

Social Media & Indigenous Tobacco Control project update

Issue 6: April 2017
Watch and Read

Happy Anniversary! April 2017 marks the 12 month mark for this 3 year research project.

- ✓ **Study 1 complete:** What social media health information is being shared within some NT Aboriginal communities, how and by who? Over an 8 week period in 2016, 23 community based researchers from Darwin, Alice Springs and Nhulunbuy shared health related content which appeared on their social media feeds with the Menzies research team. Facebook was the most popular form of social media.

The online observational study revealed that mental health issues, diet and exercise posts gained significant traction amongst community researchers. Content about broader social determinants of health such as racism were also prominent. Interestingly, few examples of tobacco control content were observed. The research team is working on writing up the results.

- ✓ **Study 2 now:** How can social media be used effectively to reduce smoking and improve health?

Since December 2016, 11 community based researchers from Darwin and Alice Springs have been sharing tobacco control messages on their personal Facebook pages. Each week the Menzies team share 3 Facebook friendly tobacco control messages with the researchers. Community researchers decide which posts to share on their own Facebook page. They monitor reactions to the post on Facebook and in the real world. Focus groups to discuss tobacco control with people from within the community researchers networks are also conducted.

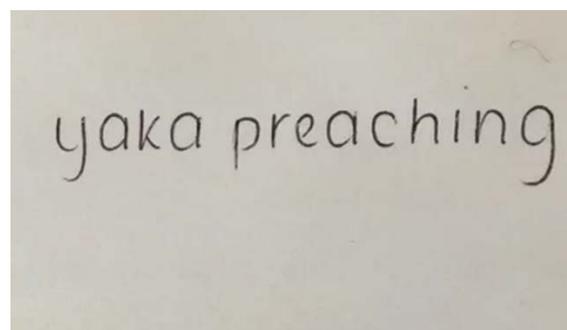
Study 2 runs for 6 months and will finish in June 2017.

Next

Study 3: How can Aboriginal Community Controlled Health Services use social media effectively for reducing smoking?

Study 4: How can Aboriginal Community Controlled Health Services use social media to support people who want to quit smoking?

Did you miss the 2016 Social Media and Indigenous Health annual conference? Check out the “take home messages” in this [short video](#).



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Facebook for health and tobacco control messages

Miwatj Health, Danila Dilba and the Central Australian Aboriginal Congress are all working to create engaging Facebook pages. The Menzies research team are working with partnering ACCHO's to build social media capacity.

- Miwatj Health created a Facebook page in 2013. They have over 1000 followers. They had a fantastic reaction to their International Women's Day post. It's a great example of taking an international event and giving it a local connection.
- Danila Dilba created their Facebook page at the end of 2016. Congratulations! Already they have over 200 followers. They have shared a variety of health posts including World Kidney Day videos, tobacco control messages and information about community events.
- Congress staff are working with their executive team on policy and planning, moving towards launching their Facebook presence in the not too distant future.

Certificate II in Community Health Research

Top Work!

Community researchers enrolled in the Certificate II in Community Health Research will soon be contacted by the Menzies training team. Results are being finalised over the next few weeks and graduations will be held in June. The training team will notify students by mid-April of results and graduation details.



We are thinking about:

2017 Meetings

- Planning for the Social Media and Tobacco 2017 annual project meeting has begun.
- We are planning to present results from Study 1 at the Oceania Tobacco Control Conference, in Hobart in October.

Will a positive Facebook post attract more likes, comments and shares than a negative post?

Research published in 2017 found that negative posts attracted more online interaction than positive posts. However participants also hid more negative posts than positive or neutral posts.

Mayshak, R., Sharman, S.J., Zinkiewicz, L., Hayley, A. 2017 "The influence of empathy and self-presentation on engagement with social networking website posts."

Do likes, comments and shares indicate your message is cutting through?

A common mistake is to attempt to measure the effectiveness of posts only by likes, share and comments. Generating interaction indicates content is gaining traction but the ultimate goal is to influence behaviour. "In theory, engagement with public health pages on Facebook will lead to the achievement of public health aims but this is yet to be proven".

Kite, J., Foley, B.C., Grunseit, A.C., Freeman, B. 2016 "Please Like Me: Facebook and Public Health Communication"