

Engaging the Virtual Patient: Social Media in a Regional Cancer Centre Library

Elizabeth Obermeyer-Kostash, JCC Patient & Family Resource Centre



Overview of the session

- Background
- Getting started
- What worked, what didn't
- Lessons learned



The Juravinski Cancer Centre Hamilton, Ontario

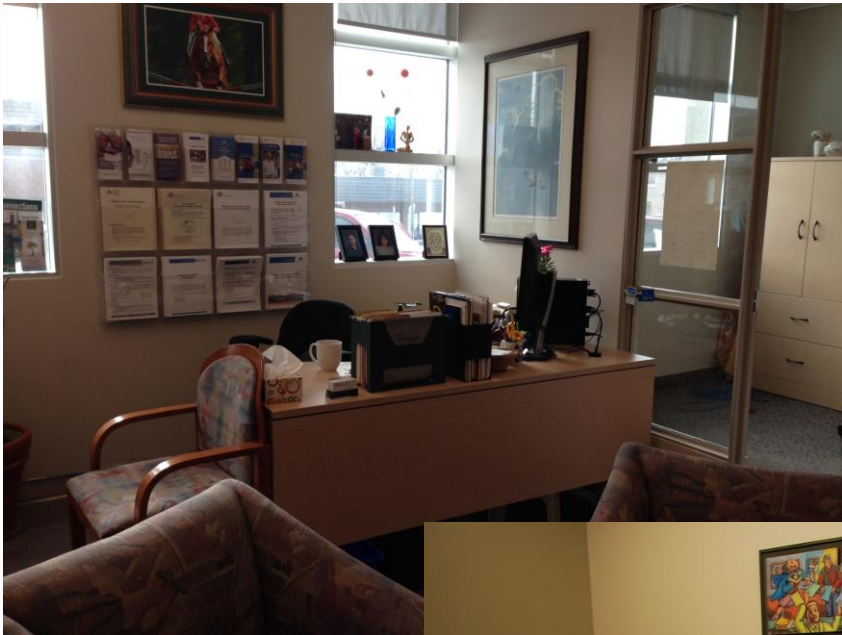


Hamilton Niagara Haldimand Brant Local Health Integration Network (LHIN)



Patient and Family Resource Centre at the Juravinski Cancer Centre

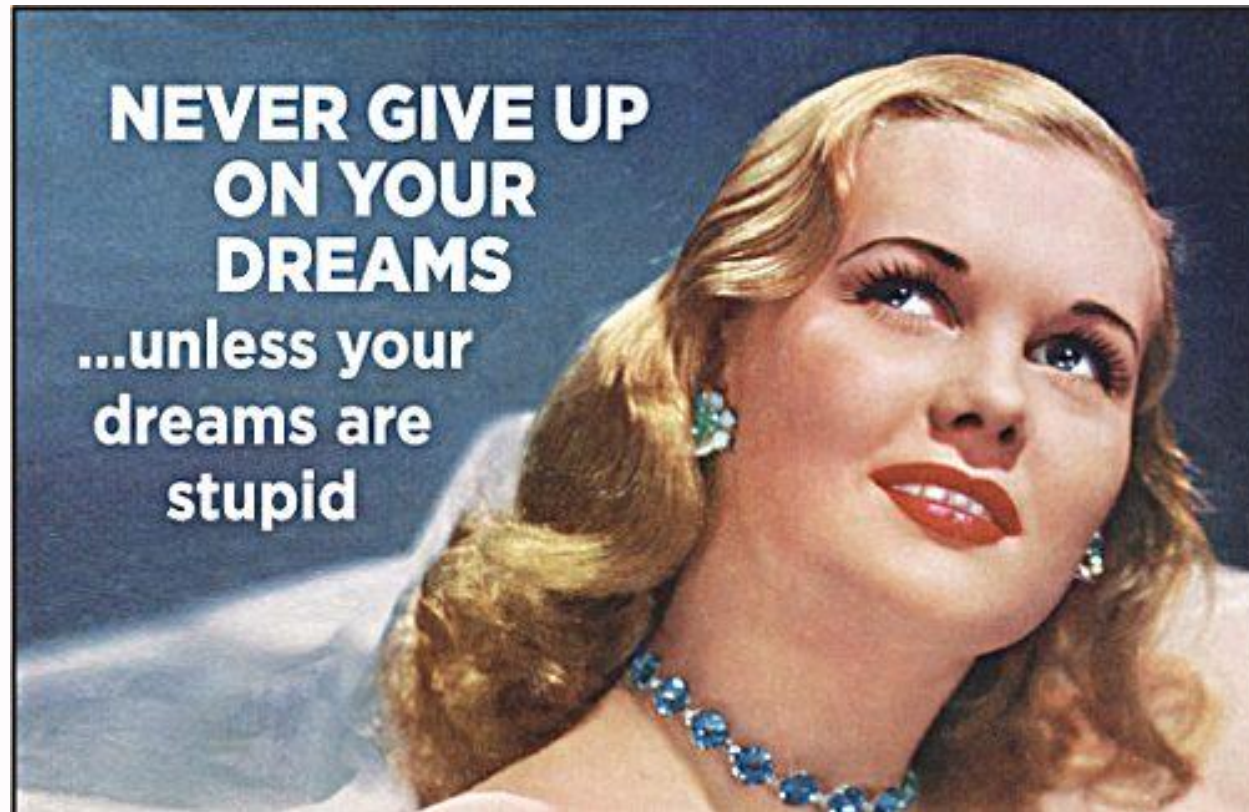




Trying to fit in like



Hang on. Are we crazy?





You might think...

But then again...



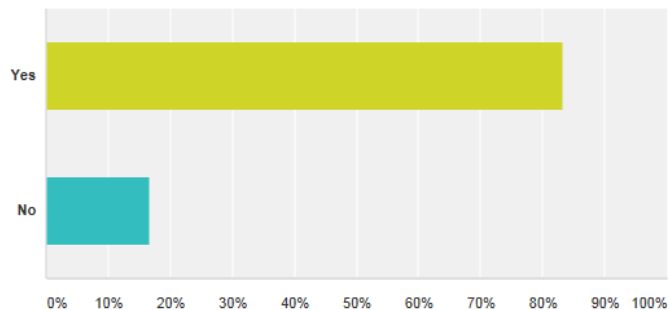
We asked...

Q1

Customize Export

Prior to your/your family member's diagnosis, did you use the internet to search for general health information?

Answered: 72 Skipped: 0



Answer Choices	Responses
Yes	83.33% 60
No	16.67% 12
Total	72

The internet as diagnostic tool...



Health Online 2013
Pew Research Center



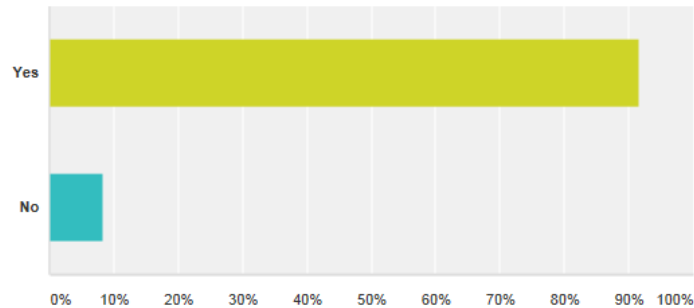
Comparison

Q2

Customize Export

Since your/your family member's diagnosis, have you used the internet to find information related to cancer?

Answered: 72 Skipped: 0



Answer Choices	Responses
Yes	91.67% 66
No	8.33% 6
Total	72

Health topics

The % of internet users in each group who have looked online for this type of information in the past 12 months

Have you looked online for information about ...	No Chronic Conditions n=1,325 (a)	1 Chronic Condition n=630 (b)	2+ Chronic Conditions n=437 (c)
A specific disease or medical problem	52	59 ^a	62 ^a
A certain medical treatment or procedure	41	42	53 ^{bb}
How to lose weight or how to control your weight	27	25	27
Health insurance (private, Medicare or Medicaid)	24	25	29
Food safety or recalls	18	22	21
Drug safety or recalls	15	17	21 ^a
Caring for an aging relative or friend	14	15	14
A drug you saw advertised	13	19 ^a	20 ^a
Medical test results	13	17	18
Pregnancy and childbirth	13 ^c	12 ^c	6
How to reduce your health care costs	10	13	12
Any other health issue	18	23 ^a	26 ^a
Yes to any of the above topics	71	73	76

Source: Pew Internet Health Tracking Survey, August 07 – September 06, 2012. N=3,014 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 3 percentage points for results based on all internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that column and the column designated by that superscript letter, among categories of each demographic characteristic (e.g. age).



Why Facebook?

Facebook users

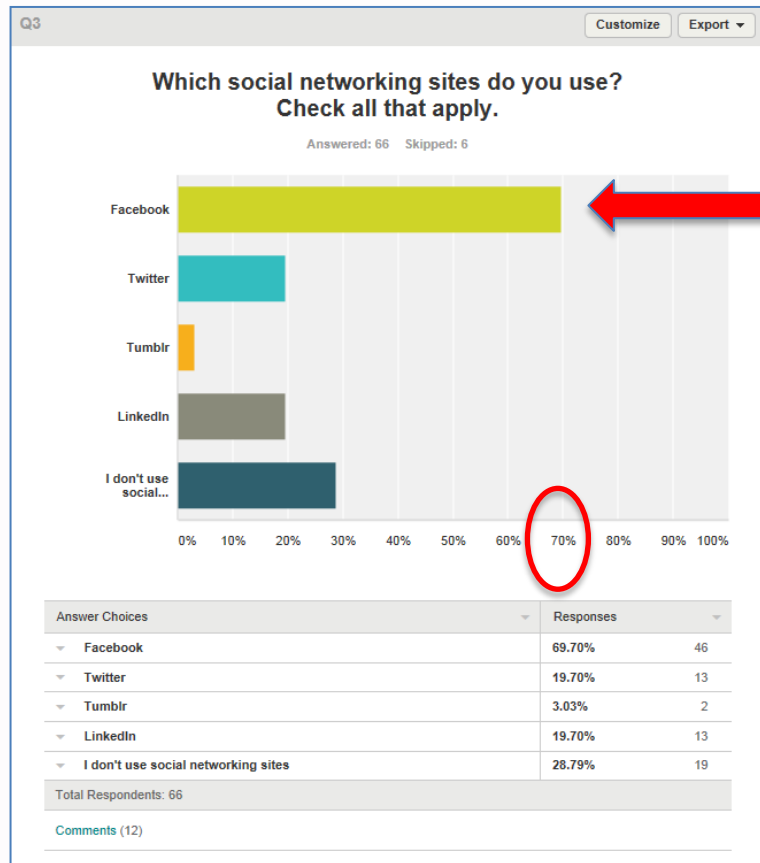
Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

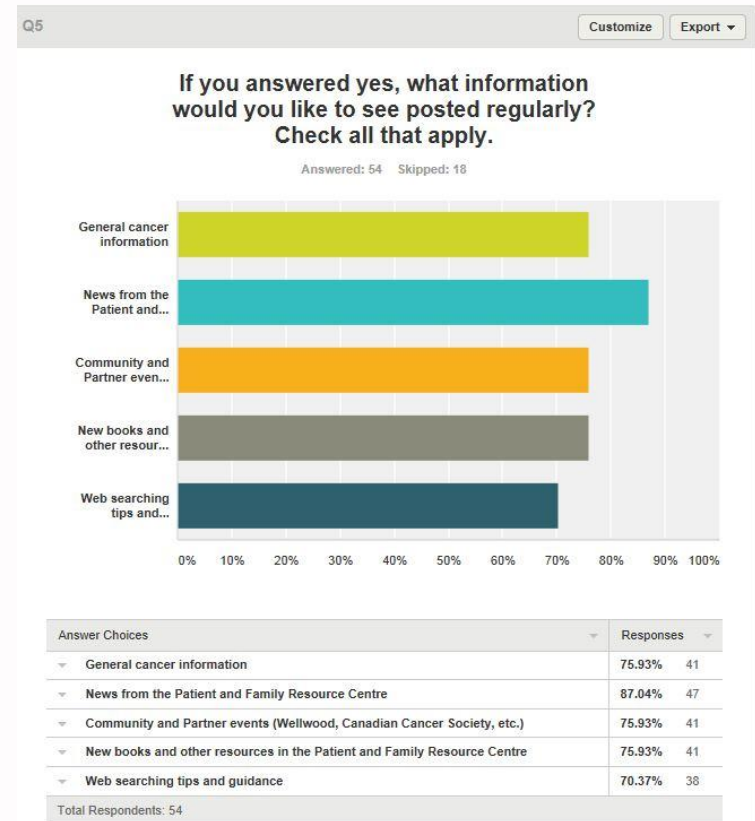
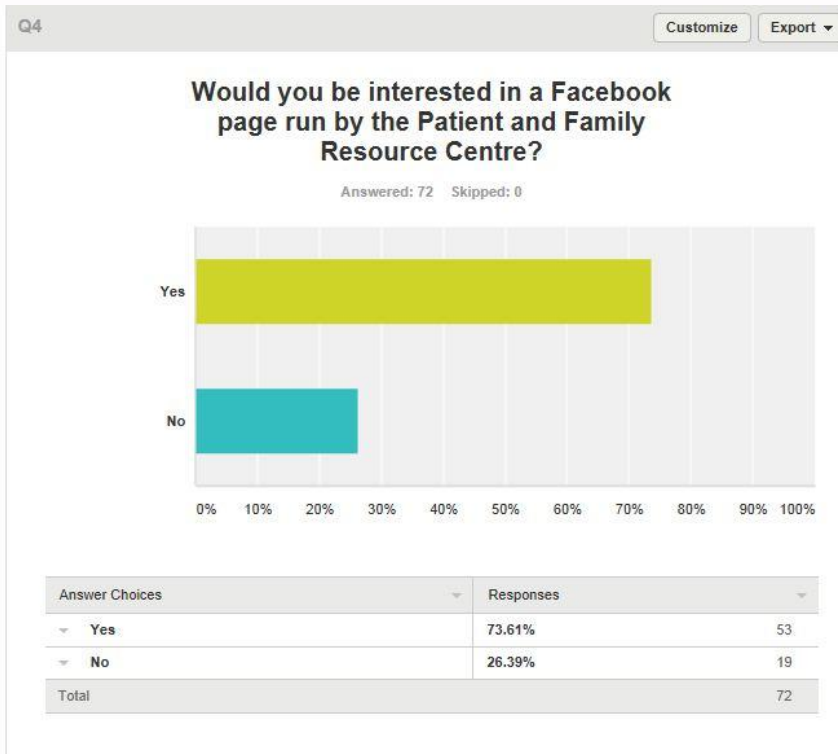
Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

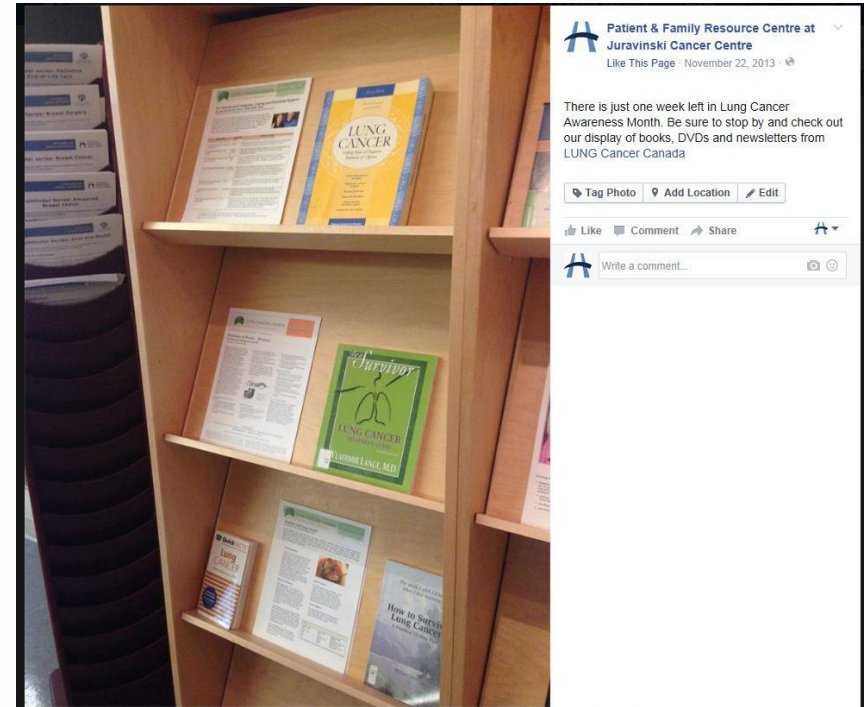
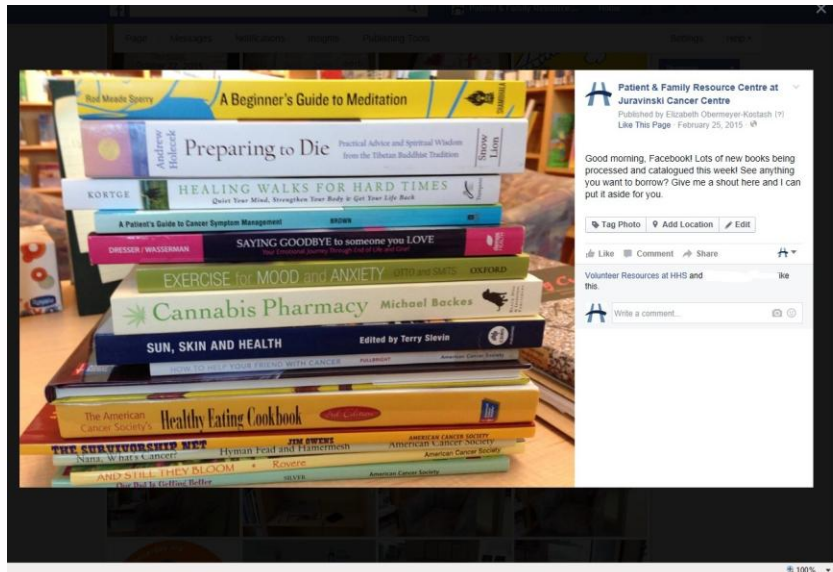
PEW RESEARCH CENTER



More results



So we got started



Patient & Family Resource Centre at Juravinski Cancer Centre
Like This Page · November 22, 2013 ·

There is just one week left in Lung Cancer Awareness Month. Be sure to stop by and check out our display of books, DVDs and newsletters from LUNG Cancer Canada

Tag Photo Add Location Edit

Like Comment Share

Write a comment...



What we did

- Promotion, promotion, promotion!
- Share and share some more



General cancer information



Patient & Family Resource Centre at Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash [?] · December 22, 2015 at 10:10am · Hamilton ·

If you are looking for some tips on coping this holiday season, Cancer Care has you covered:



CANCERcare[®]

Coping with Cancer During the Holidays | CancerCare

Information and tips on how to cope with cancer during the holidays.

CANCERCARE.ORG

22 people reached

Boost Post



Patient & Family Resource Centre at Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash [?] · August 31, 2015 · Hamilton ·

Are you familiar with Cancer Care Ontario's Person-Centred Care guidelines? Check it out here - lots of great information on making the experience better for everyone.

Person-Centred Care - CCO

Cancer Care Ontario and the Program in Evidence-Based Care (PEBC) have developed a PCC Guideline to set the standard of care that people experiencing cancer (i.e., patients, family members, and carers) in Ontario should expect to receive.

CANCERCARE.ON.CA

30 people reached

Boost Post



General information cont'd

Engaging Post 

 **Patient & Family Resource Centre at Juravinski Cancer Centre** 

Published by Elizabeth Obermeyer-Kostash [?] · 2 hrs · Hamilton · 

Some great news about those dreaded parking fees!

	<h3>Ontario Making Hospital Parking More Affordable</h3> <p>Ontario is making hospital parking more affordable for thousands of patients, their loved ones and caregivers. As of October 1, 2016, hospitals that...</p> <p>NEWS.ONTARIO.CA</p>
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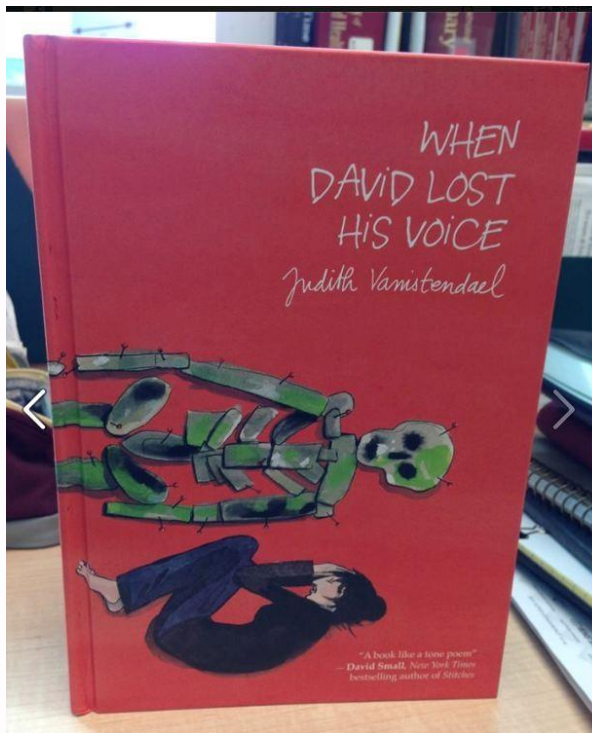
245 people reached 



 Like  Comment  Share



New books and other resources



 Patient & Family Resource Centre at Juravinski Cancer Centre
Like This Page · January 24, 2014 · 


"The moment his granddaughter Louise is born, David learns that he has cancer. He would rather keep quiet about his illness, the pain and the end that awaits him— much to the frustration of the women in his life. They wait, powerless, for the silent but inexorable end"

This is a heartbreakingly beautiful and poetic graphic novel. Gorgeous images, gorgeous imagery, and one of my favourite of the new books in our collection.

 Tag Photo  Add Location  Edit

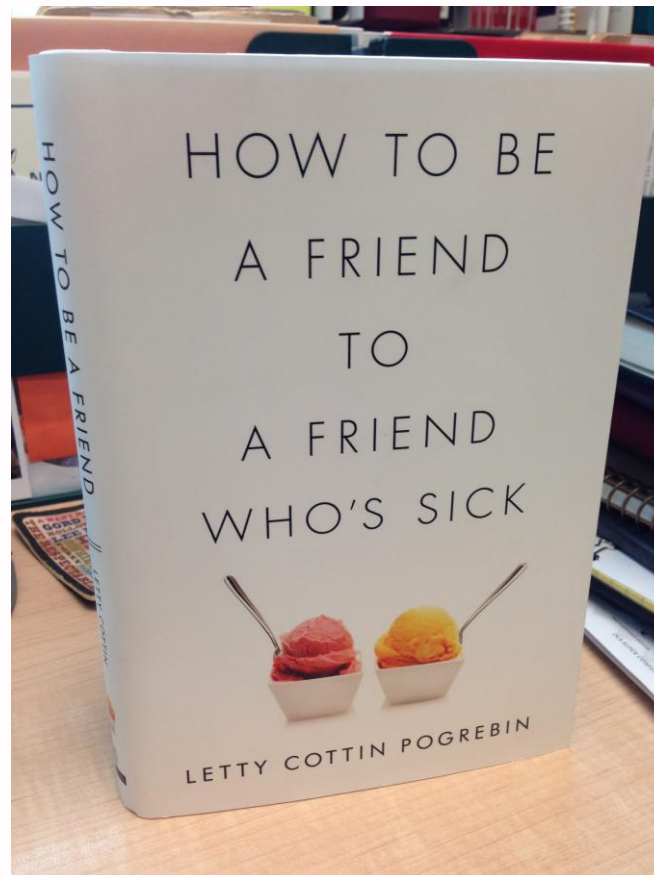


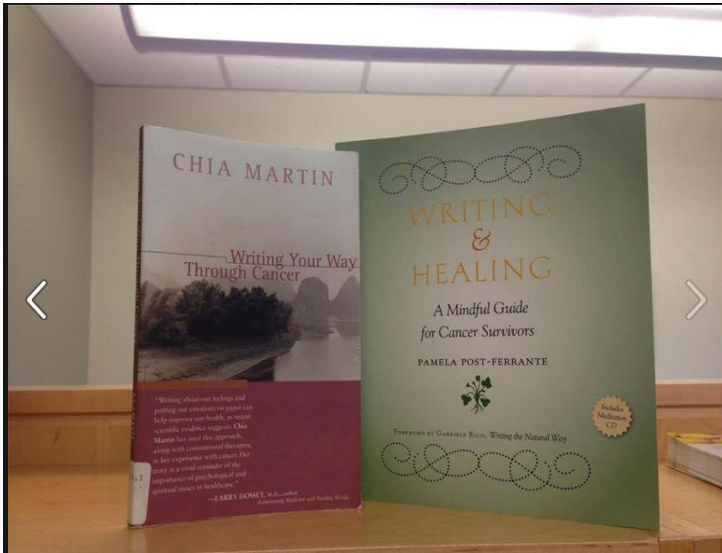
 Like  Comment  Share


Rhonda  likes this.



Write a comment...






Patient & Family Resource Centre at Juravinski Cancer Centre
 Like This Page · September 12, 2013 ·

Did you read the article on journaling from the other day? Are you interested in testing the journaling waters, but aren't sure how to get started? Visit us for resources like the ones pictured here, or contact us for other links and information.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) [Comment](#) [Share](#)

 Write a comment...

Patient & Family Resource Centre at Juravinski Canc...
 in Timeline Photos [Make Profile Picture](#) [Tag Photo](#) [Options](#) [Boost Post](#) [Share](#) [Like](#)



Community/partner events



Patient & Family Resource Centre at Juravinski Cancer Centre shared Melanoma Network of Canada's post.

Published by Elizabeth Obermeyer-Kostash [?] · October 7, 2015 · 🌐

Are you coming to the Patient Information session at the JCC? Find out more from the Melanoma Network of Canada's website. See you there!



Melanoma Network of Canada

October 6, 2015 · 🌐

#Melanoma Patient Information Sessions coming up in Calgary (Oct. 20), Edmonton (Oct. 21), Hamilton (Oct. 27) and Montreal (Nov. 9). For more information or to register, please visit www.melanomanetwork.ca/patienteducation

18 people reached

Boost Post



👍 Like 💬 Comment ➦ Share



Patient & Family Resource Centre at Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash [?] · November 26, 2015 · Hamilton · 🌐

Tomorrow! Click the link for all the details.



2015-11-27 Toronto Meeting - Kidney Cancer Canada

Kidney Cancer Canada provides the latest Kidney cancer information and kidney cancer facts about kidney cancer therapy and kidney cancer support.

KIDNEYCANCERCANADA.CA

21 people reached

Boost Post



👍 Like 💬 Comment ➦ Share



Write a comment...



Patients, caregivers and friends are invited to attend a

BLADDER CANCER

SUPPORT GROUP

HAMILTON





Support groups offer a unique opportunity for bladder cancer patients to obtain support, friendship, tips and information.

Join us on
Monday, October 20, 2014
6:45 to 8:00 pm
 Future meetings to be confirmed.

Meeting Location:
Wellwood Juravinski House
 501 Sanatorium Road, Hamilton, ON L9C 0C3

For more information and to register:
 Zina: zinal@bladdercancer.ca

Bladder Cancer Canada
 4936 Yonge Street, Suite 1000
 Toronto ON M2N 6S3
 1-866-674-8889
 info@bladdercancer.ca
 www.bladdercancer.ca
 Charitable Reg# 836126060 RR0001

WORLD OVARIAN CANCER DAY
 One voice for every woman.™

May 8th
 OvarianCancerDay.org

Ovarian Cancer Canada supports World Ovarian Cancer Day

Be a part of it:

- Wear teal. Take a picture and share it on Ovarian Cancer Canada's Facebook and add this link: www.facebook.com/ovariancancer.ca to your awareness.
- Sign the World Ovarian Cancer Day pledge at OvarianCancerDay.org
- Walk Ovarian Cancer Canada's Knowledge Center. www.knowledge.ca

Ovarian Cancer Canada
 Cancer de l'ovaire

WORLD OVARIAN CANCER DAY
 One voice for every woman.™

May 8th
 OvarianCancerDay.org



Local news

One of our best-performing posts of all time

 **Patient & Family Resource Centre at Juravinski Cancer Centre** shared Hamilton Health Sciences's post.
Published by Elizabeth Obermeyer-Kostash [?] · 19 hrs · 🌐

Such a lovely story.

 **Hamilton Health Sciences**
21 hrs · Hamilton · 🌐

Thanks to Juravinski Hospital staff and our partners at Zachary's Paws For Healing, patient Stephanie was able to see her beloved horse Luna for one last time today.



Dying woman gets hospital visit from her beloved horse
Stephanie McManus was reunited with her horse one last time at Hamilton's Juravinski Hospital
THESPEC.COM | BY THE SPEC

430 people reached Boost Post

👍 Like 💬 Comment ➦ Share 



More ideas

- Contests, prizes, giveaways



 Patient & Family Resource Centre at
Juravinski Cancer Centre
Like This Page · October 24, 2013 · 

Were you unable to attend the Life After Breast Cancer conference last week? The Patient and Family Resource Centre has copies of the book that was given to attendees. Stop by to pick up your free copy!

 Tag Photo  Add Location  Edit



 Like  Comment  Share

 Write a comment...  



Browser address bar: <https://www.facebook.com/JCCPFRC/?ref=hl>

Page: Patient & Family Resource Centre at Juravinski Cancer Centre

5 were here 0 this week

View Pages Feed
See posts from other Pages


41 post reach this week

Let People Find Patient & Family Resource Centre at Juravinski Cancer Centre

Use a Get Directions button to lead them directly to 699 Concession St.

Promote Local Business


ABOUT



Patient & Family Resource Centre at the Juravinski Cancer Centre
 699 Concession St.
 Hamilton, Ontario
 (905) 387-9495 Ext 65109
<http://www.jcc.hsc.ca/pati...>

Boost Website

PHOTOS



Patient & Family Resource Centre at Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash (7) · 6 mins · Hamilton

Happy New Year! Hope your 2016 is off to a good start!

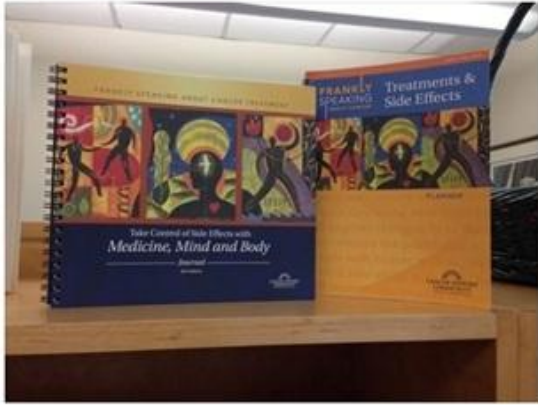
Are you in planning mode for the year? Making lists and setting goals? Do you need a planner or journal in which to make these lists? Well you are in luck, friends.

I have two of these very things to give away! The lovely people at Cancer Support Community publish these gorgeous journals pictured below...and they can be yours!

All you have to do to win both is be the first person to let me know in the comments on this post something you are planning to do this year. It can be anything! A book you are going to read (one of my favourite goals to set) a place you're going to visit - anything at all!

Engage planning mode, leave a comment, that's all there is to it.

Good luck!



Promote

THIS WEEK

2 Page Likes

41 Post Reach

0 Website Clicks

Recent

2015

2014

2013

100%



Other ideas

- Polls or questions
- Ask for involvement

 Patient & Family Resource Centre at Juravinski Cancer Centre shared Cancer Today's photo.
Published by Elizabeth Obermeyer-Kostash [?] · September 24, 2015 ·

An interesting article. What's your take on the language surrounding cancer? Is it time to change the metaphors? Chat about this in the comments!



Cancer Today
September 24, 2015 · 

Research shows using war metaphors to portray cancer may make people less likely to engage in behaviors that lower their risk of cancer. <http://ow.ly/Q8DUC>

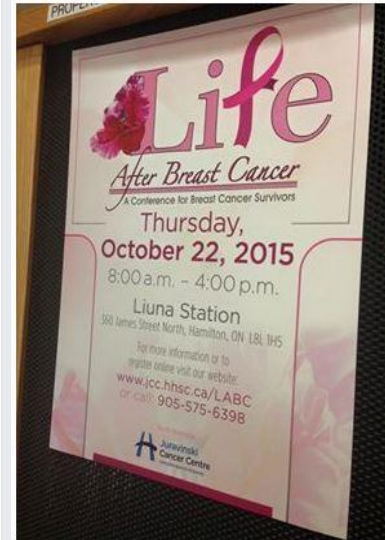
22 people reached 

 Patient & Family Resource Centre at Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash [?] · June 16, 2015 ·

Posters are up in clinics throughout the JCC! If you see one, snap a photo and post it here!

And remember to check out the website for all the details. Registration is now open!



13 people reached





Be visual

- Photos from events – always popular

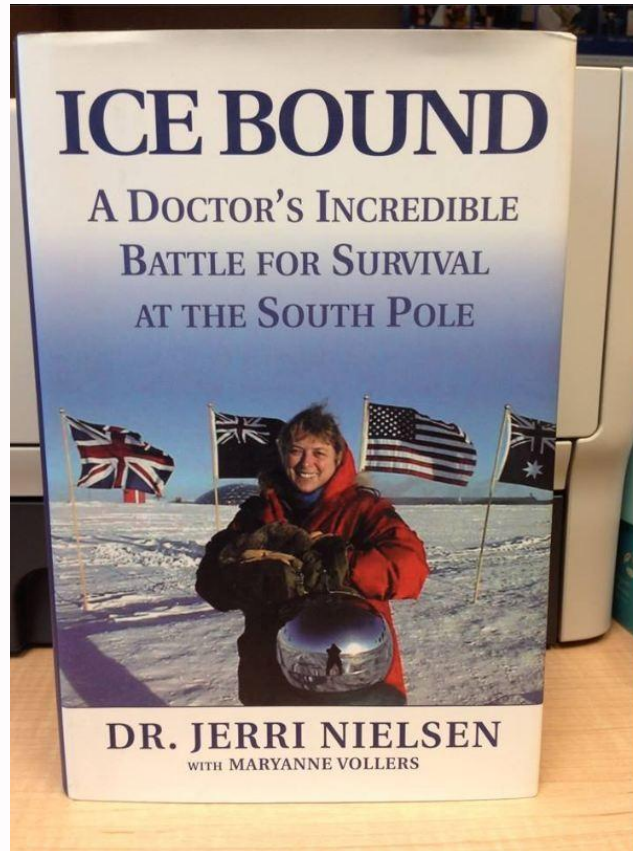
- Include people where possible



Trial and error



One more time



 Patient & Family Resource Centre at
Juravinski Cancer Centre

Published by Elizabeth Obermeyer-Kostash [?]
Like This Page - September 26, 2014 - 

Happy Friday, everyone!

I know that with the gorgeous summer-like weather we've been having, no one is thinking about winter and the cold and snow and ice that accompanies it. Brrf! But, how about a book that evokes memories of winters past, AND tells an amazing story about a doctor who diagnoses and treats her own cancer at the South Pole?

Well then! Have I got a book for you!

That's right, we're reviving our Virtual Book Club now that we're all back in the swing of the work/school/life routine. So pick up a copy of Jerri Nielsen's *Ice Bound* and join us back here on Friday October 17th as we kick off our virtual discussion!

Need a copy of the book? The PFRC has a copy available, and most of the local area library systems also have copies in their collections.


If you have any questions or need some help locating a copy, please get in touch and I will be happy to help you out.

Looking forward to chatting with you!

 Tag Photo  Add Location  Edit

 Like  Comment  Share 

 likes this.

 Write a comment...  



Changing tack

Still...nothing...



Patient & Family Resource Centre at Juravinski Cancer Centre shared Cancer Today's photo.

Published by Elizabeth Obermeyer-Kostash [?] · March 27, 2015 ·

Who else is planning to watch? Let us know in the comments!

I'll be tuning in, and eager to chat - join me!



Cancer Today

March 25, 2015 ·

"Cancer: The Emperor of All Maladies" begins airing 9 p.m. Monday on PBS. Are you planning on watching the documentary? <http://ow.ly/GPeis>



Lessons learned

- Back to our regularly scheduled programming
- Got a minute?
- Visual = better



Low interaction doesn't always mean low interest

16

PEW RESEARCH CENTER

How often, if ever, do you share, post or comment on Facebook as opposed to reading or viewing content? Among Facebook users [n=1,074]

CURRENT		
%	Frequently	27
	Sometimes	39
	Hardly ever	28
	Never	7
	Don't know	*
	Refused	*

*Pew Research Center
Social Media Update 2014*



Future plans

- Multiple social media platforms
- Advertise FB's chat feature as a reference tool
- Engagement on their own terms



Continue to be (relatively) cool & have fun!

- Award for innovation, 2014
- OLA Super Conference, 2016
- ???



Thank you!

