Communicating about Birth Defects Through Social Media: Making it Work for You

Conne Ward-Cameron
Angie Colson, MA
Agenda

- Overview of social media
- Social media and birth defects: CDC’s Activities
- Discussion
Social Media: A Brief Overview

Conne Ward - Cameron

News and Social Media Lead
Health Communication Science Office
National Center on Birth Defects and Developmental Disabilities
# Social Media Bingo

<table>
<thead>
<tr>
<th>Joined Google+</th>
<th>Has over 1,000 friends on Facebook</th>
<th>Has over 150 followers on Twitter</th>
<th>Has uploaded a photo to Instagram, Shutterfly, or Picasa today</th>
<th>Has a YouTube profile picture in the last 2 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has sent an eCard within the last month</td>
<td>Read a blog within the last week</td>
<td>Created a Twitter account in 2010</td>
<td>Updated their Facebook profile picture in the last 2 days</td>
<td>Posted a video on YouTube within the last month</td>
</tr>
<tr>
<td>Has tweeted within the last hour</td>
<td>Grandparents use Facebook</td>
<td>Has a Droid Phone</td>
<td>Follows @CDCgov and @CDC_eHealth</td>
<td>Has the CDC eCard app on</td>
</tr>
<tr>
<td>Has over 100 photos on Facebook</td>
<td>Sent a text message with the last 10 minutes</td>
<td>Has a breast cancer Twibbon on their Facebook/Twitter Profile</td>
<td>Has a Facebook username begins with an underscore (_ _)</td>
<td></td>
</tr>
<tr>
<td>Has logged in LinkedIn within the last week</td>
<td>Downloaded an app this week</td>
<td>Has liked the CDC</td>
<td>Watched a video on YouTube today</td>
<td>Has updated their Facebook status today</td>
</tr>
<tr>
<td>Checked into Foursquare within the last 48 hours</td>
<td>Has a flip phone</td>
<td>Has more than one phone</td>
<td>Has more than 80 apps on their phone</td>
<td>Has a</td>
</tr>
</tbody>
</table>
Social Media at CDC

Current Social Media Campaigns

Teen Pregnancy
The Health Communicator's Social Media Toolkit

Teen Pregnancy Toolkit
Take advantage of CDC social media tools to promote your teen pregnancy prevention efforts.

Connect with CDC
- Twitter
- Facebook
- Blogs
- CDC's YouTube Channel
- CDC's Flickr site

What's New

Get Health Tips On-The-Go
Sign-up to get tips on how to improve your health. Each week, you will receive two quick, friendly tips via text message.

CDC Vital Signs
CDC Vital Signs includes an MMWR Early Release, a fact sheet and website, a media release, and a series of announcements via social media tools. CDC Vital Signs offers recent data and calls to action for important public health issues.

Gateway to Health Communication and Social Marketing Practice
The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

See All Social Media Campaigns »

CDC Social Media Tools
- Blogs and Podcats
- Flickr
- Mobile

Second Edition Now Available!
The Enhanced and improved second edition of the Social Media Toolkit is now available. Learn more about how CDC works for you.

Contact Us:
Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
Dr. Coleen Boyle
View my profile page

79 TWEETS 51 FOLLOWING 171 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

23andMe 23@andMe
Promoted · Follow

Genetic Alliance @GeneticAlliance
Follow

FEMA @fema
Follow

Worldwide trends · Change
#Brave · Promoted
#FavoriteLyric
#ThouShaltNOT
#TextMsgsThatMakeMeMad
Choucroute Laquée
Laron Landry
Niall LaBomba Sexual Horan

Tweets

ASH @ASH_hematology
RT @FDA_Drug_Info Watch clips from Tuesday's FDA Briefing: Progress on #Drugshortage. bit.ly/ProgDRrqst

SHEIBY (: @worthawanttt
Today is a perfect day to take the baby walking in the stroller and train for the March of Dimes walk coming up!
Retweeted by march of dimes

RI Dept. of Health @RIHEALTH
New report on Primary Care: The Department has released a literature review on Impact of Primary Care on Health...
1.usa.gov/xu5b4Y

MDA USA @MDAnews
So thankful for the support of Jerrod Niemann (@jrodfromoz)
ow.ly/i/tsGy @CRSOfficial! #makeamuscle #CRS2012

Nat Hemophilia Fnd @NHF_Hemophilia
Do you know NHF's 'Do the 5!' strategies for living a longer and healthier life? Find them here: ow.ly/9dPiL #hemophilia

SurveyPost @SurveyPost
Miss any #mHealth sessions yesterday at #HIMSS12? Check out this recap of Day 2 from @medicfurby: bit.ly/yALvC7
Retweeted by RTI International
#abcDrBchat transcript

Healthcare Social Media Transcript

From: Mon Nov 07 9:00:00 PST 2011
To: Mon Nov 07 13:00:00 PST 2011

Now! Explore analytics for this time period: #abcDrBchat analytics

Explore the world of healthcare social media: Healthcare Conferences - Healthcare Tweet Chats - All Healthcare Hashtags

Learn more about #abcDrBchat at The Healthcare Hashtag Project

AhealthyDesign
CTDPH
WomensHealth
DrFriedenCDC
PublicHealth
DrFriedenCDC
theWalkingQueen
DrFriedenCDC
scdhec

AutismScienceFd
thinkingautism
shannonroosa

Ilimeiiixop
alisonsinger
alisonsinger

ANAImmunize
Dr. Catharina Rice of NCBDDD joins @DrRichardBesser chat on autism at 1pm
Social Media 2.0: A Look at What's Working & What's Next

USA TODAY hosted a social media panel discussion with Marisol Bello, Mark W. Smith, Gregory Korte and Liz Szabo and moderated by Mary Hartney Tuesday. Here's the recap.

Pumped for #usatoday ... Spotted @markdubya w/ bowtie http://t.co/APHxMFOo

Second day on the job and on the social #usatou panel today. Way to go @markdubya!
There is currently a growing epidemic of prescription painkiller overdoses. Every year, nearly 15,000 people die from overdoses involving these drugs. Join Dr. Frieden’s Twitter chat tomorrow at 2:00PM ET and find out what we can do to stop it. [http://go.usa.gov/UiZs](http://go.usa.gov/UiZs)

For every 1 death there are...
- 10 treatment admissions for abuse/triad
- 32 emergency dept visits for misuse or abuse
- 136 people who abuse or are dependent
- 826 nonmedical users

55 people like this.
CDC
Did you know 1 out of every 20 pregnant women is diagnosed with gestational diabetes? Take our quiz.

True or false? One possible result of a pregnant woman’s gestational diabetes is her baby will grow extra large which can cause problems during delivery.

We’ll post the answer in the comment thread in about an hour. Join the conversation on Twitter at #NCBDDD.

CDC - Gestational Diabetes and Pregnancy - NCBDDD
www.cdc.gov
Diabetes is often diagnosed in women during their childbearing years and can affect the health of both the mother and her unborn child.

59 people like this.

46 shares

Sonya Trejo Why is this called "diabetes" and not "hyperinsulinemia"? It's the excess insulin, not the glucose, that makes the baby grow larger.
October 5, 2011 at 3:00pm · Like

Jill Satterfield True.
October 5, 2011 at 3:03pm · Like

Sofia Hamett I had gestational diabetes with my daughter. She wasn't a large baby.
October 5, 2011 at 3:05pm · Like

Sofia Hamett But true to the question. It is possible
October 5, 2011 at 3:05pm · Like

Sofia Hamett It's
October 5, 2011 at 3:05pm · Like

Audrey Cooper-Wright true.
October 5, 2011 at 3:09pm · Like · 1

Jill Satterfield I had it too. I maintained my weight gain fairly well during pregnancy, but my daughter was 8 pounds, 13 oz. when she was born. They induced me a week early because she was measuring so big and they didn't want her to get bigger before she came out.
October 5, 2011 at 3:09pm · Like · 1

Marina Ykostenemak Is it true that if your mom had gestational diabetes when she was pregnant with you that you might have it
Cerebral Palsy Awareness Day

📅 Thursday, March 3, 2011  5:30pm until 8:30pm
📍 Centers for Disease Control and Prevention (CDC), 1600 Clifton Road, Atlanta, GA 30329

CDC’s National Center on Birth Defects and Developmental Disabilities and Reaching for the Stars [www.reachingforthestars.org], a Foundation of Hope for Children with Cerebral Palsy, invite you to hear special guest speakers Michael Kutcher and John Quinn.

Michael Kutche…See More

Eric Frank
Hello my name is Eric and I have the same disability you do and I would like to do the same thing you are doing for people in their way I can help you or get in contact with reaching for the stars.
Thank you
Eric

Like · Comment · December 11, 2011 at 4:03pm

David Leader
I will discuss oral care for patients with CP with my dental students at Tufts on Thursday.

Like · Comment · March 2, 2011 at 10:56pm

Emad Jabrah
Thank you CDC for your great efforts

Like · Comment · February 28, 2011 at 1:55pm
On Wednesday, August 24, and Thursday, August 25, CDC’s National Center on Birth Defects and Developmental Disabilities visited Denver, Colorado to learn more about state and local public health efforts that work. On Wednesday morning we hosted a Grantee Roundtable Discussion. That afternoon, we hosted a luncheon titled “EHDHi and the Public Health Cycle” at which Denver audiologist, Marion Downs, was honored for her decades of work in hearing screening. She created the nation’s 1st infant hearing screening program
Exposed! YouPorn User Emails and Passwords Leaked

Startup One-Ups Pinterest By Letting Users Buy What They

5 Ways to Sound Smart When Talking With Senior Execs

Exposed! YouPorn User Emails and Passwords Leaked

Startup One-Ups Pinterest By Letting Users Buy What They

5 Ways to Sound Smart When Talking With Senior Execs

Diane J. Brodalski via Twitter

djjdowski RT @HarvardHSPH : Today in publichealth history: Children receive the first polio vaccine in 1954 http://t.co/72MbzGy5 #TodayinHistory

Diane J. Brodalski via Twitter

djjdowski Is this the future of ad targeting? Facial Recognition Billboard Only Lets Women See the Full Ad http://t.co/3Y1thfYk via @mashable
Google’s New Google+ Social Network: Hands On

Circles
To start a Google+ network, you'll need to add contacts to Circles. These can be existing friends, people you invite, or people who have already invited you to a Circle.

Back to article >
Dr. Coleen Boyle
View my profile page

79 TWEETS  51 FOLLOWING  171 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

23andMe 23@ Promoted · Follow
Genetic Alliance @GeneticAlliance Follow
FEMA @fema Follow

Worldwide trends · Change
#Brave Promoted
#FavoriteLyric
#ThouShaltNOT
#TextMsgsThatMakeMeMad
Choucroute Laquée
Laron Landry
Niall LaBombaSexual Horan

Tweets

ASH @ASH_hematology
RT @FDA_Drug_Info Watch clips from Tuesday's FDA Briefing: Progress on #Drugshortage. bit.ly/ProgDRrqst

SHEIBY (: @whatchawantt
Today is a perfect day to take the baby walking in the stroller and train for the March of Dimes walk coming up!
Retweeted by march of dimes

RI Dept. of Health @RIHEALTH
New report on Primary Care: The Department has released a literature reivew on Impact of Primary Care on Health...1.usa.gov/xu5b4Y

MDA USA @MDAnews
So thankful for the support of Jerrod Niemann (@jrodfromoz) ow.ly/i/tsGy @CRSOfficial! #makeamuscle #CRS2012

Nat Hemophilia Fnd @NHF_Hemophilia
Do you know NHF's 'Do the 5!' strategies for living a longer and healthier life? Find them here: ow.ly/9dPiL #hemophilia

SurveyPost @SurveyPost
Miss any #mHealth sessions yesterday at #HIMSS12? Check out this recap of Day 2 from @medicfurby: bit.ly/yALvC7
Retweeted by RTI International
New Web sites = New Opportunities
Features on CDC.gov

**Diabetes & Pregnancy**
Learn how to control your blood sugar before and during pregnancy to help prevent birth defects and other poor outcomes, such as miscarriages or stillbirths.

**Fetal Alcohol Spectrum Disorders**
Fetal alcohol spectrum disorders (FASDs) are a group of conditions that can occur in a person whose mother drank alcohol during pregnancy. Learn more about signs, treatments, and what you can do about FASDs.

**Medication Use During Pregnancy**
Medication use during pregnancy is fairly common. Understanding the effects of specific medications used during pregnancy is important for both the mother and her baby. Pregnant or planning a pregnancy? Talk to your doctor.

**Congenital Heart Defects**
January is Birth Defects Prevention Month. Congenital heart defects, one of the most common types of birth defects, affect nearly 1% of all infants born in the US. Learn more.

**Pregnant? Don't Smoke!**
Quitting smoking can be hard, but it is one of the best ways a woman can protect herself and her baby’s health. For free help, call 1-800-QUIT-NOW (1-800-784-8669).
Key Findings: Medication Use During Pregnancy

Medication Use During Pregnancy, With Particular Focus on Prescription Drugs: 1976-2008

Researchers from Boston University’s Slone Epidemiology Center, in collaboration with researchers from the Centers for Disease Control and Prevention (CDC) and Harvard School of Public Health, have published a new study describing medication use during pregnancy in the United States during the period 1976–2008. You can read the abstract here. The findings from this article are summarized in the following text.

Key Findings: Maternal Asthma Medication Use and the Risk of Selected Birth Defects

Main findings from this study:
- Data from the study showed that using asthma medication during pregnancy:
  - Did not increase the risk for most of the birth defects studied.
  - Might increase the risk for some birth defects, such as esophageal atresia (birth defect of the esophagus or food tube), anorectal atresia (birth defect of the anal canal), and omphalocele (birth defect of the abdominal wall).
- The most commonly reported asthma medications used during pregnancy were:
  - Albuterol (2%-3% of women)

Key Findings: Maternal Treatment with Opioid Analgesics and Risk for Birth Defects

The American Journal of Obstetrics and Gynecology has published a new CDC study: "Maternal Treatment with Opioid Analgesics and Risk for Birth Defects". You can read the abstract of the article here. The findings from this article are summarized in the following text.

Key Findings: Maternal Smoking and Congenital Heart Defects

The journal Pediatrics has published a new CDC article: "Maternal Smoking and Congenital Heart Defects in the Baltimore-Washington Infant Study". You can read the abstract of the article here. Following is a summary of the findings from this article.

About congenital heart defects and this study:
Congenital heart defects are conditions present at birth that can affect the way the heart works. They can cause lifelong disability or death. They are the most common type of birth defect, affecting nearly 40,000 births in the United States each year. They are also a leading cause of infant death.

Previous studies looking at whether cigarette smoking increases the risk...
CDC
The most common birth defect in the United States is a congenital heart defect—a problem with the structure of a baby's heart. Sadly, most of the time we don't know why it happens but NCBDDD is working to change that.

Living with a Heart Defect: One Family's Story
www.cdc.gov
February 7-14 is congenital heart defects awareness week. Congenital heart defects affect nearly 1% of infants born in the US. Learn about one family's story.

CDC
About 4,800 US babies born each year have critical congenital heart defects (CCHDs). Pulse oximetry newborn screening can identify some infants with a CCHD before they show any signs, so they can receive special care and treatment. Join the conversation #NCBDDD.

Pulse Oximetry Screening for Critical Congenital Heart Defects
www.cdc.gov
In the US, about 4,800 (or 11.6 per 10,000) babies born each year have one of seven critical congenital heart defects (CCHDs). Learn more about how pulse oximetry screening potentially can identify these babies soon after birth.
On Monday, September 19, CDC’s National Center on Birth Defects and Developmental Disabilities participated in a briefing co-hosted by Senators Richard Durbin of Illinois and Thad Cochran of Mississippi.

Every 15 minutes a child is born with a congenital heart defect. Congenital heart defects are the most common type of birth defect and a leading cause of death during the first year of life. Nearly 1 percent of children in the United States are born with congenital heart defect, a national health issue, for which there is no cure. The great number of children and adults living with congenital heart defects face unique health challenges that require specialized lifelong care.

Special thanks to our sponsor, the American Academy of Pediatrics. Co-sponsors were the Adult Congenital Heart Association, American College of Cardiology, and American Heart Association.
Making Social Media Work for You

How does your organization use social media?
- Facebook
- Twitter
- Other
- Challenges
- Opportunities

How can CDC help?