

Utilizing Technology to Deliver Public Health Messaging: *An Environmental Scan of Community, School, Tribal, Worksite, and Healthcare Sectors in South Dakota*

HEALTHCARE



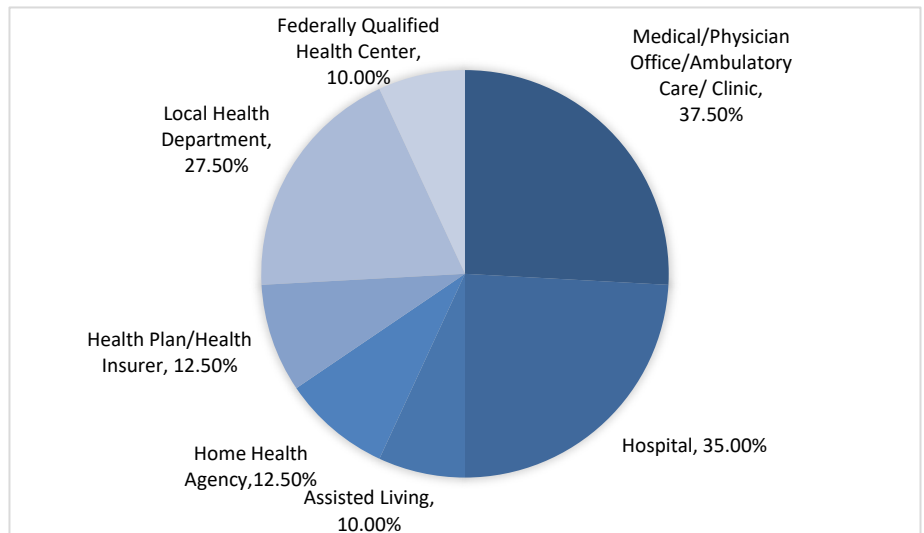
Demographics: Forty-nine respondents represented the healthcare sector by facility type indicated in Figure 4. The type of healthcare facility (managed/owned/leased) respondent's organization belonged to, included 38.1% (16) state/government, 33.33% (14) not-for-profit, 28.57% (12) healthcare system, 11.9% (5) independent, and 4.76% for profit (14).

Patterns of Technology Use: The general public, patients, and families are the top three audiences targeted to receive public health messaging using technology. The top three technologies used for messaging include website, social media, and e-mail, with health education, health promotion and prevention and healthcare reminders all the focus of messaging. Other types of technology used

include digital displays in waiting rooms, TV media, newsletters, and newspaper articles. Social media and webinars are used the most by local health departments, while patient portal is used the most in Medical/Physician Office/Ambulatory Care/Clinic. In addition, the leading health topic these technologies are used to address include physical activity and nutrition, tobacco, and cancer, with injury prevention, substance use, and oral health as the least addressed topics. Physical activity and nutrition are the leading health topics addressed the local health department and Medical/Physician Office/Ambulatory Care/Clinic. Oral health is not addressed by Assisted Living or Health Plan/Health Insurers, as well as injury prevention Health Plan/Health Insurers. Additional topics addressed include arthritis, maternal and child health, and general wellness.

Feasibility of Technology Use: The effectiveness of the technology used is measured through social media engagement, page views, followed by achievement of desired health outcomes, and referrals/enrollments to evidence-

based programs. However, a few indicated they do not measure or are not sure how it is measured. A communications team was primarily indicated as the person(s) assigned to deliver messaging, which is highest among Medical/Physician Office/Ambulatory Care/Clinic facilities, with about half who indicated an individual staff person and that no one is assigned. Other staff assigned include program staff or administration/HR/marketing staff. Staff roles in delivering



messaging includes developing content and posting it, followed by scheduling, with some that suggest content and approve content. Content for the messaging primarily determined in advance and content shared from other sources, with some content contributed by other organization staff and few that provide updates on the spt. In addition, Facebook, Google Drive, or Tweetdeck were indicated as tools used to manage delivery of messaging via social media, however many respondents did not know what is used.

Technology Used to Deliver PH Messaging

“As the marketing director, I spread the word. This survey made me aware, that maybe we should be addressing our clients via e-mail. Something we don’t do right now.”

-Healthcare Marketing Director

Barriers to using technology to deliver messaging is largely budget, followed by lack of staff training on technology and a lack of staff, with a lack of tools as the least barrier. However, health plan/health insurers do not see lack of staff training on technology or a lack of tools as barriers. In addition, internet access is not a perceived barrier to hospital, assisted living, and health plan/health insurers, while it is a barrier to the other facility types. Moreover, staff time,

organizational policy for technology use, access to priority populations due to language barriers and access to internet and/or computer, budget, as well as information overload were also indicated barriers.

Additional Information to Inform Technology Use for Public Health Messaging: A little less than half of respondents indicated reach and impact on populations, cancer prevention, access to priority populations, and message delivery due to language barriers as areas challenge to address. However, many healthcare entities have had success using technology to deliver messaging, such as use of Facebook messages for screenings in hospital and assisted living facilities, Text for Baby or WIC program messaging in a local health department, Breast Health Campaigns in Medical/Physician Office/Ambulatory Care/Clinic facilities, and use of UpToDate for patient education in FQHC’s. Moreover, while technology is used to deliver messaging, in-person education is often utilized in rural communities, as well as a unified message has helped with messaging. Organizational policy for technology use continues the challenge message delivery through social media between healthcare professionals and administrative policy.