

Monday, February 28, 1:30PM-3:00PM
Concurrent Breakout Session A

Using Social Media Tools to Promote Birth Defects Surveillance and Prevention

Moderator: Stephanie Miller, New Hampshire Birth Conditions Program, Lebanon, NH

Angela Colson, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention, Atlanta, GA

Jane Correia, Florida Department of Health, Tallahassee, FL

Jessica Reynolds, Healthy Start Coalition of Hillsborough County, Tampa, FL

This session will examine the basics of social media and marketing tools to promote birth defects surveillance and prevention programs. Participants will hear about efforts currently underway at federal, state, and local agencies to employ these tools for behavior change and education.

CDC's The Health Communicator's Social Media Toolkit - A guide to using social media to improve reach of health messages, increase access to your content, further participation with audiences and advance transparency to improve health communication efforts.

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf



Zero Exposure Project: Community Outreach

The Healthy Start Coalition of Hillsborough County's Zero Exposure Project works with community agencies and medical providers to provide pregnant and non-pregnant women with education, support services and referrals to help them have healthy, substance-free babies.

ZEP's main outreach efforts are targeted at OB/GYN's, pediatricians and social service professionals using evidence-based information and screening tools. ZEP also integrates promotional efforts to raise public awareness and educate all women of child-bearing age in Hillsborough County about the dangers of smoking, drinking and doing drugs during pregnancy.

ZEP has a toll-free hotline at 1-877-233-5656 for immediate help and referral assistance. The zeroexposure.org Website attracts more than 80,000 visitors annually. Billboard and other advertising can be found in targeted areas where substance abusing mothers live according to de-identified data received from local hospitals. ZEP also advertises in venues such as bars, night clubs and restaurants where pregnant women (or women who are considering getting pregnant) go.

ZEP utilizes YouTube to post PSA's and has purchased Website banner advertising through popular blog sites such as Whoa momma by tampabay.com. Facebook and My Space pages were utilized initially at the beginning of the program; however social media sites are being restructured to incorporate agency goals and objectives for social media efforts. Local radio and television advertising also features ZEP messages that a "Pregnant Woman Never Drinks Alone" and that "No amount of alcohol is safe." ZEP conducts a formal community awareness survey every other year to assess its success and plan future promotional efforts.