

# **Minority Report: Social Media for Decreasing Healthcare Disparities**

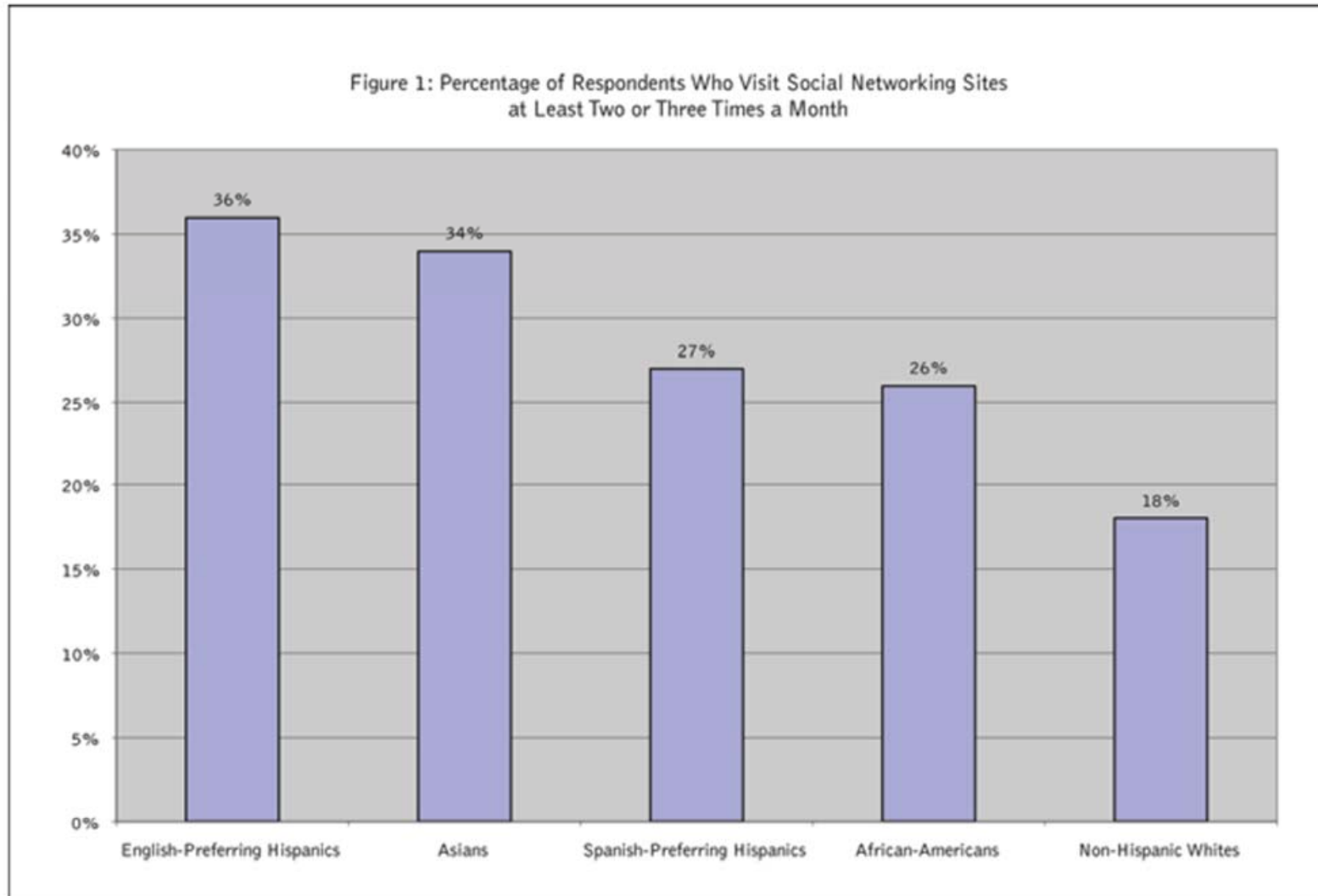
**SXSW 2011**

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University of Houston-Downtown**

**[@akroundtree](#)**

**Why this topic?**

# Minorities use social media a lot.



(Source: Florida State University Center for Hispanic Marketing Communication)

# Healthcare Disparities Persist.

- Minorities are more likely to be diagnosed with late-stage breast cancer and colorectal cancer compared with whites.
- When hospitalized for acute myocardial infarction, Hispanics are less likely to receive optimal care.
- Many racial and ethnic minorities and persons of lower socioeconomic position are more likely to die from HIV. Minorities also account for a disproportionate share of new AIDS cases.
- The use of physical restraints in nursing homes is higher among Hispanics and Asian/Pacific Islanders compared with non-Hispanic whites.
- Blacks and poorer patients have higher rates of avoidable hospital admissions (i.e., hospitalizations for health conditions that, in the presence of comprehensive primary care, rarely require hospitalization).

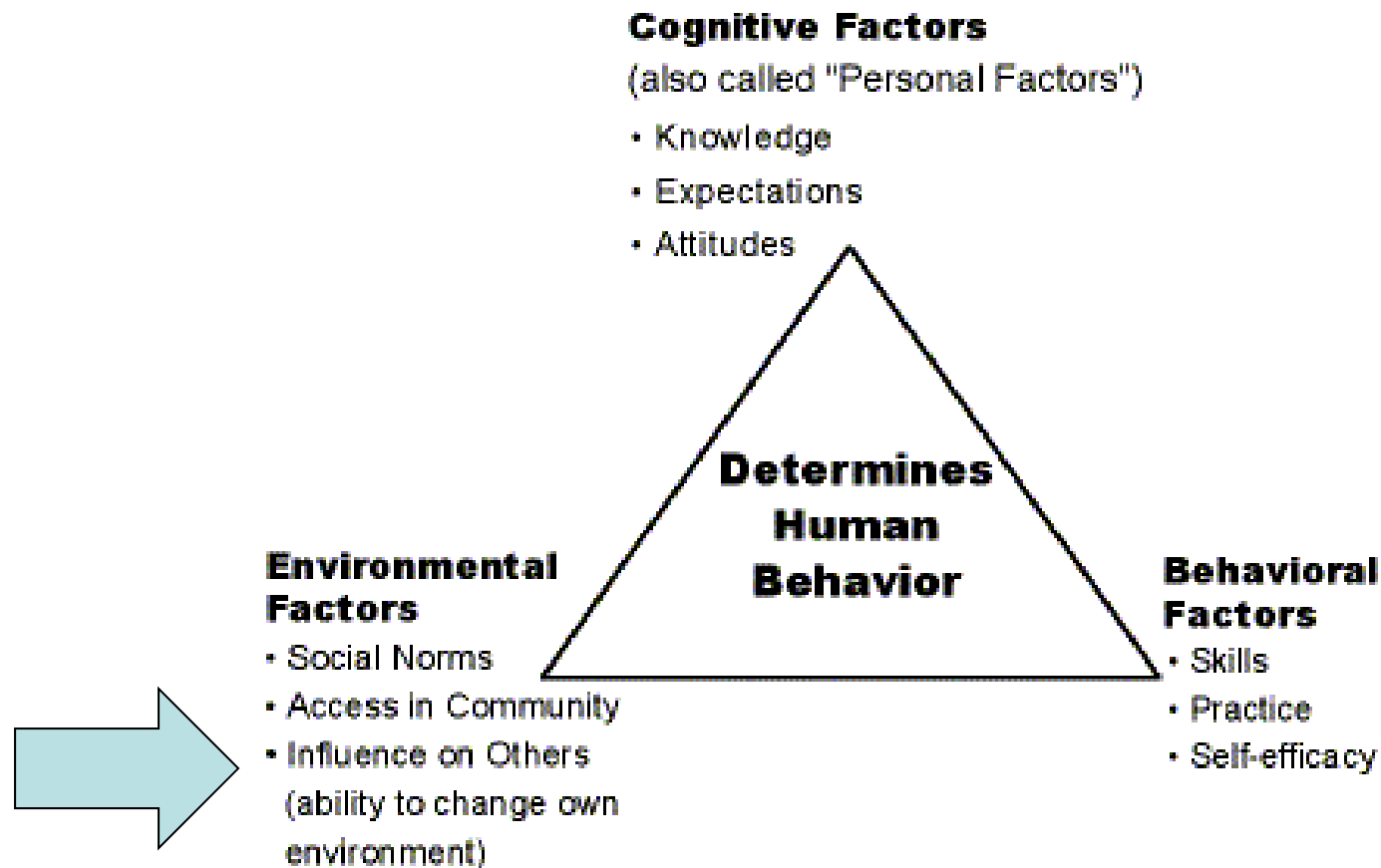
(Source: National Healthcare Disparities Report 2007)

# Healthcare Disparities Matter to Individuals and Society.

“[T]o the extent that minority beneficiaries of publicly funded health programs are less likely to receive high quality care, these beneficiaries—as well as the taxpayers that support public health care programs—may face higher future health care costs.” (*Unequal Treatment*, 1999)

“The personal cost of disparities can lead to significant morbidity, disability, and lost productivity at the individual level. At the societal level, distal costs follow from proximal opportunities that were missed to intervene and reduce burden of illness.” (*National Healthcare Disparities Report*, 2010)

# Community Matters in Health Behavior.



(Source: Social Cognitive Theory, Bandura, 1989)

# **Community Matters in Minority Health.**

Community-based participatory research has numerous examples of communities working to improve quality overall, while reducing healthcare disparities for vulnerable populations.

(Source: National Healthcare Disparities Report, 2003)

# Research in Progress

- Content analysis of 100 minority-owned Twitter accounts
- Survey of Facebook users regarding how they use the network for health decision-making and community
- Content analysis of how 75 minority health advocacy groups use Facebook

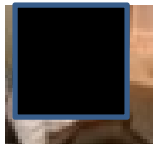


# **Preliminary Findings**

**What health info do we share on Twitter?**

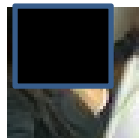
**The basics.**

# Diet



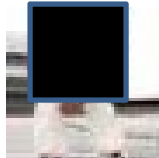
[\[Redacted\]](#) " No No No Eating Here Tonight Yu On A **Diet** "!

Twitter - 11 seconds ago



[\[Redacted\]](#) Bout to stop n Fridays' for happyhour wings then head to the gym for a 3 hour workout! Sounds crazy? No, High Protein **Diet**!

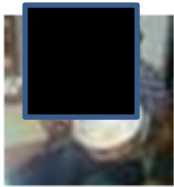
Twitter - 17 seconds ago



[\[Redacted\]](#) Chowing down on this **protein** bar before the gym

Twitter - seconds ago

# Exercise



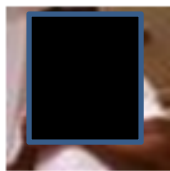
**[Redacted]** I feel like **losing weight** in a naughty way...

Twitter - 13 seconds ago



**[Redacted]** I wish **losing weight** was as easy as putting it on.

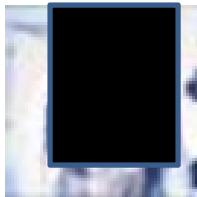
Twitter - 2 seconds ago



**[Redacted]** Just finished my **P90X** and the pizza arrives at the door! [#perfecttiming](#)

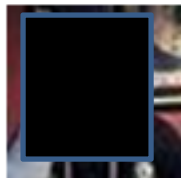
Twitter - 4 minutes ago

# Body Image



██████████ Moments like this I feel like a **fatass**.  
Why bother go to the gym when ima binge like  
thaaat

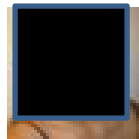
Twitter - 12 seconds ago



██████████ My mom just told me I look like I'm  
**roiding** it... I'm like how did u know lmao  
**#progress** I'm not even down with roids :P

Twitter - 20 hours ago

# General Health



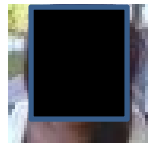
Feeling **under the weather**, but my son makes it all up! Love you  
Yaazh!

Twitter - 54 minutes ago



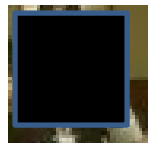
iJust **Sneezed** and it sounds  
back 2 Normal. YES im Not sick no more

Twitter - 59 seconds ago



Still feeling **under the weather**, 'bout to go back to the hospital.....  
:(

Twitter - 35 minutes ago



Finna sleep all day until 2nite. Feeling a bit **under the weather**

Twitter - 36 minutes ago

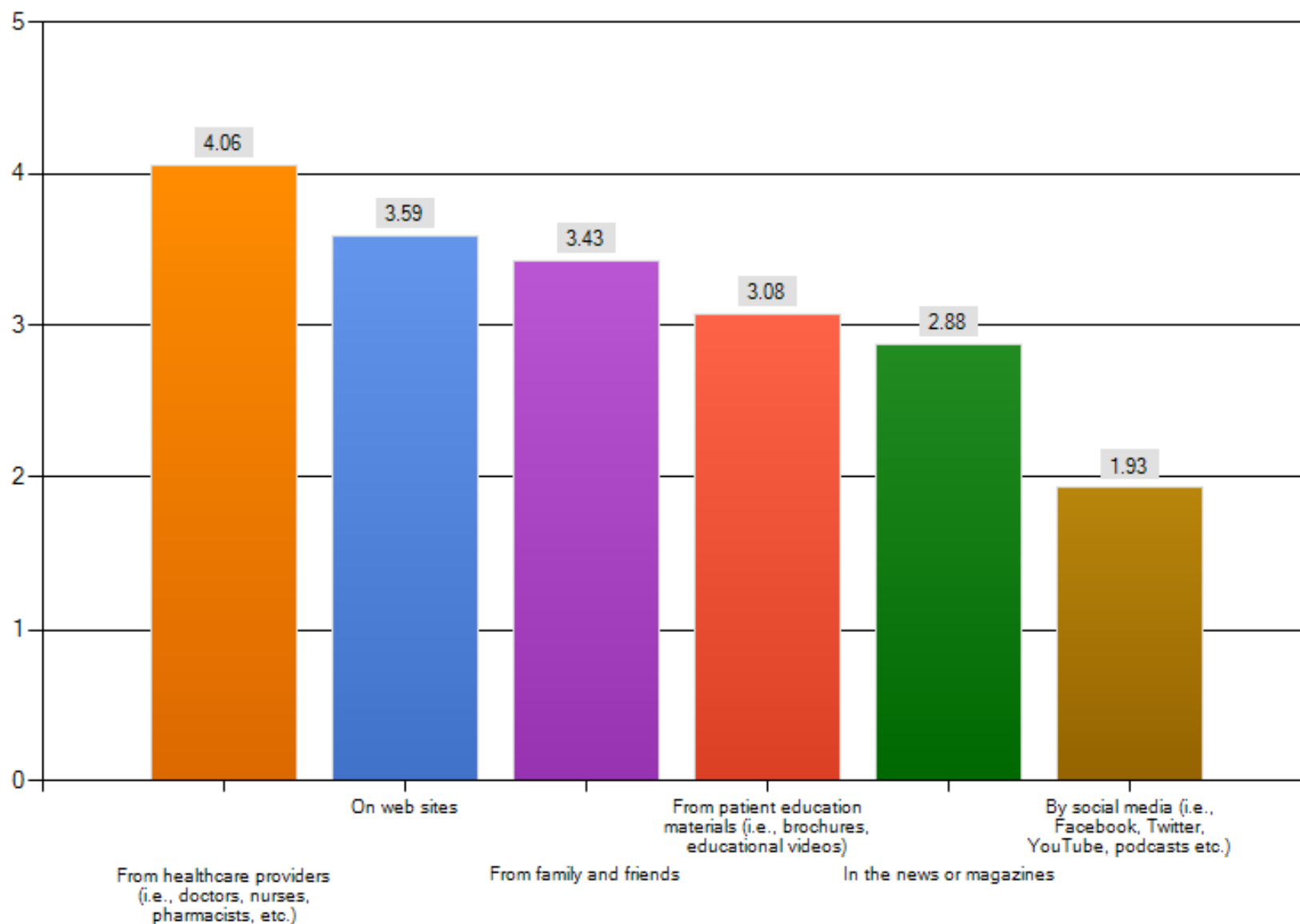
**Does Facebook have potential for patient activation (i.e., encouraging more patient involvement in healthcare decision making)?**

**Maybe.**

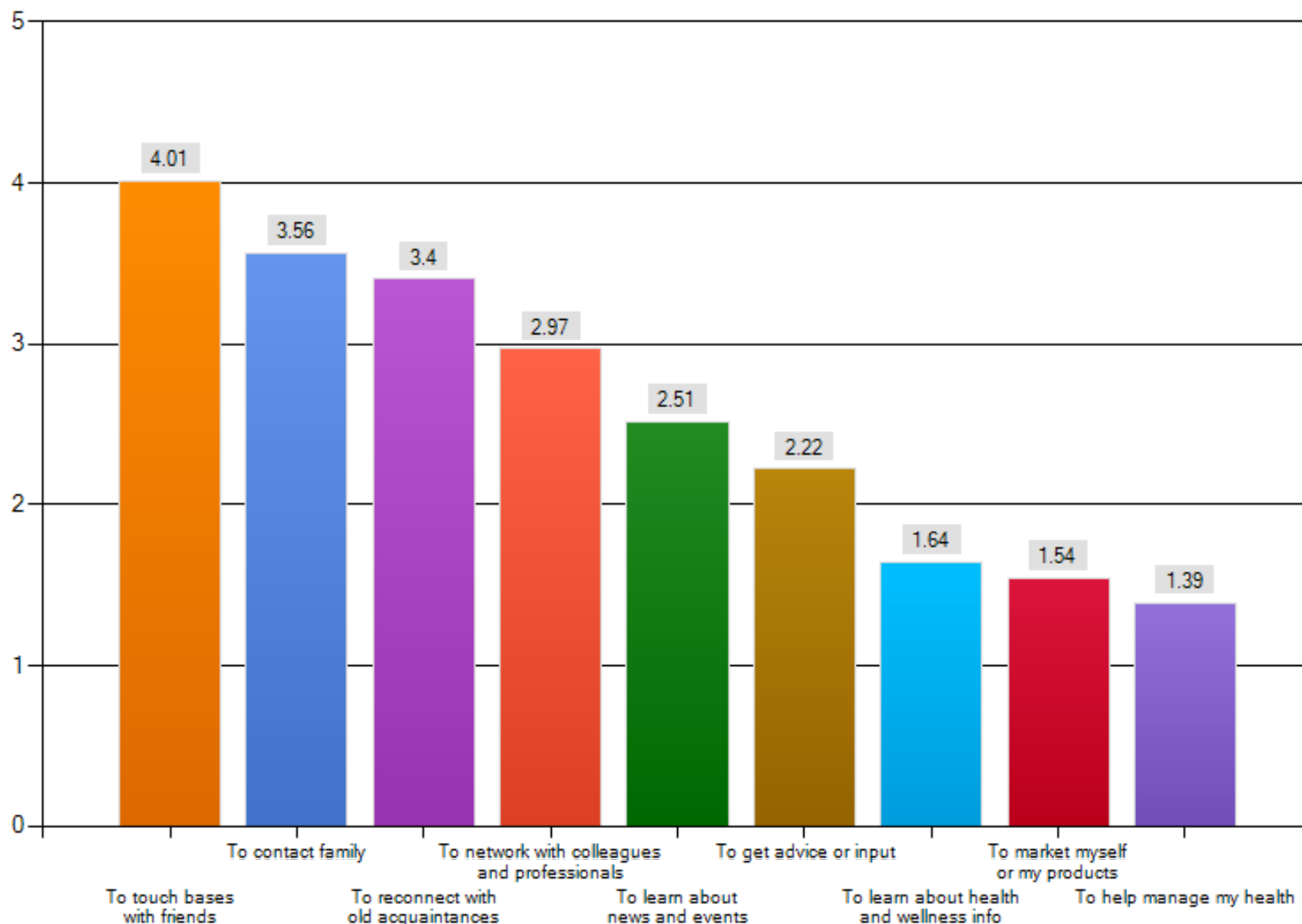
**People aren't currently using Facebook for health decision-making.**



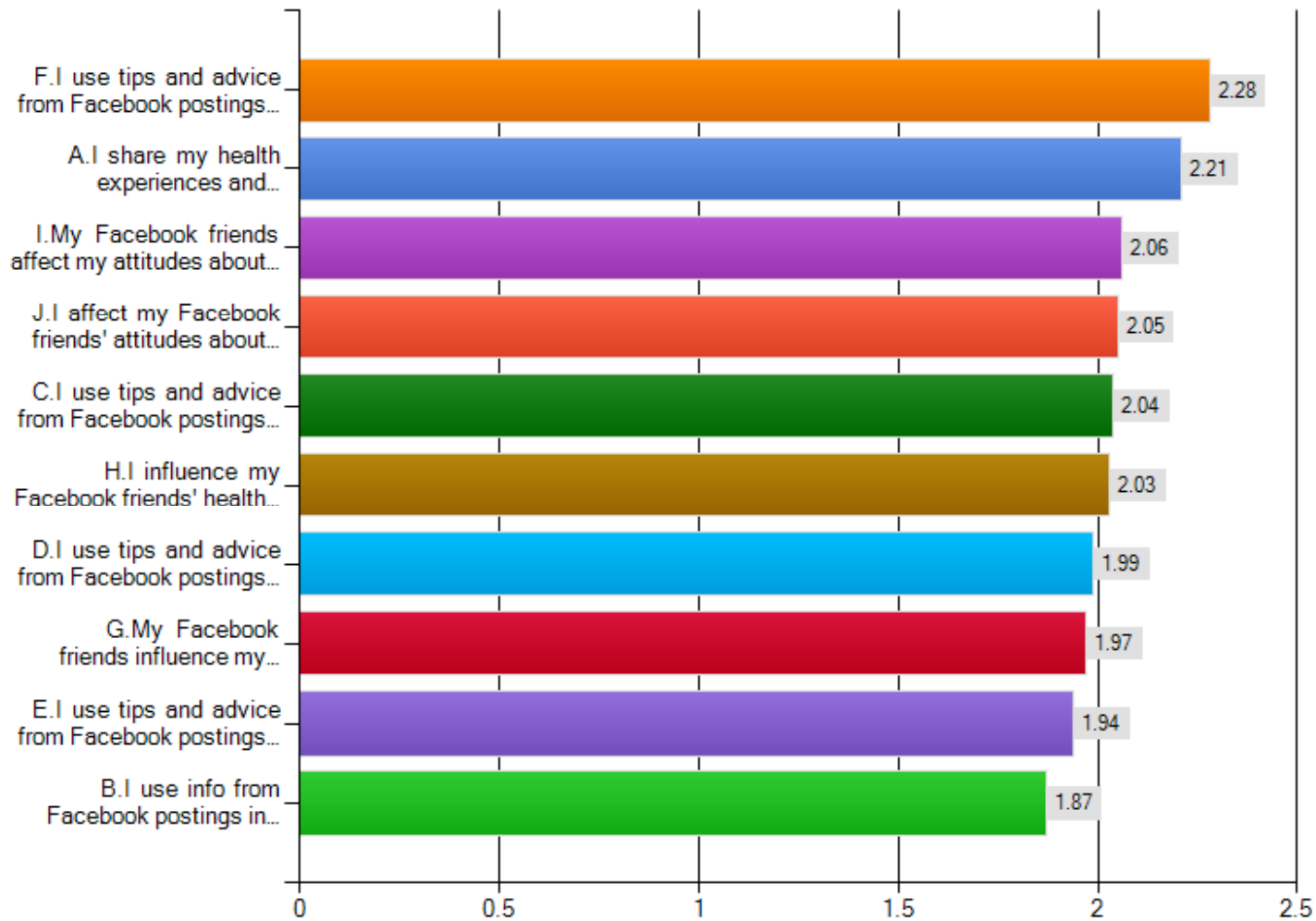
### From where do you get health information?



### Why do you use Facebook?

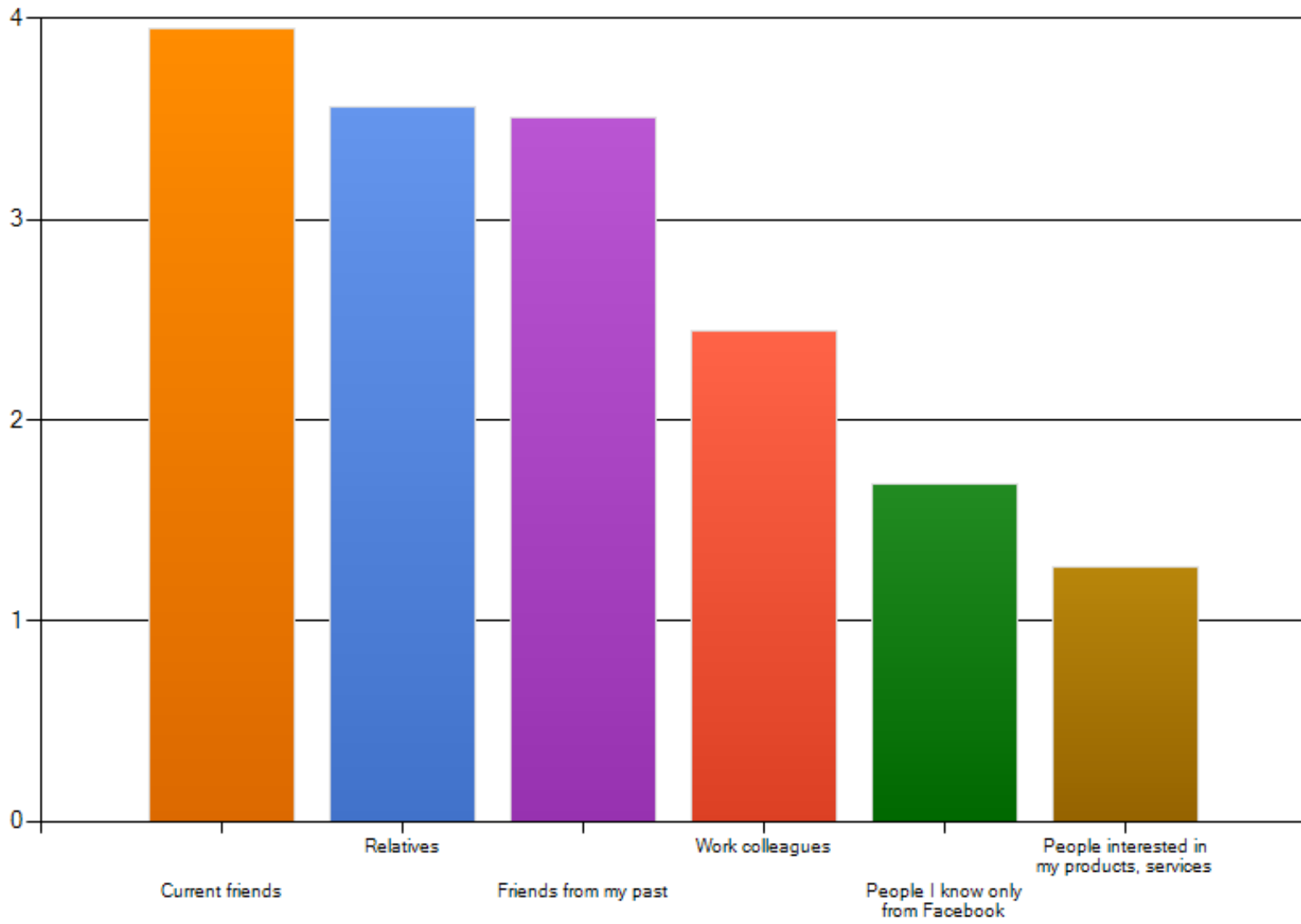


**Rate each statement about Facebook activities to indicate your level of agreement.**

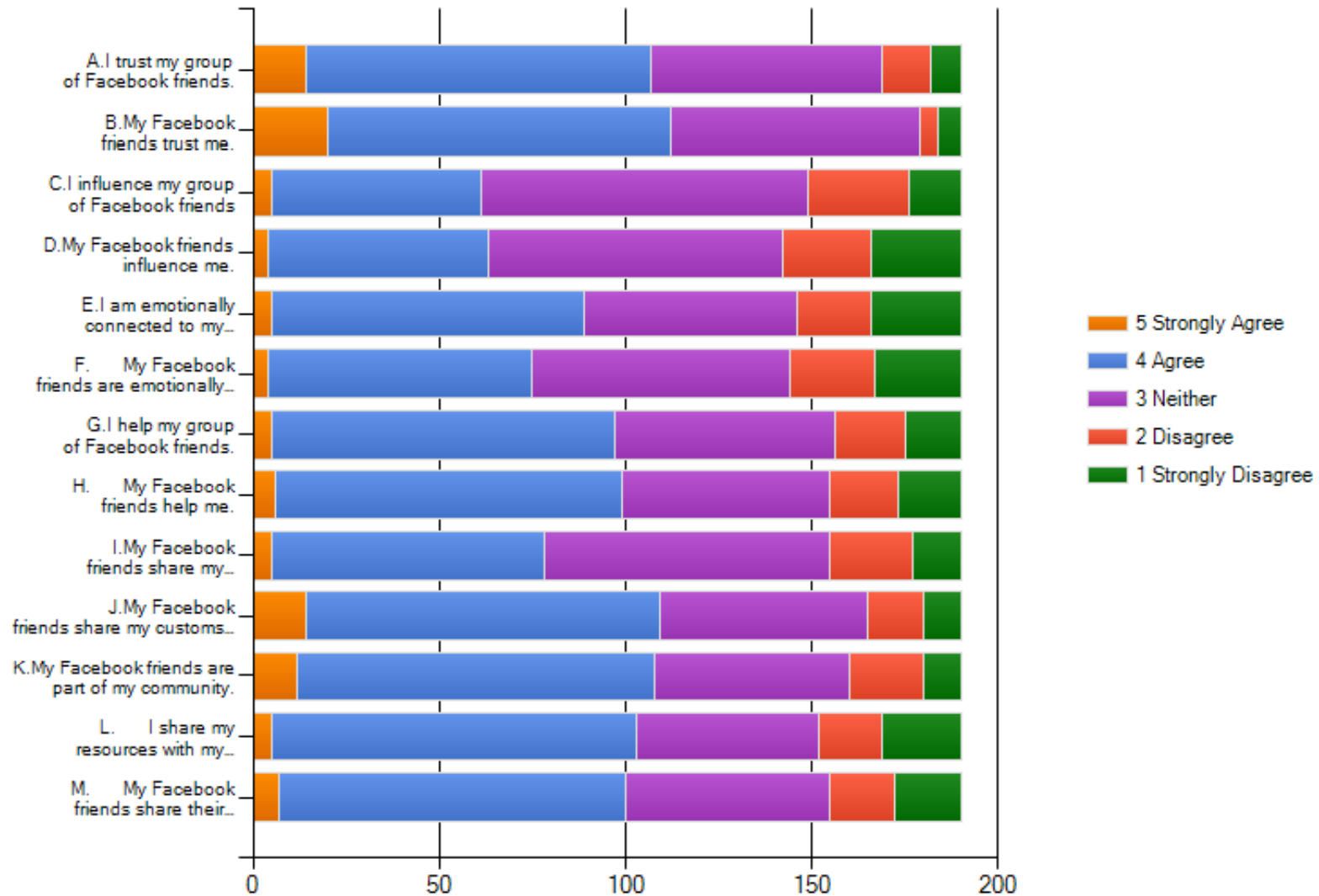


**But Facebook users feel close to their virtual  
community members.**

### Who are your Facebook friends?

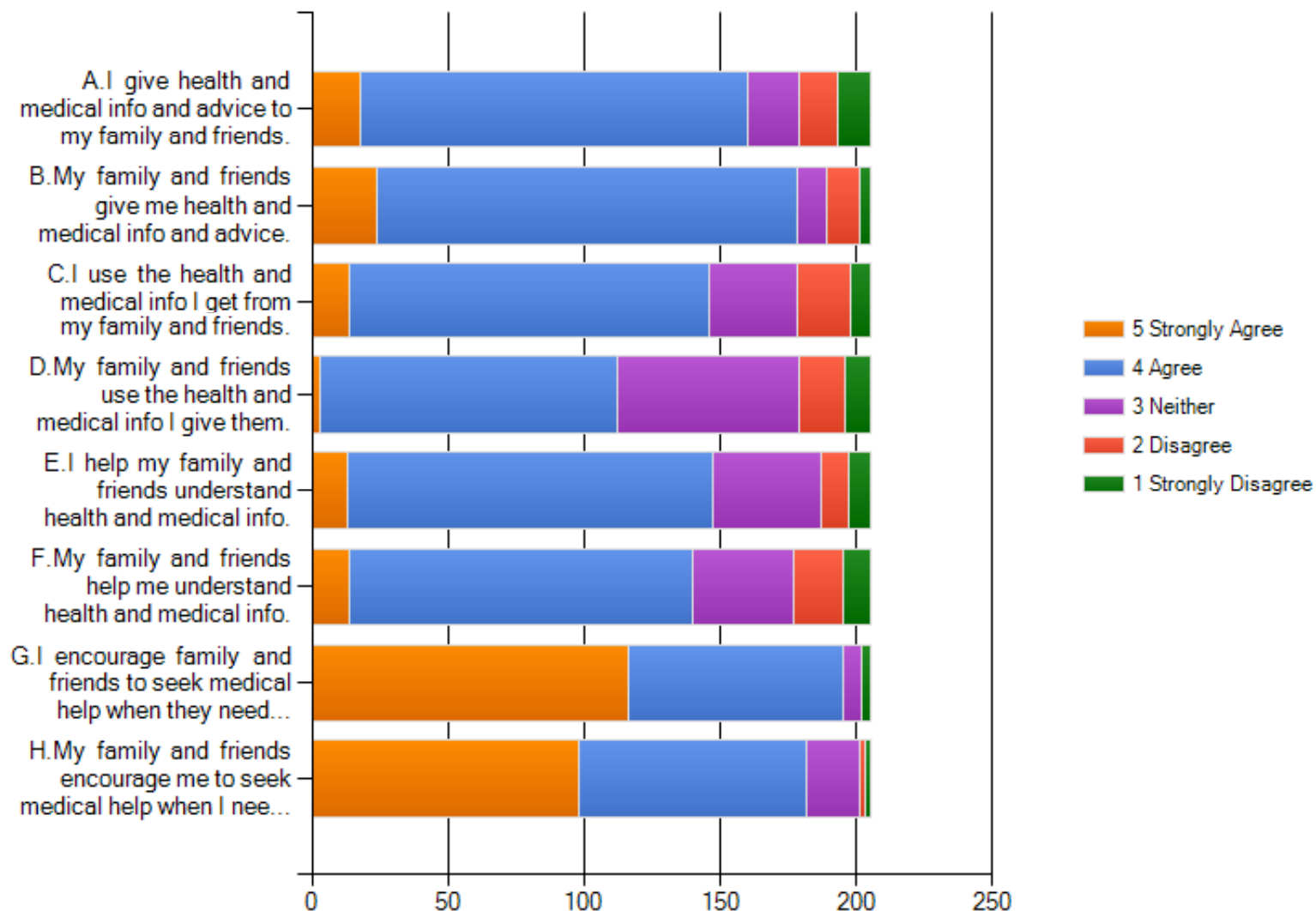


**Rate each statement about Facebook friends to indicate your level of agreement.**



**And Facebook users are generally active in health decision-making.**

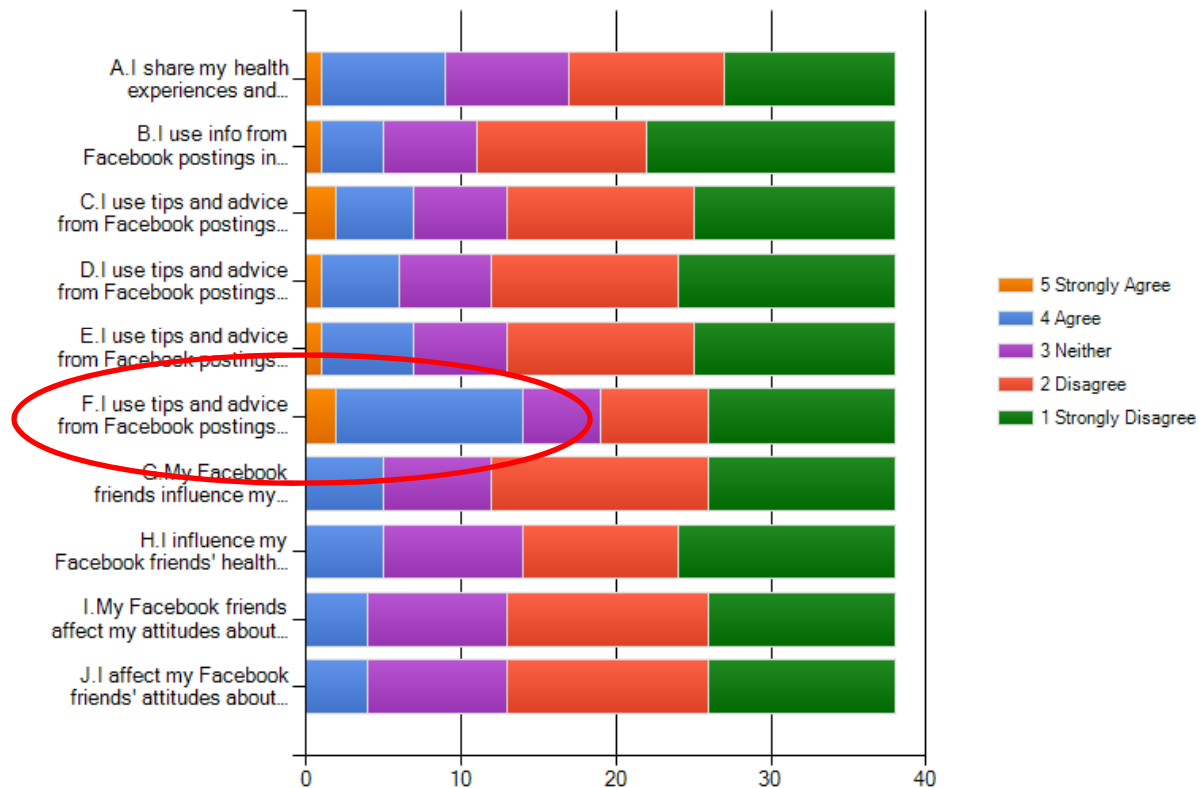
**Rate each statement about health behavior to indicate your level of agreement.**





# African Americans might be slightly more likely than others to use health info from Facebook.

Rate each statement about Facebook activities to indicate your level of agreement.



**How do minority health groups use Facebook?**

**Mostly like old media.**

# They share studies and findings.



## African-American Men's Health Forum of Hampton Roads

See how your area is doing per this Gallup Poll



## Mapping the Nation's Well-Being - The Gallup-Healthways Well-Being Index - Interactive Graphic - NYT

[www.nytimes.com](http://www.nytimes.com)

Map of polling results relating to health, well-being and happiness

 March 7 at 6:32am · Like · Comment



## Healthy Communities Para Todos!

"men are five times more likely to smoke than women in countries with lower rates of female empowerment, such as China, Indonesia, Pakistan, Saudi Arabia and Uganda & In countries with relatively high female empowerment this gap is small and women smoke almost as much as men do." [http://www.nlm.nih.gov/medlineplus/news/fullstory\\_109386.htm](http://www.nlm.nih.gov/medlineplus/news/fullstory_109386.htm)



## Rising status of women linked to more smoking: MedlinePlus

[www.nlm.nih.gov](http://www.nlm.nih.gov)

Rising status of women linked to more smoking

 March 3 at 10:42am · Like · Comment

# They post flyers, info about campaigns



African American Health Council of Southeastern CT



**DPH: State Recognizes February 7th as National Black HIV/AIDS Awareness Day**

[www.ct.gov](http://www.ct.gov)

State Recognizes February 7th as National Black HIV/AIDS Awareness Day Abstract: In recognition of National Black HIV/AIDS Awareness Day local organizations throughout the state, funded by the Connecticut Department of Public Health (DPH), will provide free HIV testing and educational activities on

February 4 at 3:11pm · Like · Comment · Share

African American Health Council of Southeastern CT likes this.

Write a comment...



**Hispanic / Latino Health Initiative**

Today is National Women and Girls HIV/AIDS Awareness Day. Know the facts: women account for more than 1 in 4 new HIV/AIDS cases in the U.S. and Latinas are 5x more likely to have HIV/AIDS than non-Hispanic white women.



**National Women and Girls HIV/AIDS Awareness Day | March 10**

[www.womenshealth.gov](http://www.womenshealth.gov)

Yesterday at 8:45am · Like · Comment · Share

# They promote events.



## Grand Rapids African American Health Institute

ATTENTION All Runners/Walkers: The Rhythm Run has moved to a 9:00am start time! If you have any questions or concerns please contact Stephanie Pierce @ 616-331-5872. Thank you

September 27, 2010 at 12:27pm · Like · Comment

 Stephanie Pierce likes this.

Write a comment...



## Latino Health Access

...thank you to all who joined us for dinner last night for our Annual Tamalada! With your support we reached our goal of selling over 2,500 tamales! \*\*If you were not able to pick up your order last night, please contact ggonzalez@latinohealthaccess.org to make other arrangements.\*\* Note: Sat - pick up @ LHA 1-3pm, Sun - pick up @ LHA 11 - 1pm.

December 11, 2010 at 1:13pm · Like · Comment

 2 people like this.

Write a comment...

# They report news and government action.



**Organic Hispanic Health Counseling** via **Black Women For Wellness**

This is why we need Health Coaches!: "A study released by the University of Michigan earlier this month found that black men avoid physician visits because they find the interaction stressful. They remarked that physicians typically did not give useful information on how to make lifestyle changes."



**The Health Challenges in the Black Community**

[www.huffingtonpost.com](http://www.huffingtonpost.com)

Black people have made significant advances socioeconomically as well as politically -- especially in the last few years. However, in the field of health, there's not a lot to celebrate.

February 22 at 6:06am · Share

2 people like this.



**Shana L Brown** <http://east.05tz2e9.com/click.php?s=1&k=1379010245&c=15|2|6000>



**VA clinic testing veterans possibly exposed to hepatitis, HIV - CNN.com**

[webcache.googleusercontent.com](http://webcache.googleusercontent.com)

More than 500 veterans in Ohio are being contacted by a clinic where they may have been exposed to hepatitis and HIV during routine dental work, according to Ohio Veterans Affairs communications officer Todd Sledge.

February 18 at 10:32am · Like · Comment · Share



**Tracey Jo Whitmore** Oh wow.... you would hope stories like this didn't happen anymore....

February 18 at 10:01pm · Like

Write a comment...

# They link to other social media.



Hispanic Health Coalition of Georgia, Inc.



Oct 19, 2010 7:52am

Length: 0:30

October 19, 2010 at 7:52am · Like · Comment · Share

Anne Harper likes this.

Write a comment...



Hispanic Latino Health

Podcast: Non-Alcoholic Energy Drink Health Risks? <http://bit.ly/hofW6d> via @medlineplus4you

February 28 at 5:54pm via Selective Tweets · Like · Comment

# Only a few use it for activism.



## Hispanic Health Council

Is saving the date for [Latino Advocacy Day in Connecticut](#), Wednesday, March 30 at the Capitol. Bring your friends. Show your legislators that Latinos count.

February 25 at 2:05pm



## Hispanic Health Council

Join U.S. Sen. Richard Blumenthal, Ct. Sen. Majority Leader Martin Looney and New Haven Mayor John DeStefano to rally for the Dream Act, 2 p.m. to 3 p.m. Saturday, New Haven City Hall.

February 25 at 2:00pm



Sarahí Almonte likes this.



# They have modest success engaging followers.

	Average	High	Low
Members	462	7,377	27
Posts/month	7	80	1
Comments/month	12	283	0
Likes	27	614	0

**Minorities use social media, and social media may replicate real-world social bonds and , by extension, social influence.**

**Social influence can impact health behavior.**

**But, on whole, minority health advocacy groups haven't yet capitalized on the media for building communities.**

# Recommendations

- Write like a friend, not an agency.
- Target patient navigators, rather than patients.
- Share narratives, anecdotes and profiles more than facts and figures.
- Allow your followers to share content as much as you do.
- Listen as much as you talk. Respond as much as you initiate.
- Start from their level of engagement, then scaffold to new behavior.

## Contact Info

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