

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

TRIBAL



Demographics: Fourteen respondents represented the tribal sector and within those respondents, approximately 41% (5) serve more than one tribe of South Dakota's nine tribes. The following sectors are represented within the respondents; 25% (3) tribal sector, 25% (3) public health sector, 8.33% (1) non-profit sector, and 41.67% (12) other sectors, including recreation and culture and a combined representation of government, healthcare, worksite, public health, and non-profit.

Patterns of Technology Use: The general public, followed by families and students are the primary audiences targeted through the top three technology utilized, e-mail, social media, and

website, however face-to-face discussions are also often used in place technology due to poor internet and telephone access in tribal communities. The nonprofit sector also uses webinars to deliver messaging. Smartphone applications are not used at all across the tribal sectors. The primary focus of the messaging is health promotion and prevention, followed by health education, with healthcare reminders the least focus. A variety of chronic disease areas are addressed across all tribal sectors using technology, with tobacco, cancer, physical activity and nutrition, and chronic disease management as leading health topics addressed. Oral health and injury prevention are the least addressed topics across all tribal sectors, with the non-profit sector not addressing these topics at all.

Feasibility of Technology Use: The effectiveness of the technology used is measured through social media engagement, page views, and reach, however some are not measuring effectiveness at all or it is not applicable due to face-to-face discussions. Individual staff persons, followed by communications team, and volunteer(s) deliver messaging, and a few where no one is assigned. Non-profit sectors only use an individual person to deliver messaging. In addition, staff roles in delivering messaging include developing content and posting it, while one disseminates content to the newspaper and Talking Circles are facilitated during in-person community workshops. Moreover, content utilized to deliver messaging is primarily shared from other sources, followed by contributions from other organization staff and determined in advance. Tribal healthcare sectors do not use content contributed from other organization staff and the non-profit sector does not use content shared from other sources. Community needs also determined the content delivered. Facebook is primarily used to manage delivery of messaging via social media, however Youtube, Constant Contact, and LinkedIn are also used, as well as a few do not know what is used.

Technology Used to Deliver PH Messaging

"We don't use technology to deliver health education, but rather face-to-face discussion during home visits...not all of our clients use social media or even have telephones in their homes"

-Tribal Staff

Barriers to using technology to deliver messaging is primarily a lack of staff, however, internet access, lack of technology tools, as well as lack of staff training on technology was also indicated. Budget is barrier for healthcare and non-profit sectors, but not for the public health sector. Language barriers were least recognized barrier. Organizational technology use policies regarding social media use and access to telephone or computer, as well as lack of social media use are also barriers.

Additional Information to Inform Technology Use for Public Health Messaging: Some topic areas are challenging to address using technology, including STD's or substance use, as well as message that grab people's attention and motivate behavior change. However, many tribal organizations have had success using technology to deliver messaging, including using Facebook to promote a walk challenge and keep participants engaged, expanded network of resources and reach to people through social media. Moreover, Facebook has been successfully used to promote health education in the public health sector, while one organization does not have staff who delivers public health messaging, identified as a missed opportunity.