



Successful Advocacy for Children's Health Policy By Pediatricians Using Social Media



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ISSOP Conference
Bonn, Germany
September 29, 2018

(Presented in absentia by AAP President,
Dr. Colleen Kraft, MD, MBA, FAAP)

Disclaimer and Disclosures

- No financial disclosures or off-label use
- Examples of advocacy messaging do not necessarily represent the views or official position of Mayo Clinic, Mayo Clinic Children's Center or Mayo Foundation for Medical Education and Research

Objectives

- Examine the role social media plays in child advocacy
- Understand how pediatricians can effectively amplify child health issues using social media

Traditional media vs social media

- #SoMe:

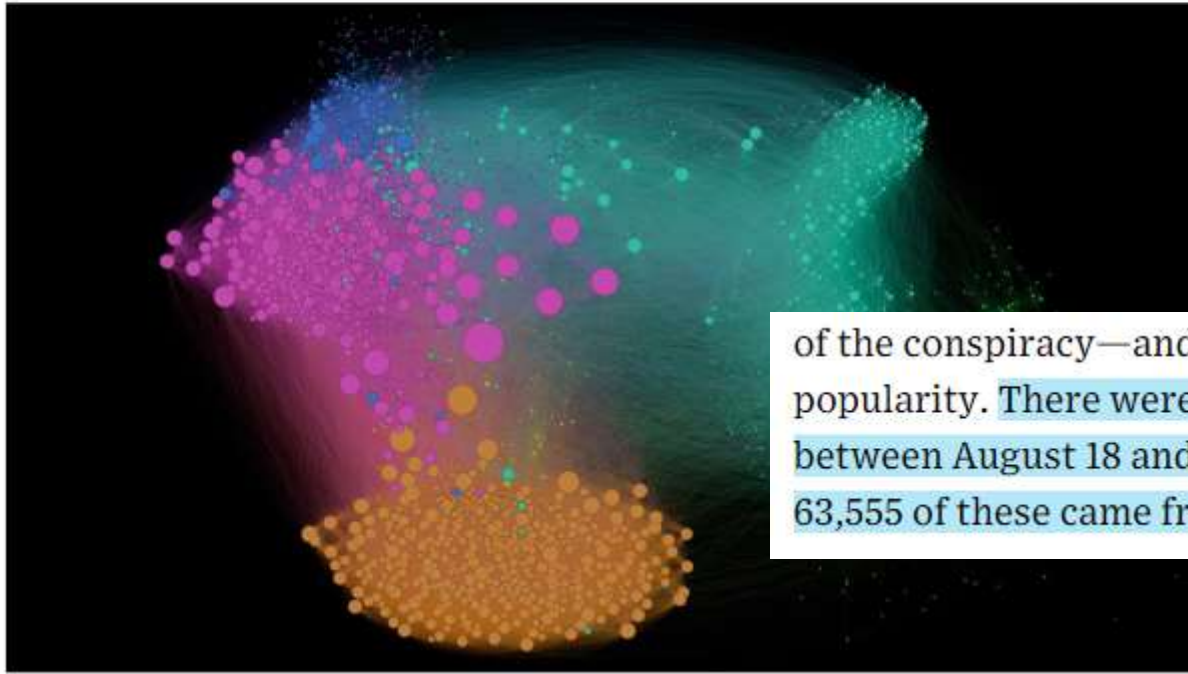
- Faster
- No gatekeeper
- Unfiltered
- Power to raise issues outside mainstream
 - Marginalized voices
 - Grassroots efforts
- Contribute and consume
- Amplify



Consequences of NOT engaging online

RENÉE BIRBA AND ILIAD LOTAN SCIENCE @.ORF.15. 0800 AM

ANTI-VAXXERS ARE USING TWITTER TO MANIPULATE A VACCINE BILL



of the conspiracy—and the hashtag—continued to grow in popularity. There were 250,000 #cdcwhistleblower tweets between August 18 and December 1 of 2014. A whopping 63,555 of these came from 10 prominent anti-vax accounts.

Source: <https://www.wired.com/2015/06/antivaxxers-influencing-legislation/>

Amplify reach of traditional media

LETTER TO THE EDITOR

Use data from unbiased sources concerning 'public health'

As private citizens who serve as physicians with experience in public health and the care of refugee and immigrant children, we were dismayed to read a recent letter (Post Bulletin, Feb. 17) that raised fear of "public health" concerns about newly arrived refugees and undocumented immigrants.

The claims made were not fact-based. They revealed a lack of understanding of global public health data as well as the intensive vetting process required for refugees to enter the United States.

In order for refugees to enter the U.S., they must first clear strict security vetting by a variety of humanitarian and U.S. intelligence agencies. They must also undergo comprehensive medical exams, including disease testing, treatment and immunizations before ever leaving their country.

Upon arrival in the U.S., which can be up to three years after vetting begins, they are re-examined by clinics that specialize in refugee care and followed closely to ensure that any necessary treatment and immunizations are completed.

With regard to undocumented immigrants, a UNICEF report showed that children fleeing violence in Mexico, Guatemala and Honduras actually have higher rates of vaccination (93 percent to 99 percent) than American children (92 percent).

We sincerely hope that the Rochester community will rely on actual data from unbiased sources when speaking about this issue. We are happy to serve as resources for additional information.

**Dr. Nusheen Ameenuddin
and Dr. Valeria Cristiani, ROCHESTER**



Nusheen Ameenuddin

@namd4kids

Sometimes you just can't stay silent

#RefugeesWelcome

cc: @drkateyun @juliemlinton

@PadmaGloHealth @BethDH @DrCristiani



4:02 PM - 28 Feb 2017

30 Retweets 52 Likes



4 30 52



Nathan Boonstra MD @PedsGeekMD · Feb 28

Replying to @namd4kids @drkateyun and 4 others
I'm so glad you don't. #RefugeesWelcome

Tweet Activity



Nusheen Ameenuddin @namd4kids

Sometimes you just can't stay silent

#RefugeesWelcome

cc: @drkateyun @juliemlinton

@PadmaGloHealth @BethDH

@DrCristiani

pic.twitter.com/HBohlCzry

Impressions 5,395

Total engagements 380

Media engagements 201

Detail expands 59

Likes 52

Retweets 30

Profile clicks 27

Link clicks 7

Replies 4



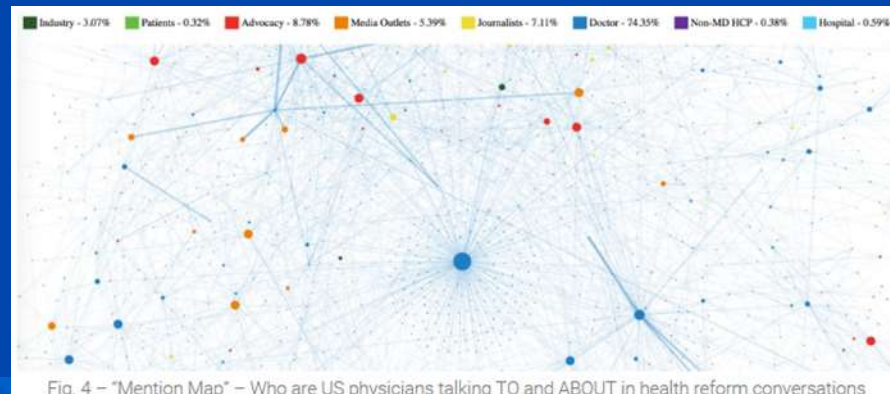
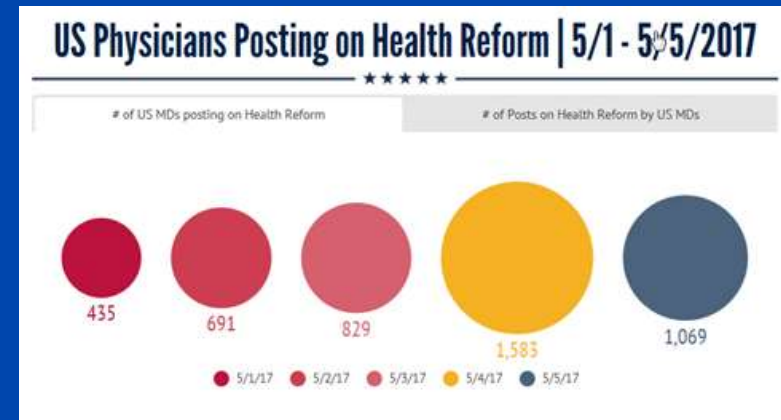
Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

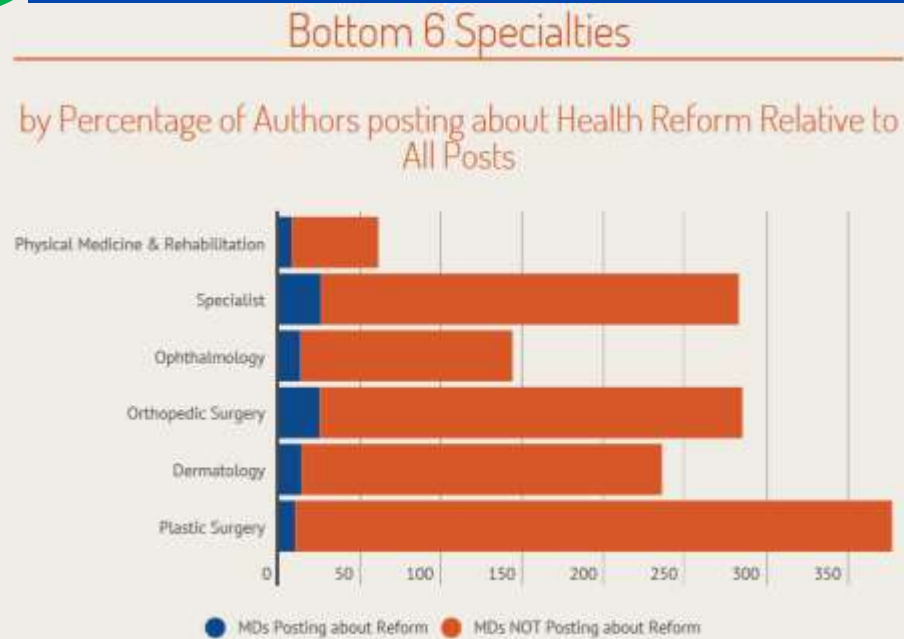
#tweetiatrician

- Professional networking
- Advocacy
- Get the word out quickly
- Organizing
- Coordinated education campaigns



Source: <http://mdigitalife.com/online-physicians-and-health-reform-a-closer-look/> ,
<http://mdigitalife.com/online-physicians-and-health-reform-by-the-numbers/>

Peds led the pack in health reform posts (May 1-5, 2017)



Summer 2017 AAP Days of Action

Getting the word out with Twitter!



Christoph Diasio, MD
@pedsdoc99

Following

Let's Go! I'm fired up!

Mark Del Monte @DCDelMonte

All #tweetiatricians and child advocates: head's up. It's about to be game on in the Senate. The fight of our lives to protect children.

2:25 PM - 10 Jun 2017

2 Retweets 13 Likes



Katherine Yun, MD
@drkateyun

Follow

Pediatric docs on our way #putkids1st

GONDOR CALLS FOR AID



David L. Hill, MD @davhill · Jun 10
Prepare, #tweetiatricians, #putkids1st

Christoph Diasio, MD @pedsdoc99

Let's Go! I'm fired up! [twitter.com/DCDelMonte/sta...](https://twitter.com/DCDelMonte/status...)

2 2 11



Dr. Dipesh Navsaria
@navsaria

Following

Replying to @davhill

The Beacons of the @AmerAcadPeds DC Office are lit. @DCDelMonte calls for aid! 49.media.tumblr.com/7f76e8eb2ad68a... #tweetiatrician

5:25 AM - 11 Jun 2017

1 Retweet 3 Likes



Credit: Return of the King, giphy.com and Dr. Dipesh Navsaria for the idea

N. Ameenuddin, MD

“We need #tweetiatrician voices!”



igorvolsky @igorvolsky · 6/17/17
Amazing video from neurologist explaining how repealing Obamacare will harm her patients.

If you're a doc, send me your videos & ill RT

Dr. Casey Farin @CaseyFarinMD

Healthcare is a right, not a privilege. Call your senators if you think so too. #DoNoHarm



1:49 · 18.7K views

18 1,077 1,173



Billy Burrough
@BillyBurrough

Replying to @igorvolsky

I think #tweetiatricians have a few messages to share
#DontCapMyCare #putkids1st @navsaria @namd4kids
@bethnearymd @TeenDocCody @sftydc

6/17/17, 9:52 PM



Billy Burrough
@BillyBurrough

Replying to @igorvolsky

I think #tweetiatricians have a few messages to share
#DontCapMyCare #putkids1st @navsaria @namd4kids
@bethnearymd @TeenDocCody @sftydc

6/17/17, 9:52 PM

6 Likes



Nusheen Ameenuddin @namd4kids · 6/18/17

Replying to @BillyBurrough @igorvolsky and 4 others

There is a request from @choo_ek for physicians to record 1-2 sentence videos on this subject. Must definitely add #tweetiatrician voices!

Peds answered the call!



#AAPChapterWars
Co-creator

1:24

Deanna Behrens, MD @DeannaMari
Every version of #BCRA gets more h
to kids. I stand with the @AmerAcad
opposing it. #KeepKidsCovered
@namd4kids @illinoisAAP

72 142



1:24

Jeffrey W Britton @sftydc
An urgent message for @SenRobJohnson
#KeepKidsCovered



Billy Burrough
@BillyBurrough

37 million children depend on #Medicaid
My message to Senators: #DontCapMyCare #KeepKidsCovered
@AmerAcadPeds
2:33 PM - Jul 4, 2017



2:10

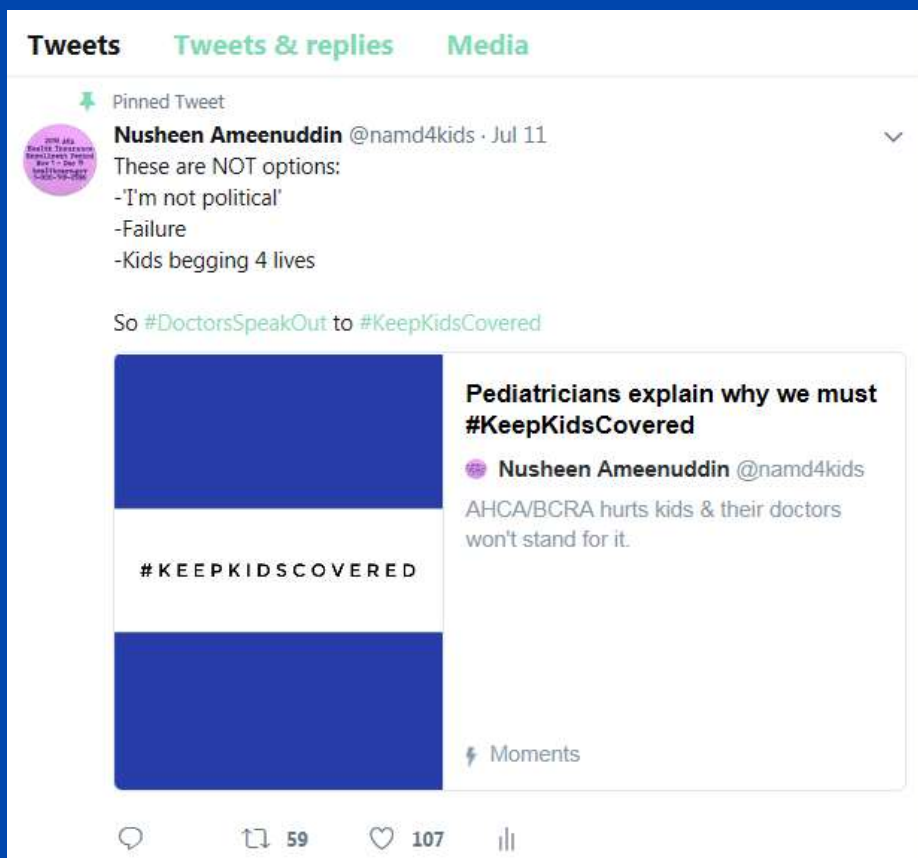
R Allen Coffman @allenecoffman
Replying to @namd4kids
@SenBobCorker and @SenAlexander, work
to #KeepKidsCovered in TN and
#DontCapMyCare #NotMyHair
@namd4kids @TNAAPChapter



Dr. Marion Sills (& her chainsaw)

Drs. Debbie Greenhouse, Shelley Fiscus & Seuss

#KeepKidsCovered Statistics



- 110+ pediatrician videos from 30+ states (June-July 2017)
- Now over 200 videos!
- #KeepKidsCovered
 - 53k+ twitter posts
 - 21k+ indiv twitter accts
 - 91+ million reach (Jun-Oct 2017)
- #ExtendCHIP

#KeepKidsCovered AAP compilation video



[YouTube link](#)

Ongoing issues

Public charge legislation

#FamiliesBelongTogether



Advocacy is a marathon



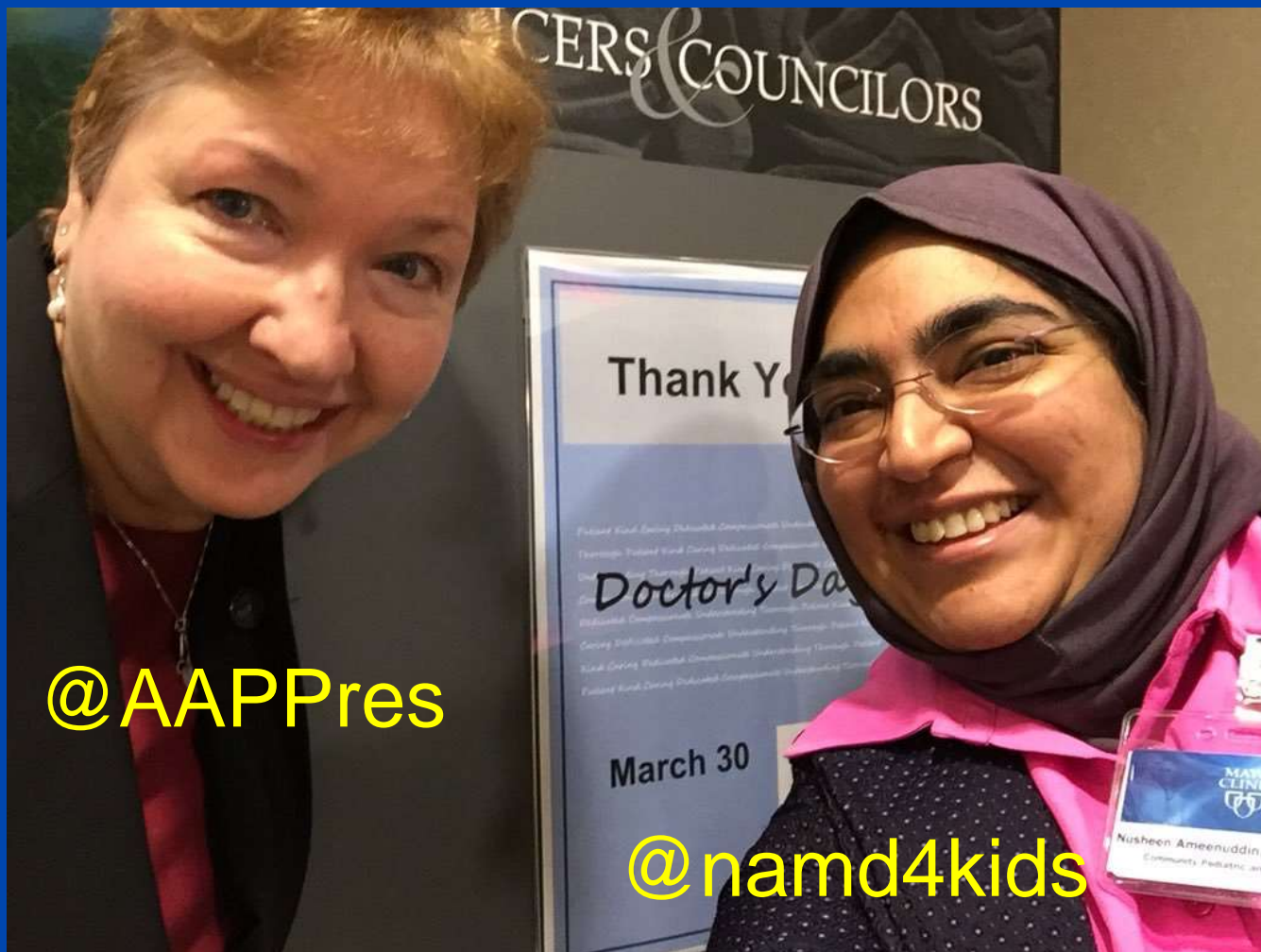
Not a sprint

- Mark Del Monte
AAP Interim CEO
AAP Legislative Conference, April 2017

Who to follow for advocacy on Twitter

- @AmerAcadPeds
- @AAPPres
- Other pediatricians
- Health care, professional organizations
- Elected officials and leaders
- Journalists

Thank you!



@AAPPres

@namd4kids