

# Meeting Target Audiences No Matter Where They Are

## Strategies for Effective Use of Social Media for Public Health Communication



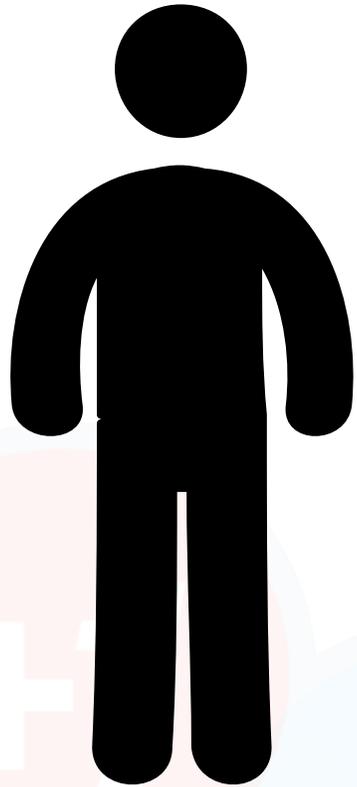
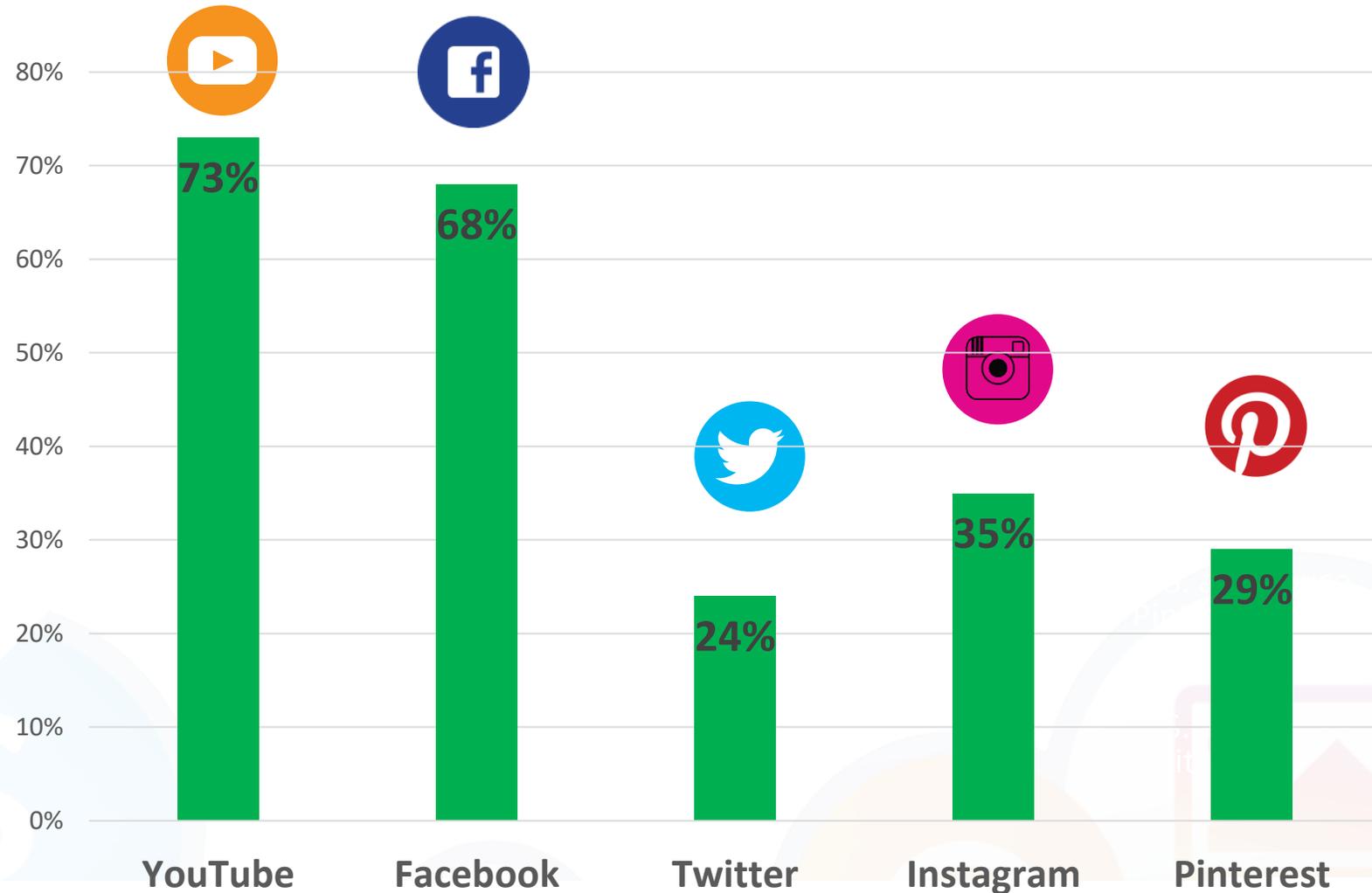
### **NIEHS/EPA CHILDREN'S ENVIRONMENTAL HEALTH AND DISEASE PREVENTION RESEARCH CENTERS**

**IMPACT REPORT**

**PROTECTING CHILDREN'S HEALTH  
WHERE THEY LIVE, LEARN, AND PLAY**

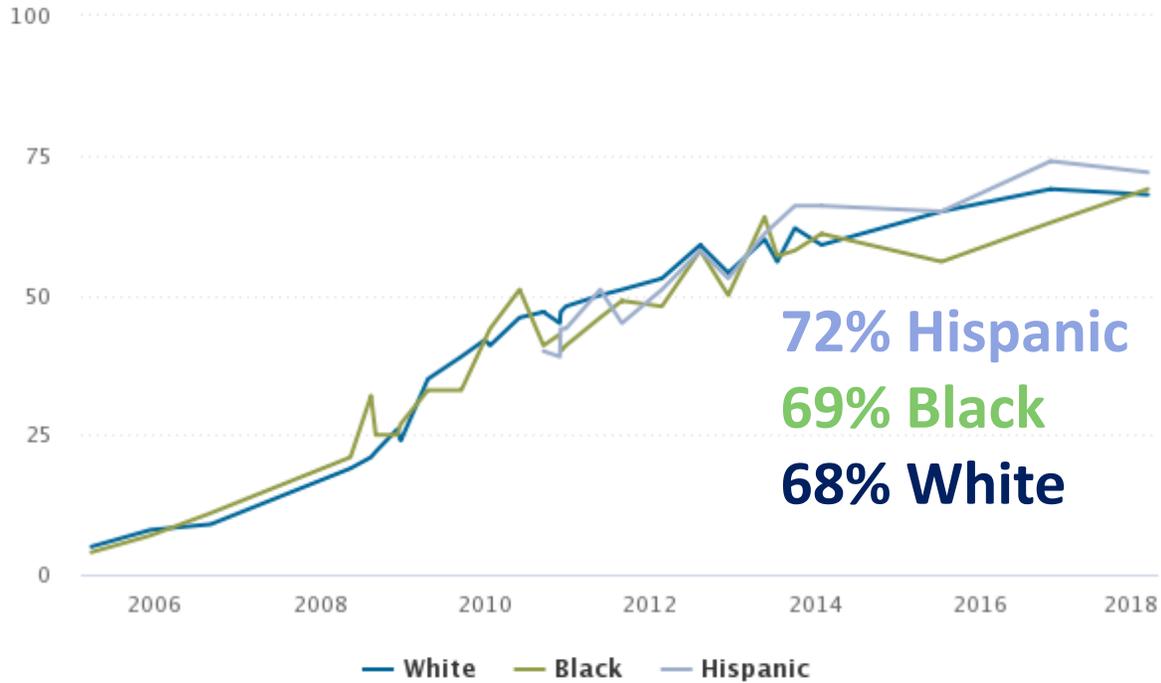
# Why Social Media

The majority of U.S. adults use social media daily



# Percent of U.S. adults who use at least one social media site by race

% of U.S. adults who use at least one social media site, by race

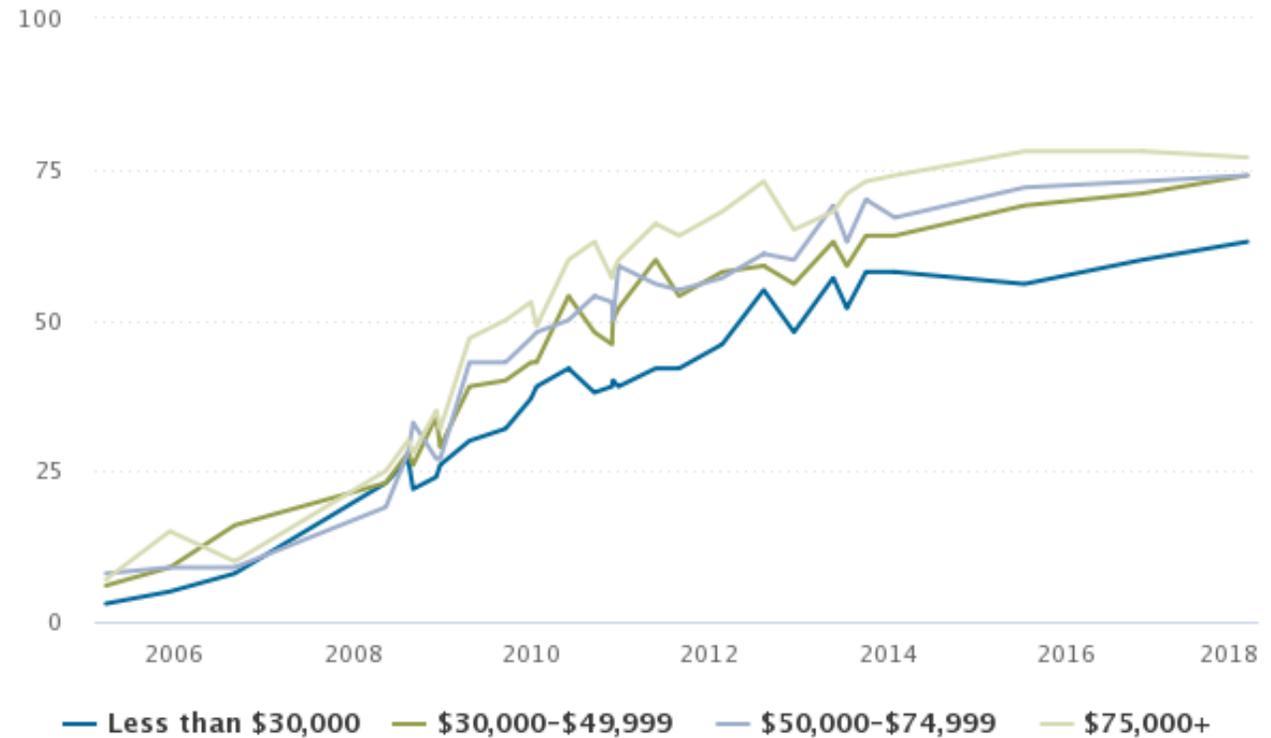


Source: Surveys conducted 2005-2018. Data for Hispanics includes only surveys that included Spanish-language interviews.

PEW RESEARCH CENTER

# The majority of U.S. adults use social media, 66% (<\$30K) 77% (>\$75K)

% of U.S. adults who use at least one social media site, by income



Source: Surveys conducted 2005-2018.

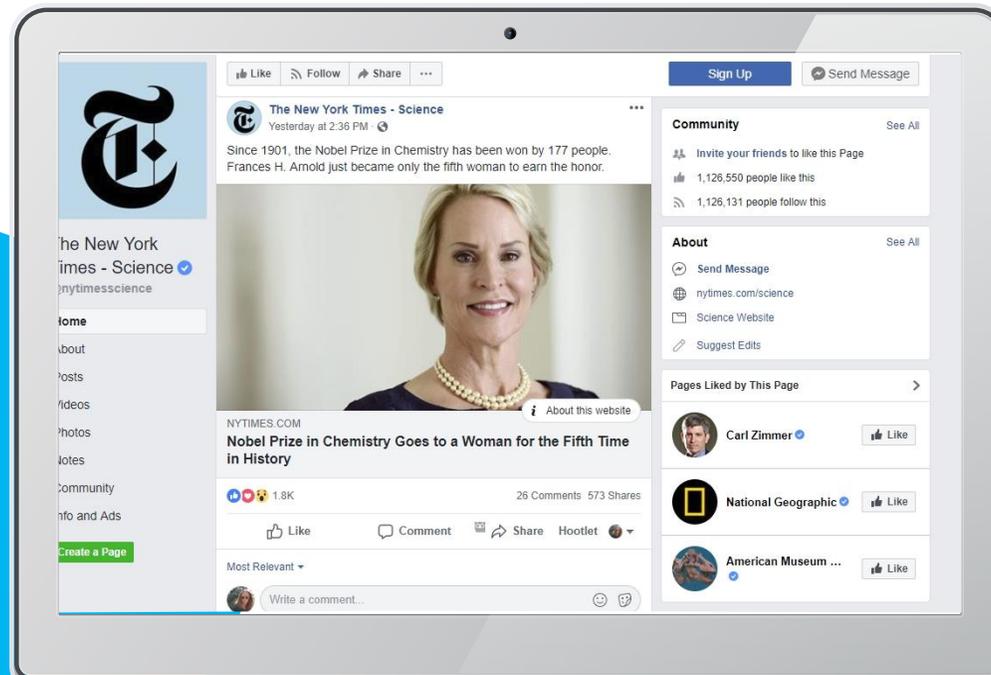
PEW RESEARCH CENTER

# Science News

*Social media is a significant source of where people see science news*

44%

Of adults say that they see science news on social media that they wouldn't see elsewhere.



33%

Of U.S. adults get their science news through social media channels.



# Children's Environmental Health Social Media Workgroup (SMW)

Left to Right

- |                |  |
|----------------|--|
| Wendy Gutschow | University of Southern California CEHC |
| Emily Szwiec   | Region 5 PEHSU                         |
| Brenda Koester | University of Illinois at U-C CEHC     |
| Nathan Mutic   | Emory University CEHC, Region 4 PEHSU  |
| Roxana Chicas  | Emory University CEHC                  |

# Goals

## Social Media Workgroup



**Create and enhance capacity** across network for utilizing social media platforms for community outreach and education



**Increase engagement** across network



**Increase reach and engagement** of network with target communities and general public



# Social Media Workgroup Workplan

**October  
2017**  
SMW  
formed

**July  
2018**  
NIEHS  
Funding

**October  
2018**  
Social  
Media  
Workshop

**April 2019**  
Social Media Best  
Practices Toolkit

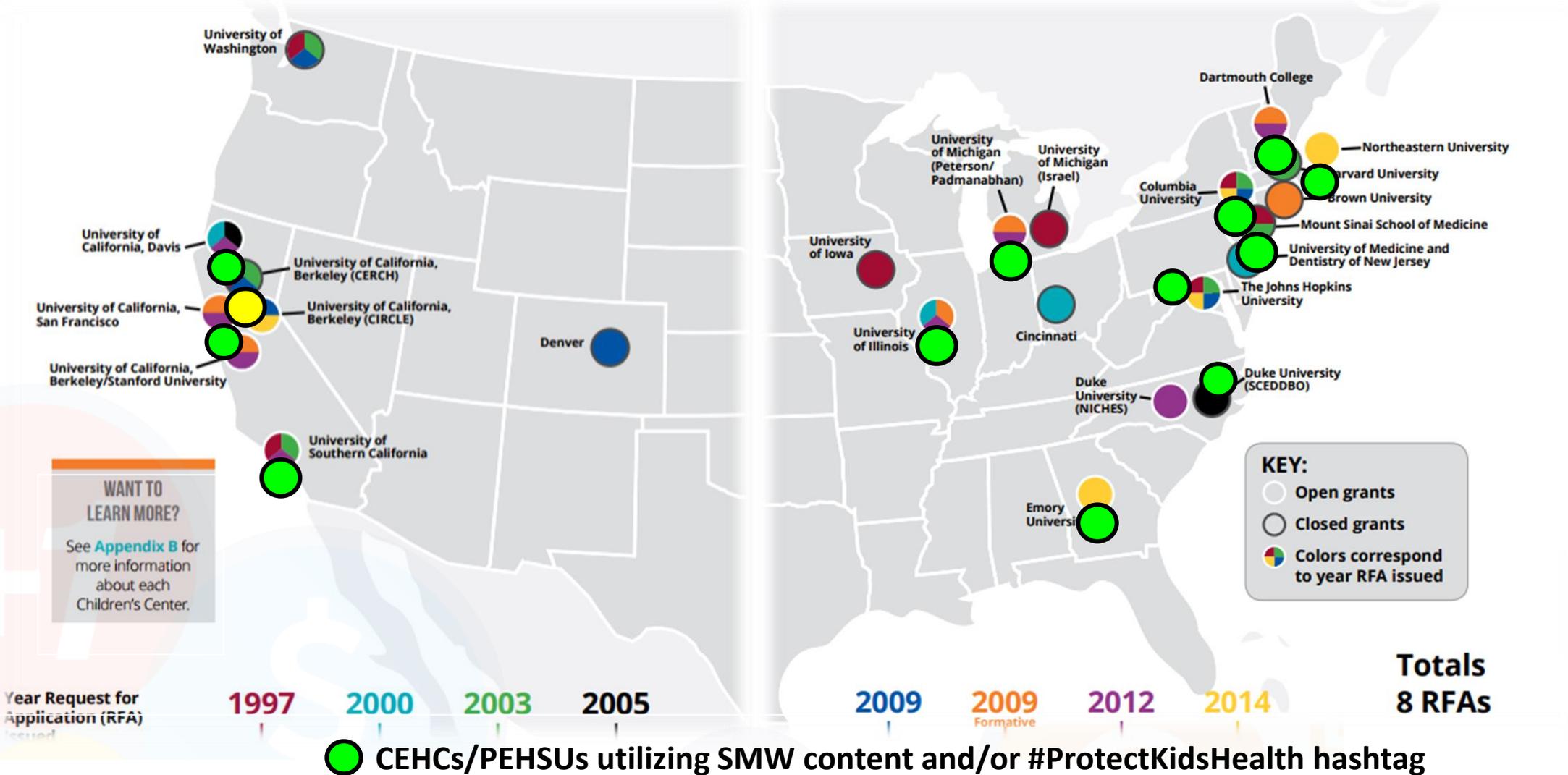
**Winter  
2018**  
Pilot Social  
Media  
Campaign

**August 2018**  
Survey  
Assessment

**Winter 2018/19**  
Capacity  
Building  
Webinars



# #ProtectKidsHealth Participation: October 2017 - Present



# #ProtectKidsHealth Monthly Themes

All posts can be used at any time



## Past Themes

- BPA,
- Phthalates
- Autism
- Asthma



## Upcoming Themes

- Immune function
- Heavy Metals
- Birth outcomes
- Air pollution
- Endocrine disrupting chemicals
- Autism/neuro dev/pesticides

## Children's Environmental Health Month



## Children's EH Month

Posts from existing and future themes were used as well as general posts

# Campaign posts: Timeless + Variety

Flexible content allows users to choose content for their audiences



## Background

Key facts and information introducing topic



## Research

- Immune function
- Heavy Metals
- Birth outcomes
- Air pollution
- Endocrine disrupting chemicals
- Autism/neuro dev/pesticides



## Action

Reducing exposures  
Connecting with resources  
Current events

# Content Snapshot

It's so easy, how could you not use it?

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6.2 million children in the United States, or about 8.4%, have #asthma <http://bit.ly/protectkidshealth> #ProtectKidsHealth

Asthma affects people of all ages, but most often starts during childhood; top reasons that children miss school. <http://bit.ly/protectkidshealth> #ProtectKidsHealth

Since 1980, the number of children with #asthma and the severity of symptoms have increased sharply, putting tremendous burden on families and making this issue critical for many communities. <http://bit.ly/protectkidshealth> #ProtectKidsHealth

Exposure to #environmental substances can worsen #asthma symptoms and a child's ability to control those symptoms. Certain things such as air pollution, mold, and secondhand smoke can make asthma worse. <http://bit.ly/protectkidshealth> #ProtectKidsHealth

In the early years of the @USHealthStudy @USC\_EH\_Outreach research, we found that new onset asthma in primary school children may be associated with #airpollution from local traffic near homes and schools. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2920902/> #ProtectKidsHealth #airquality

Exposure to #airpollution is associated with an increased risk of #asthma. In the early years of the USC Environmental Health Centers Children's Health Study, we found that new onset asthma in primary school children may be associated with #airpollution from local traffic near homes and schools. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2920902/> #ProtectKidsHealth #airquality

Research from @USHealthStudy @USC\_EH\_Outreach showed that asthma symptoms increased in children who lived closer to major freeways, even those with no family history of asthma. <https://www.ncbi.nlm.nih.gov/pubmed/16222162> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1459934/> #ProtectKidsHealth #airquality

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In their research @chaps\_sjv found that wheezing increased in children with ambient exposure to polycyclic aromatic hydrocarbons (PAHs) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4219412/> Learn more about PAHs [https://www.epa.gov/sites/production/files/2014-03/documents/pahs\\_factsheet.pdf](https://www.epa.gov/sites/production/files/2014-03/documents/pahs_factsheet.pdf) #ProtectKidsHealth #airpollution #airquality

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2

**USC\_EH\_Outreach**  
Scheduled for Thu 11 Oct 2018 at 4:20PM

6.2 million children in the United States, or about 8.4%, have #asthma <http://ow.ly/Byc>

**USC\_EH\_Outreach**  
Scheduled for Wed 10 Oct 2018 at 4:20PM

#Asthma affects people of all ages, but most often starts during childhood; it is one of

**USC\_EH\_Outreach**  
Scheduled for Tue 9 Oct 2018 at 4:20PM

Since 1980, the number of children with #asthma and the severity of symptoms have

**USC\_EH\_Outreach**  
Scheduled for Fri 19 Oct 2018 at 4:20PM

Research from @USHealthStudy @USC\_EH\_Outreach found that asthma in early child

**USC\_EH\_Outreach**  
Scheduled for Mon 8 Oct 2018 at 4:20PM

NEW international research led by USC builds upon findings from @USHealthStudy a

3





#ProtectKidsHealth is a children's #environmentalhealth campaign sharing info on the environment and health. We participate through our involvement as a center of #environmentalhealth research OR as #pediatric environmental health specialists.

As researchers from across the county identify how environment affects health, #ProtectKidsHealth will highlight the research, community impacts, and solutions during children's #environmentalhealth month.

Kids are more vulnerable to environmental risks. Their brains, lungs, immune, and other systems are rapidly developing, and their natural defenses are less developed than adults. #ProtectKidsHealth

Infants are uniquely vulnerable to environmental risks. They put their hands, toys, and other objects in their mouths; spend more time on the ground; and consume and breathe more than adults relative to body mass. #ProtectKidsHealth

Environmental exposures before birth influence the occurrence of disease later in life. Understanding origins of health & disease is critical to reducing children's health risks and improving the quality of life for all. #ProtectKidsHealth



**USC Enviro Health**  
@USC\_EH\_Outreach



7 retweets  
9 likes  
790 impressions



**USC Enviro Health** @USC\_EH\_Outreach · Oct 2

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# Children's Environmental Health Month



# Public Health Communication Social Media Workshop

Children's Center Meeting, October 22, NIEHS, RTP  
Resources will be made available to all after!



**Susan Lamontagne**  
Public Interest Media Group

A veteran campaign and media strategist, Susan founded the Public Interest Media Group, Inc., in 1997 to help advocacy organizations and health care organizations communicate more effectively.



**Veronica Thomas**  
RTI International

A communication strategist in RTI International's Center for Communication Science, who is skilled in digital and social media strategy, translating research for the public, human-centered design, and qualitative research



**Ryann Monahan**  
U of Illinois U-C

A communications strategy developer and executor with experience in higher education social media content production and management. A digital content creator, she has produced and hosted several podcast series.





Strategy

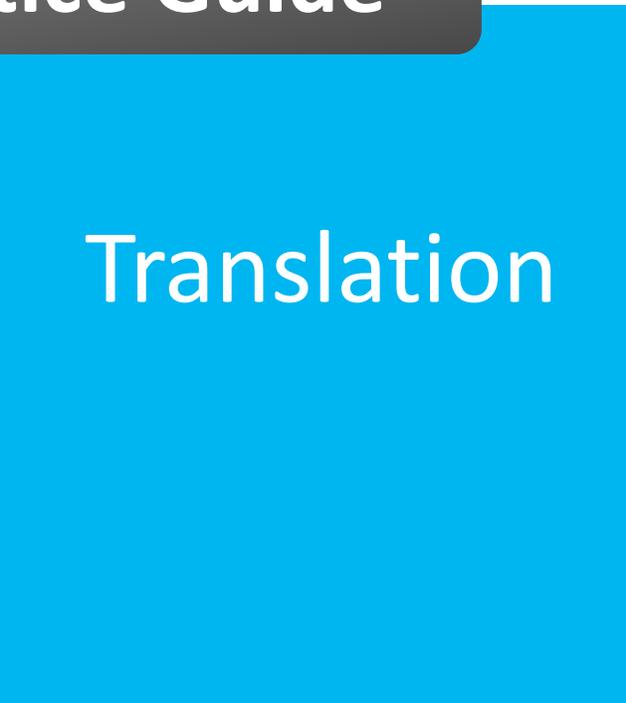


Content

Best Practice Guide

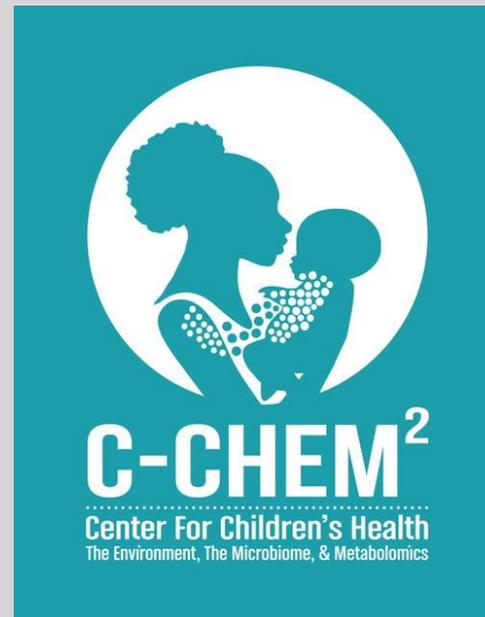


Analytics



Translation





# Acknowledgments

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