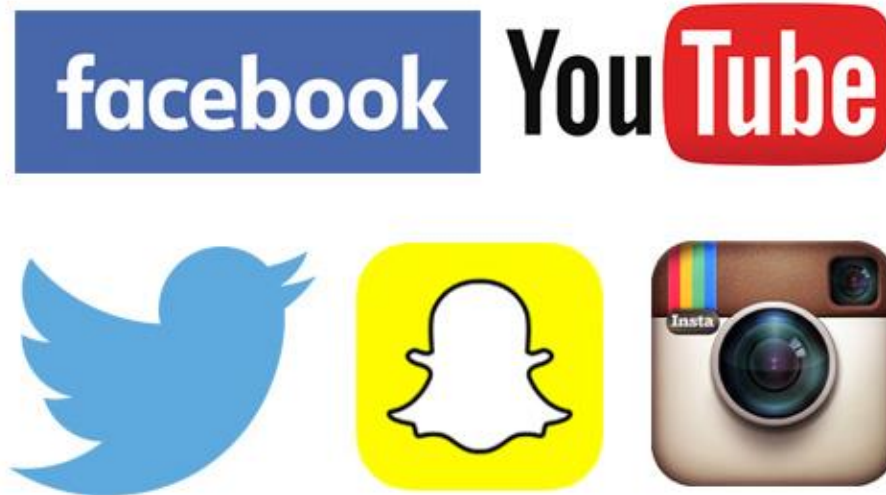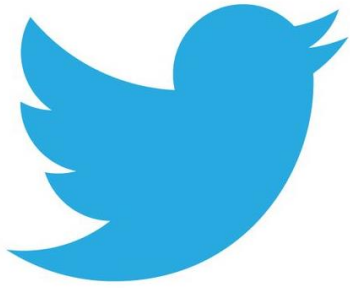# IS SOCIAL MEDIA AN EFFECTIVE METHOD FOR DELIVERING SKIN CANCER PREVENTION PUBLIC HEALTH MESSAGES?



Dr Aisling Gough a.gough@qub.ac.uk

# Why Social Media?

- Traditional methods for the dissemination of public health information and advice

- New, recent interest in using the internet and Social Media for health promotion

- Social Media brings a new dimension
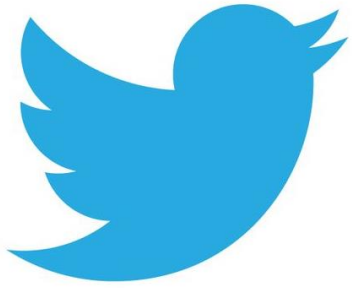- Inform, educate, reach- low cost
- Targeted and dynamic

Public health has not yet harnessed the full potential of social media..
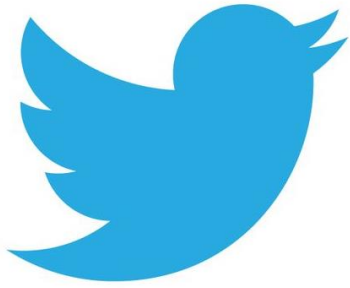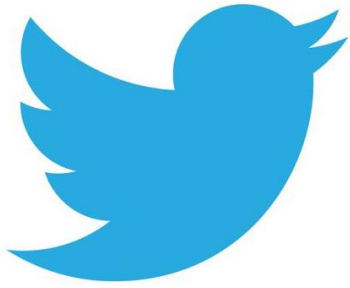
# Why Skin Cancer?

- Skin cancer is the most common form of cancer diagnosed in Northern Ireland (NI)

- Household survey identified knowledge gaps

- No existing campaign efforts

# OBJECTIVES

- To investigate the impact of a bespoke SM-enabled campaign on skin cancer attitudes and knowledge

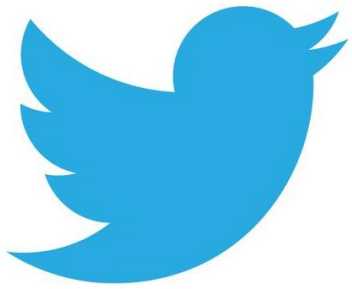- To investigate the impact of employing different message frames on SM

# INTERVENTION

- Cancer Focus NI & Public Health Agency Partnership

- Multidisciplinary Team-
  Public Health, Psychology, Computer Science

- Pre & post-intervention internet survey
- Public health message dissemination on Twitter
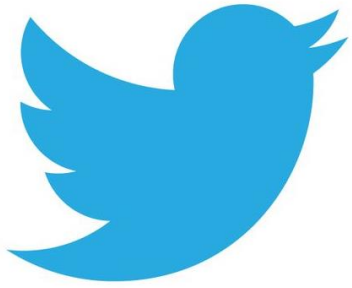
# INTERVENTION

**4 MESSAGE FRAMES**:

1. Informative
2. Personal Story

**#INFO**

**#STORY**

# INTERVENTION

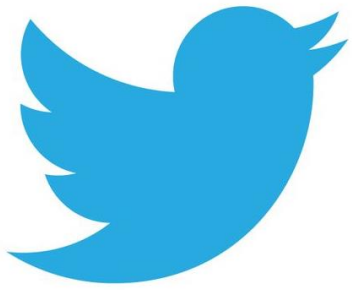**4 MESSAGE FRAMES**:

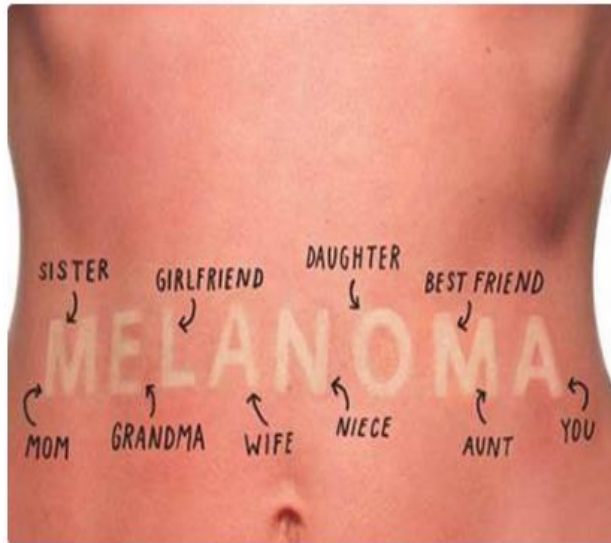3. Shock/disgust
4. Humour

**#EEK**
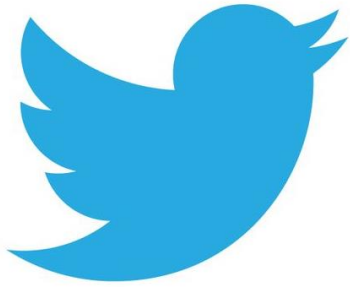
**#GEG**

# FINDINGS

**IMPRESSIONS  -  ENGAGEMENTS  -  RETWEETS**

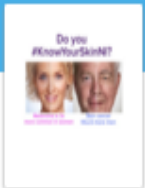# THUNDERCLAP

## #KnowYourSkinNI

by **Know Your Skin NI**      category: **Health**

> "Skin Cancer is the most common diagnosed cancer in N.Ireland. Be safe in the sun & #KnowYourSkinNI http://thndr.it/1M1loid"

**Know Your Skin NI**      EMBED </>

**SUPPORTERS**
**122** of **100**
122% of goal supported
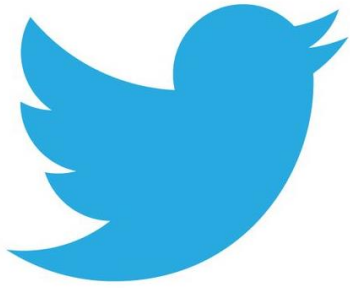
**SOCIAL REACH**
**454,207**
People

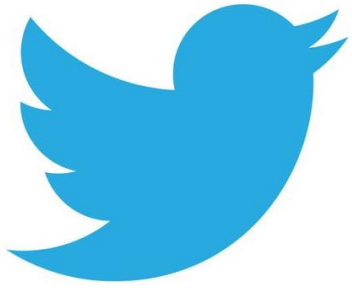**TIME LEFT**
**Complete**
Ends Sep 01, 12:00 PM BST

# FINDINGS

If the aim is:

- **Reach-** people to see the message (impressions), '**Shock/Disgust**' messages work best
- **Engagement**- '**Shock/Disgust**' and **'Humour'** messages work best
- **Shareability**- **'Informative'** messages work best

- Addition of an influencer/seed increases 'reach'
- Paid, promoted messages offer little value

# FINDINGS

- Pre-Post intervention internet survey:
  NI population wide

  - Improved **attitudes** towards UV exposure &
    skin cancer
  - Improved **knowledge** of skin cancer prevention
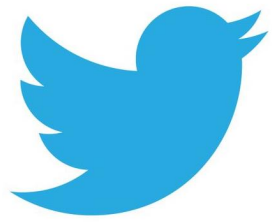
# What this means..

Compared to existing r
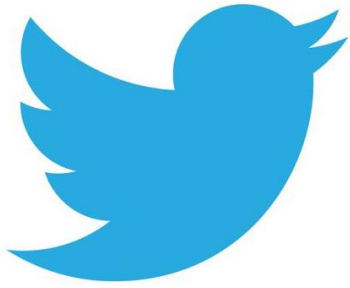- The Laugh Model[1]: ‘
  campaign- Utah

| | The Laugh |
|---|---|
| Population Reached | 12% |
| Total Impressions | 28,800 |
| Engagement Rate | 9.7% ~ hur |

**Cancer Focus NI**
@CancerFocusNI

Following

Take care in the sun & avoid sunbeds! Don't risk the premature ageing and skin damage #SkinSavvyNI #geg

TANNING
MAKES YOU BEAUTIFUL

[1]Lister C, Royne M, Payne HE, Cannon B, Hanson C, Barnes M. The laugh model: Reframing and rebranding public health through social media. American journal of public health. 2015 Nov;105(11):2245-51.

# IMPACT

*Population wide at low cost
*2-way communication
*ITN Recognition
*NI Healthcare Awards
*Local Radio
*High impact publications
*Paving the way for future
 research in public health
 and cancer prevention
*Next steps..

Dr Aisling Gough
Centre for Public Health
Queen's University Belfast
[a.gough@qub.ac.uk](mailto:a.gough@qub.ac.uk)
@AislingGoughCPH

PI: Professor Frank Kee
CIs: Dr Ruth Hunter, Dr Gary McKeown, Dr Jun Hong
Mr Oluwaseun Ajao, Dr Anna Jurek, Dr Eimear Barrett