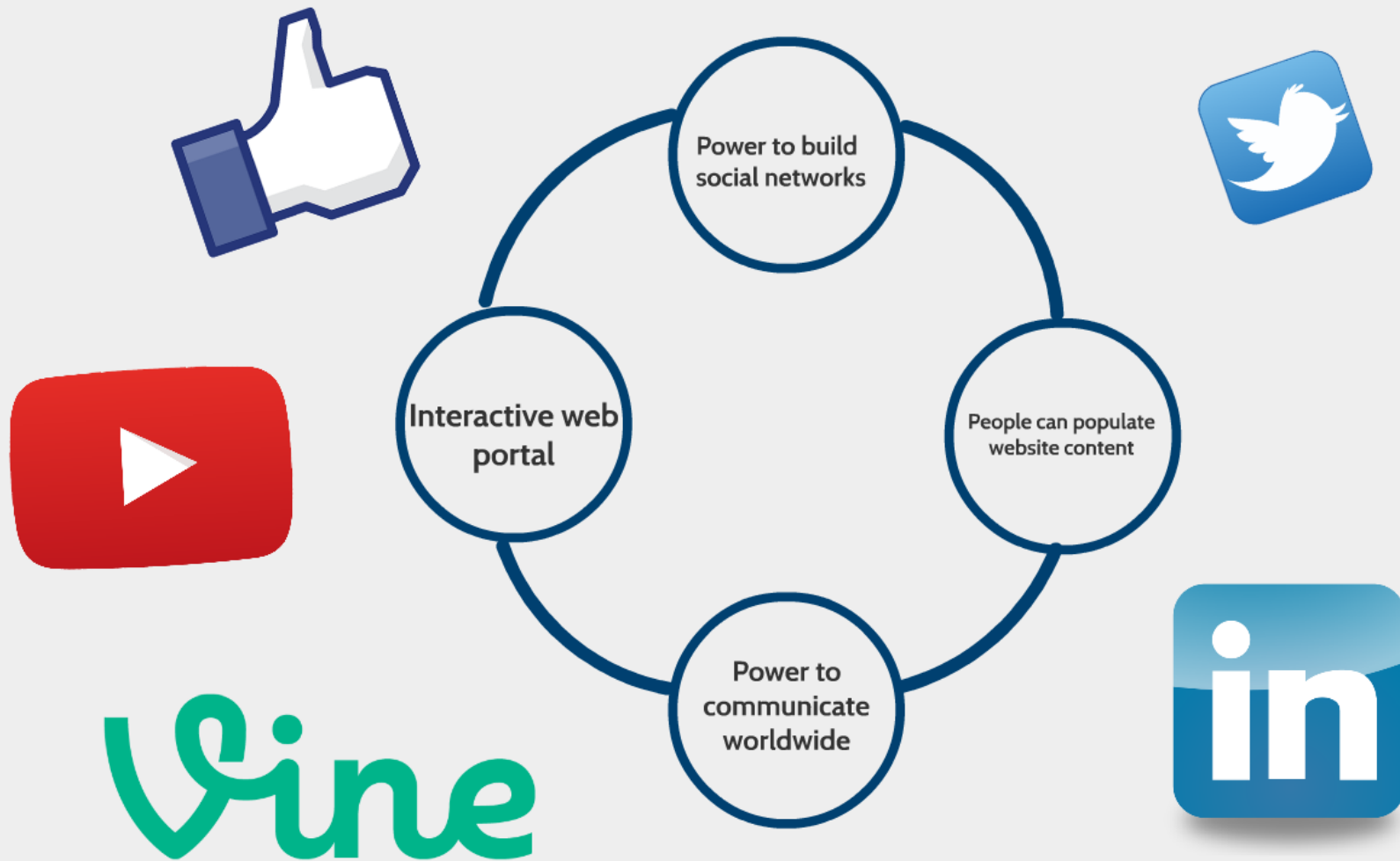
# Interactive web portal

**Power to build  
social networks**

**People can populate  
website content**

**Power to  
communicate  
worldwide**

# Web 2.0 and applications





# Facebook



logo of social media giant  
"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

"Top 20 Facebook Statistics - Updated February 2015." Zephoria Inc. N.p., 10 Feb. 2015. Web. 20 Apr. 2015.

# Population Comparison (scaled)



# Facebook

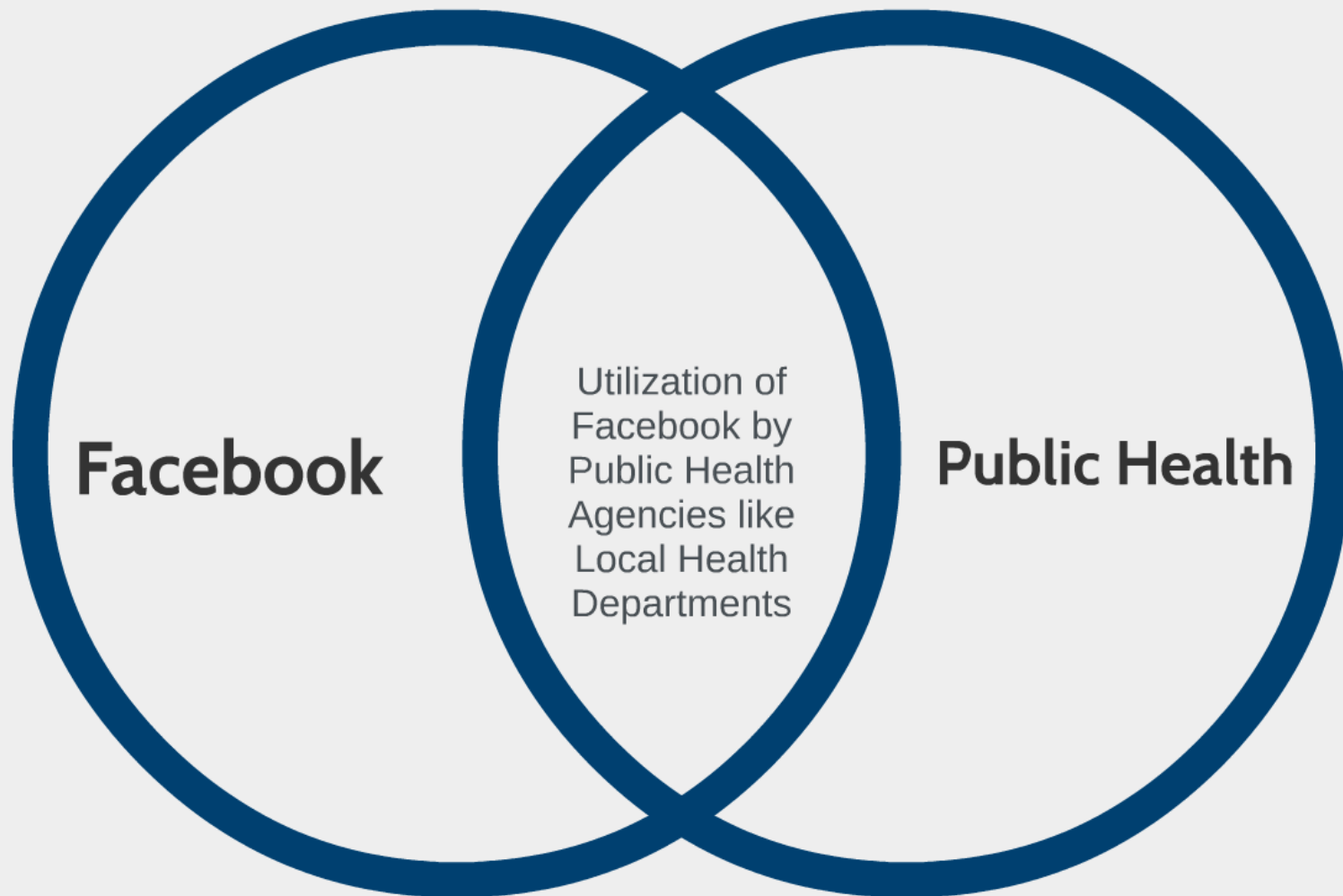


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# Facebook and Public Health



# Facebook and Public Health



Example of a typical Facebook post

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 calenders, 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



District Health Department

April 2 at 4:01pm · 🌐

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:**



#CommitToPrevent  
#CAPM2015

Together, we can strengthen families and keep children safe!

Like · Comment · Share

👍 3 people like this.

➦ 14 shares

Public  
have s  
commu

It allow  
public

These  
picture

The no



# Facebook and Public Health



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# Objectives of the Study

```
graph TD; A((Objectives of the Study)) --> B((Assess the usage of Facebook by Local Health Departments)); A --> C((Assess the level of maintenance of Local Health Departments' Facebook profile)); A --> D((Describe the purposes for which Local Health Departments use Facebook));
```

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

# 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  
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Faceook**



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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



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# Methodology

**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**

**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)**





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# Methodology

# Results

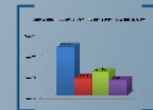
Use of Facebook by Local Health Departments



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

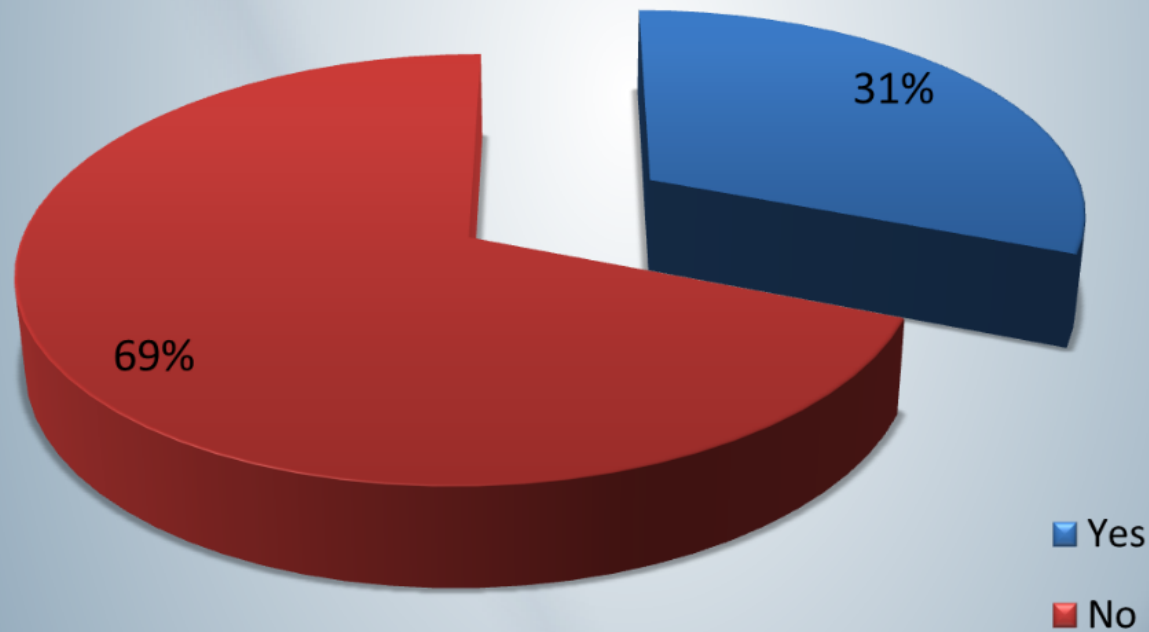
# Use of Facebook by Local Health Departments

Only 31% Local Health Departments responded that they use Facebook as communication channel



n=505

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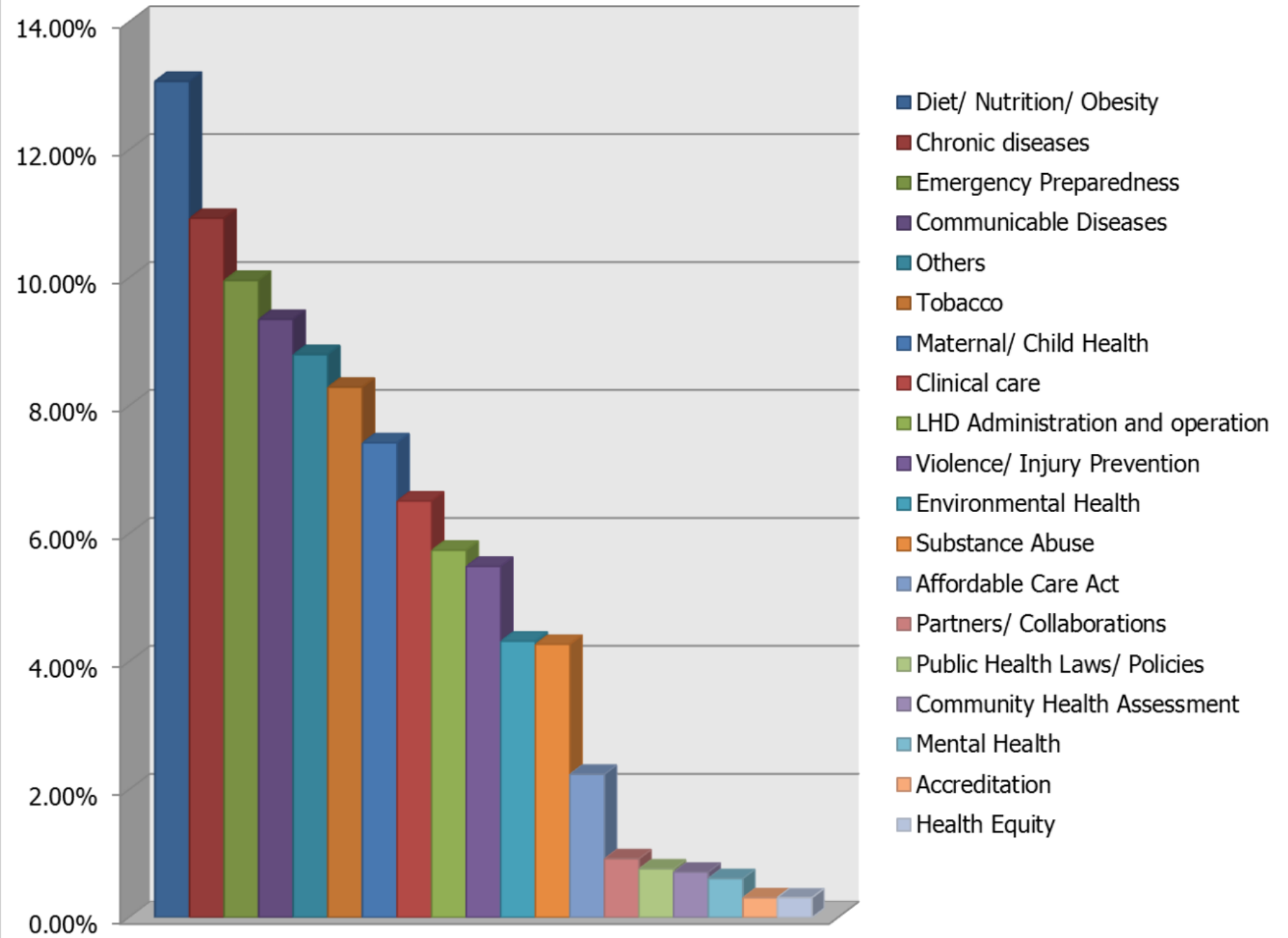
n=505

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

Focus area	Percentage
Diet/ Nutrition/ Obesity	13.07%
Chronic diseases	10.93%
Emergency Preparedness	9.96%
Communicable Diseases	9.35%
Others	8.80%
Tobacco	8.29%
Maternal/ Child Health	7.42%
Clinical care	6.51%
LHD Administration and operation	5.74%
Violence/ Injury Prevention	5.49%
Environmental Health	4.32%
Substance Abuse	4.27%
Affordable Care Act	2.24%
Partners/ Collaborations	0.92%
Public Health Laws/ Policies	0.76%
Community Health Assessment	0.71%
Mental Health	0.61%
Accreditation	0.31%
Health Equity	0.31%



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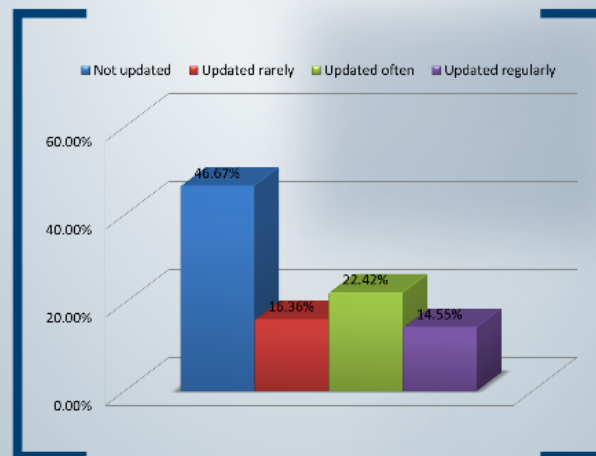




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■ Not updated ■ Updated rarely ■ Updated often ■ Updated regularly

60.00%

40.00%

20.00%

0.00%

46.67%

16.36%

22.42%

14.55%

# Conclusion



**Local health departments  
used Facebook mainly for  
health education/  
promotion, and setting-up  
a communication channel.**



**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 reducing  
this gap**



# Limitations and Significance

## Limitations

- Local Health Departments can have different name on Facebook.
- Post, pictures or any content can be deleted.

## 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.

©Munichair, Rofsky, Jones, Tubin-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.

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

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**Thank you!**



**Questions**