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Los Angeles

Strategic Communication and Instagram for Hypertension Education in the Los Angeles Black
Community

A dissertation submitted in partial satisfaction of the
requirements for the degree
Doctor of Nursing Practice

by

Adam Joseph Aisner

2022

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ABSTRACT OF THE DISSERTATION

Strategic Communication and Instagram for Hypertension Education in the Los Angeles Black
Community

by

Adam Joseph Aisner

Doctor of Nursing Practice

University of California, Los Angeles, 2022

Professor Paul Macey, Chair

Background: Cardiovascular disease is the leading cause of death in the United States and frequently ends with heart attack and stroke mortality. The Black community is particularly vulnerable and are at increased risk for cardiovascular disease and have a higher mortality rate compared to other individuals. Uncontrolled hypertension is a significant risk factor for developing cardiovascular disease and this condition can be more difficult to treat in the Black population. **Objectives:** The primary objective of this Instagram social media project is to determine the effectiveness of Instagram in delivering relevant content that educates that Black

community about hypertension and the potential risks for cardiovascular disease. This project aims to educate this population and measure whether exposure to healthcare information on social media sites leads to a change in behavior. This project will measure whether Instagram followers measured their blood pressure after being exposed to information on the platform.

Methods: This Instagram project utilized a post-test study design by implementing an Instagram poll question after producing content that was shared on the platform about hypertension. The metrics provided by Instagram provided additional insight into the effectiveness of this strategic communication strategy. **Results:** Only 5 Instagram followers answered the poll question. While this number remained low the metrics supplied by the Instagram platform which measures other methods of engagement provided useful insight into the applicability of this platform within the healthcare context, in particular when addressing public health concerns. **Conclusion:** The blood pressure poll question needs revision if used as a method for evaluation of behavior change. The polls are only visible for 24 hours which may have impeded its ability to be seen by users. Metrics for other insights such as level of engagement, comments, etc. showed that Instagram can be useful in some ways for delivering information to a target population.

The dissertation of Adam Joseph Aisner is approved.

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This dissertation is dedicated to my DNP clinical mentor Dr. James Simmons. Dr. Simmons graduated with his DNP from UCLA in the inaugural cohort. His DNP Scholarly Project sought to educate members of the LGBTQ+ population about using Truvada as HIV pre-exposure prophylaxis. His project concluded that Instagram users *did* want to see information about healthcare topics on the Instagram platform. While his guidance and mentorship was instrumental in my success and he kept me going when the going got tough, this project is very much a legacy project and continued some of the initial work that he did while earning his doctoral degree. I trust completely his intelligence, expertise, guidance, and mentorship and for these reasons, I dedicate this dissertation to him.

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CHAPTER ONE: INTRODUCTION

Strategic Communication for Cardiovascular Disease and Stroke Prevention

This DNP Scholarly Project uses strategic communication to address the burden of cardiovascular disease and stroke risk in the Los Angeles Black community. Strategic communication is a process that is implemented to communicate important information between an organization and its key publics (a key public is the priority audience or in this case, the priority population. It describes the primary group that the campaign intends to target or to whom the campaign intends to communicate); according to Public Relations Society of America (PRSA), the aim of public relations is to develop mutually beneficial relationships that serve both the key public(s) and the organization itself (PRSA, 2021). Strategic communication is an umbrella term and includes disciplines within visual communication, social media, traditional media, special events, marketing, advertising, public relations as well as many other forms (Smith, 2017).

Strategic communication campaigns can be used for a variety of different purposes including education and advocacy, development of strategic partnerships, targeting behavior change, changing perceptions and/or attitudes, leveraging business outcomes and more (Smith, 2017). When applied to public health, strategic communication can be used to support the goals of healthcare organizations and improve outcomes within specific patient populations. Strategic communication strategies remain underutilized in the healthcare industry and by healthcare professionals. The purpose of this project is to demonstrate the applicability of strategic communication when used to address health concerns within a specific population.

Problem Statement

The burden of cardiovascular disease and stroke among the African American/Black community is staggering, and each year public health statistics highlight the prevalence of this burden. Healthcare research shows that the risk of cardiovascular disease and stroke is significantly higher among Black individuals than any other racial group according to the Los Angeles County Department of Public Health (LACDPH, 2018). In Los Angeles, the burden is no different and mirrors that of national statistics. In Los Angeles County, heart disease and stroke are the two leading causes of death. According to the LACDPH, although rates of hypertension are lower compared to the rest of the nation, Black men experience higher death rates from heart disease and stroke compared to all other groups (LACDPH, 2018). In addition, Black men and Black women have significantly higher stroke mortality rates (over 50% higher) than other racial groups, with rates for Black men continuing to rise (LACDPH, 2018). Finally, Black men have the highest rate of heart disease mortality.

Other risk factors such as obesity, smoking, hypertension, and high cholesterol are strong indicators of cardiovascular disease and stroke risk. The American Heart Association (AHA) recently reported national trends regarding cardiovascular disease and stroke risk factors. Nationally, AHA (2021) reports that only 26.1% and 24% of adolescents and adults respectively engage in some kind of physical activity. A report from AHA states that less than 10% of adults meet dietary guidelines for servings of whole grains, fruits, and vegetables. In addition, approximately 40% of adults in the United States greater than 20 years of age are overweight or obese (AHA, 2021). Hypertension is another risk factor for cardiovascular disease and stroke, and within the Black community (who are already at increased risk for these comorbidities), Black women have a persistent rate of chronic hypertension that is two times higher than that of

Caucasian women (AHA, 2021). This DNP Scholarly Project will focus specifically on addressing hypertension as a primary risk factor.

Los Angeles County has launched initiatives to help address the public health concerns that face the county. One such strategy is to implement community-centered and culturally appropriate approaches to ensure that this population can easily recognize heart attack and stroke symptoms (LACDPH, 2018). Regarding the root causes of chronic health conditions in Los Angeles County, the LACDPH (2017) reports that 12.3% of households in the United States experience food insecurity. People experiencing food insecurity eat lower quality foods, such as those that are low in nutrients, high in calories. Consuming food increases the risk for chronic health conditions, placing this population at greater risk for heart attack and stroke (LACDPH, 2017). While not directly related to hypertension, this information is helpful when thinking about how to educate the community about healthy eating habits that can help to lower blood pressure. Access to quality food will be important points for education and this is good content that can be put into a simple Instagram post.

The financial burden that prevents access to medical care and treatment for the aforementioned chronic conditions is another healthcare priority. Access to care is still limited for those without health insurance and so is access to affordable medications. This is yet another barrier that must be addressed in order to significantly reduce hypertension in this group.

The LACDPH (2015) published a community health improvement plan which outlines strategies to address the public health concerns facing Los Angeles County. With regard to chronic disease management, the county intends to address the issues by encouraging tobacco cessation, improving nutrition, motivating individuals to increase physical activity, and preventing obesity by these lifestyle changes. Some strategies to achieve these objectives include

support for smoking cessation, education in healthy/economic meal preparation, and walking groups to support individuals' physical activity. While these strategies are not targeted toward a specific racial group, they represent generalized public health interventions that are recommended for all who engage in public health initiatives.

Strategic Communication Process

Strategic communication begins by first identifying a central difficulty or problem and then identifying the specific population or public that is affected by it. For this Doctor of Nursing Practice (DNP) Scholarly Project, the problem is defined as the increased risk for cardiovascular disease and stroke in the Black population. The key population for this strategic communication project is represented by the Black community. Once the problem is identified a process of communication research is used to compose a campaign goal with measurable objectives. Those objectives are strongly supported by various creative strategies that achieve the campaign objectives. The strategies are supported by tactics that provide detailed logistics required to implement the campaign strategy. This is combined with a calendar and budget, in addition to an established evaluation tool. Upon completion of the campaign implementation, the results are measured to determine effectiveness.

Research Question

The research question for this DNP Scholarly Project is: Among Black patients ages 21-55, does the use of a strategic communication framework, when compared to no intervention or no framework, increase the number of self-reported blood pressure screening within a 1-month period?

The purpose of this DNP Scholarly Project is not to evaluate whether a specific platform is effective in delivering healthcare information. It is to evaluate a specific process of

communication, and the strategies chosen (i.e. social media, advertising, and content marketing) are carefully selected tools that work with synergy to complete the campaign goal. It is still imperative that the chosen strategies be strategic in nature. A strategy is considered strategic when there is communication research or evidence to logically support its use as a communication tool. For example, if Instagram is to be used, there should be information that describes how (or how often) a specific population uses Instagram. This research informs and drives the creative process. This research grounds the campaign and turns lofty ideas into a turn-key operation that can guarantee return on investment. Information like this is typically researched by communication, marketing, advertising, and public relations firms since these institutions most often work with this kind of information. Nielson Rating is another reputable company that invests heavily in consumer market research and consumer behavior.

CHAPTER TWO: THEORETICAL FRAMEWORK

Theoretical Framework

The World Health Organization (WHO) (2017) utilizes a theoretical framework for strategic communication as a means to communicate public health information. This framework will be applied to this DNP Scholarly Project because it accurately fits with the traditional process of strategic communication. The framework identifies six principles to ensure accurate communication of information. The principles for effective communication state that all communication should be accessible, actionable, credible and trusted, relevant, timely, and understandable. For this project, since most individuals have social media accounts the information will be accessible and there will be a specific call to action. The information that is presented to the patient population will be evidence-based and therefore, credible and trusted. It

will be relevant and specific to the Black community and patient information and education will be focused at a sixth grade reading level to ensure understandability (WHO, 2017).

The WHO framework identifies three main categories of communication: mass media, organization and community communication, and interpersonal communication (also known as word of mouth). This project will use mass media in the form of an Instagram advertising campaign and will also utilize a website which will house specific information about risk factors for cardiovascular disease and screenings that can be done. The website will be developed using Squarespace, but it will link to other well-established websites including the Center for Disease Control and Prevention, WHO, and the Los Angeles Department of Public Health. The website will serve as a medium of communication to the target population, but it will also serve as a method of evaluation. The website will generate metrics that will measure traffic to and from the website, number of clicks linking to other evidence-based websites, and the number of content marketing downloads. The WHO Strategic Communication Framework also places high importance on the need for a website to make information publicly available and easily accessible. The information should remain consistent with the other channels of communication (WHO, 2017).

This framework also emphasizes a communication continuum through which effective communication moves naturally. The framework emphasizes actionable results (a concept known in advertising as a call to action), and the WHO framework begins with awareness and moves in a linear fashion toward relevance, awareness of solutions, capacity to change, cost-benefit analysis, and finally the action decision (WHO, 2017). It is worth noting that awareness itself is not an appropriate objective for communication projects because awareness cannot be objectively measured. An Instagram blood pressure poll question will measure the number of

participants who report having gone for a blood pressure screening, or plan to go in the near future, after being exposed to the campaign information. A basic 10 item Likert-scale questionnaire was created and can be found in the appendix.

The WHO Strategic Communication Framework provides suggestions for evaluation methods. The measurement process of the framework will be applied to this project and begins with identifying the objective. After the objective is established the supporting strategies and tactics must be further developed to properly implement the project. An important first step is to establish a baseline assessment. Once established, the intervention is applied, and the objective is remeasured to determine progress and efficacy (WHO, 2017).

Evaluation for this project will align closely with this framework for communication. The evaluation will measure the amount of engagement with the program and will eventually ask participants to declare whether they went to or have scheduled an appointment for a cardiovascular disease healthcare screening visit. The planning and programming section of the campaign book lists the evaluation tool and criteria for each objective.

CHAPTER THREE: REVIEW OF LITERATURE

Review of Literature

The review of literature began with an extensive search of various evidence-based databases. Databases included in the search were CINHAL, PubMed, PsychInfo, Web of Science, and the Joanna Briggs Institute EBP database. Phrases were used to help narrow the search of evidence-based articles to only those that discussed the process of strategic communication or other related keywords. Some of the key search terms include: strategic communication AND evidence-based medicine, strategic planning, marketing AND evidence based medicine, strategic communication AND public health, public health AND African

American, public health AND communication AND Black population. Other terms were substituted for communication and strategic communication to try and yield further results and these include: marketing, public relations, advertising, content marketing, online marketing, social media AND marketing, advertising AND healthcare, strategic communication AND healthcare outcomes. This search did not yield an overwhelming amount of relevant articles but as the communication search terms widened, so did the amount of search results.

The following section discusses literature pertaining to the use of strategic communication in the field of medicine. It also discusses the intended use of social media and information about which social media sites should be used for this campaign. The search term that yielded the most relevant results were searches that included the search term “public health,” because strategic communication is frequently used within this context. Articles were excluded if the content evaluated the efficacy of specific web-based social media platforms since this is not the purpose of this project. Articles were included if the general content discussed the process of communication and its application to achieving public health goals.

An original randomized controlled trial conducted by Young et al. (2013) investigated the use of social networking technologies as a strategy to improve HIV prevention efforts. This study was conducted in Los Angeles for Black/African American and Latino men. The chosen population for this research study aligns closely with the population of interest for this DNP Scholarly Project with the exception of sexual orientation (i.e. sexual orientation is not relevant to cardiovascular disease and stroke prevention). The study found that social networking communities led to a high number of participant engagement with the social networks and increased the number of self-administered home-based HIV tests.

In a cross-sectional study conducted by James and Harville (2018), results showed that people of different age groups use different social media platforms. The study found that among women, 85% used Facebook while 75% and 57% used YouTube and Google+ respectively. Among that same population 44% used Instagram, 30% used Twitter, and 11% engaged in blogging (James & Harville, 2018). Using multinomial logistic regression, this same study found a statistically significant association between age group and social media use. For example, people ages 18-29 are more likely to use platforms such as YouTube and Instagram. People who are 30-50 years old are more likely to use Instagram and Facebook. These statistics help support the use of social media as a means of healthcare communication and can be used to help justify the selection of specific platforms to deliver the campaign message (James & Harville, 2018).

Within the Black community, individuals with a college education were more likely to engage in online social platforms, while those with family members living with chronic medical conditions or personal experience with a diagnosis were associated with an increase in the use of interactive activities related to healthcare (Chisolm & Sarkar, 2015). This study also concluded that internet use and online behavior were influenced to a greater extent by personal or family experiences rather than with socioeconomic or educational status. The study concluded that African Americans actively seek credible healthcare information on the internet. This article provides justification for developing a social media advertising and content marketing strategy for this population.

Mobile health applications are another source of health information frequently sought by many populations. A recent survey by Crilly et al.,(2019) measured perceptions of mobile health application use. Among those surveyed, 37.2% had used mobile health applications instead of

visiting their healthcare provider and individuals under the age of 35 were more likely to use the application. In addition, 22.1% of respondents reported daily use of mobile health applications and of those daily users, 49.6% sought background on a specific health condition and 42.2% wanted answers to their medical questions. Men were more likely to engage in sports and fitness apps while women were more likely to engage in applications focused on diet and nutrition. This study provides further support for the use of a social media site and a website. It also provides additional insight into the content that can be created for the evidence-based campaign in addition to a website.

An original research study from the Centers for Disease Control and Prevention (CDC) used a mixed-method approach to investigate barriers to culturally relevant internet tools for Black women in Alabama. Barriers to physical activity included a lack of social support, lack of time, lack of knowledge, insecurity, and environmental constraints. The survey participants provided recommendations for developing culturally competent healthcare websites. Such recommendations included personalization, online social support, the inclusion of diverse body images, and exercise instructions (Durant et al., 2014). This article provides excellent qualitative insight into the development of a healthcare-centered culturally competent website and internet content. This can be used for communication research to justify specific strategies and tactics that will be used throughout this campaign's duration.

Other evidence-based articles such as that written by Gatewood et al. (2020) defined in a review of literature the best practices and approaches for using online and social media content. The article suggests starting with user-friendly blog content, understanding what media channels the audience uses, generation of relevant creative content that can be used perpetually (i.e. content marketing), and using infographics and high-quality audio-visual content.

Some strategic communication campaigns aim to increase knowledge about a particular topic. This can be done through effective advertising, marketing, and public relations strategies. Glassman et al. (2018) report an example of such a campaign that was successful at increasing intended behavior to supervise children swimming to prevent drownings by almost 40 percent.

A social media influencer is someone with credibility and a large following of social media users. Influencers can be particularly beneficial to social media campaigns especially when there is a public health component. Guo et al. (2019) published results from a successful campaign with highlights about the use of social media influencers. Findings showed that influencers have a significant positive impact on the success of social media campaigns and can lead to an increase in positive behavior change. However, to be most effective the influencers need to have credibility among the specific target audience (Guo et al., 2019).

In a population of rural Appalachians, Facebook was used to engage a target population to reduce colorectal cancer risk. A study was conducted by Key et al. (2020) and the results agree with previously cited research regarding the efficacy of social media platforms to improve public health outcomes. This study used Facebook to engage consumers in discussions, contests, and to exchange dietary information. The results contributed to existing research supporting the use of social media to implement public health interventions designed at reducing health disparity risk (Key et al., 2020).

Another article by Lister et al. (2015) highlighted results from a successful social media campaign and provided an overview of the role that social media plays in reaching target audiences. The study implemented and measured a campaign to promote healthy meals in Utah. Approximately 10-12% of the target population was reached through Facebook and Twitter ads

which drove website traffic. This is yet another example of how social media can be used as a tool for health promotion and this campaign will be benchmarked against this research study.

Regarding the benefits of social media use for health communication, a systematic review by Moorhead et al. (2013) found that six key benefits of social media use included increased interactions, shared and tailored information, increased accessibility to information, peer and social support, public health surveillance, and influence on health policy. The study also found some limitations with social media use in the healthcare field. Among the most important limitations, the inability to identify authors of website and social media content is of particular concern (Moorhead et al., 2015). This DNP Scholarly Project can overcome this limitation by listing the author of the website and social media content as well as their credentials, and by stating its purpose and making it clear to study participants. The researchers also identified gaps in the research such as the impact of social media use within specific minority population groups. Therefore, this DNP Scholarly Project contributes to an existing gap in the current research.

Successful health promotion campaigns also encourage users to share content and media which engages consumers in an active discussion (Korda & Itani, 2013). The authors provide a review of the literature including systematic reviews and meta analyses and eventually conclude that using a variety of online platforms can help reinforce campaign messaging and contribute to behavior change. While the use of social media has evolved since 2013, this study supports the use of social media and aligns with communication best practices.

Synthesis of Literature Review

The review of the literature highlights a few key takeaways. The evidence suggests that the use of social media *can* be used to affect public health goals and overall health outcomes within specific populations. In addition, the literature suggests that multiple platforms can be

used as long as the content used is engaging with the key public and target population. Public health campaigns often utilize social media because its use can help reach a target population on a mass scale.

The research also suggests that the campaign should target individuals under the age of 51. This age is chosen as the cutoff for the target population because people over this age tend to use other social media platforms that are not beneficial for the goal of this DNP Scholarly Project. Information from the Los Angeles Department of Health declares cardiovascular disease and stroke risk to be highest among Black individuals and multiple campaigns have been developed to address the issue in this population. This DNP Scholarly Project aligns with Los Angeles County public health goals and is supported in the review of the literature.

Future research should consider focusing on how different communication strategies can be used to effectively communicate with specific populations, rather than focusing research on which *platform* could be used. The question of which platform can be used is somewhat irrelevant because in the strategic communication process, the rationale for a specific platform or medium should be justified in the communication research findings based on the consumer behavior of the target population. Therefore, because the use of a specific platform can be justified based on consumer behavior research, future research should investigate which communication *strategies* are most effective in achieving public health goals (e.g. advertising, content marketing, social media, traditional media, etc.).

Ethics

There are a few ethical implications to consider for this DNP Scholarly Project. Most of the ethics pertain to communication ethics, rather than medical ethics. For example, the Public Relations Society of America (PRSA) discusses the importance of the free flow of information in

a marketplace of ideas (PRSA, 2021). Within this ethical principle, the importance of accurate communication is essential. Information should be accurate and timely. In addition, another important ethical consideration is to be as transparent as possible regarding the source of information. This means that it should be made clear on all social media sites as well as the website that information presented by the campaign is from a DNP student and nurse practitioner and that it is part of a doctoral project. The Black community has (in the past) experienced ethical injustices by the medical community, an example of which is the famous Tuskegee syphilis trial. These cultural injustices still run deep and have not been forgotten by this population. It is essential to gain the population's trust and therefore transparency regarding origin of the information is critical for the success of this campaign project.

CHAPTER FOUR: METHODS

Project Design

This DNP Scholarly Project will use a post-test study design. This study design, while not as strong as a randomized controlled trial, seeks to establish causality by manipulating an independent variable and observing whether this causes a change in the dependent variable (Melnyk & Morrison-Beedy, 2019). This investigation is evaluating whether strategic communication (the independent variable) causes a change in cardiovascular prevention behavior (dependent variable). The null hypothesis states that strategic communication has no effect on and does not change disease prevention behavior. The alternative hypothesis is that strategic communication does cause a change in cardiovascular disease prevention behavior.

The primary measurable objective is to increase the number of self-reported blood pressure screening. These screenings can be done at home or somewhere else. At the end of this DNP Scholarly Project, the ideal outcome would be an increase in the number of people who

checked their blood pressure or sought further medical care as a direct result of seeing the information presented in this project. The evaluation tool is a simple one-question Instagram poll that will ask a yes or no question about whether they checked their blood pressure. For a timeline of project implementation, please refer to Table 1.

Table 1: *Project Timeline*

Week	Goal	Actions
December to Early January	Preparation	Set up the Instagram and Website, publish content on website and begin posting to social media. Follow other users. Reach out to “influencers” in the community and establish relationship. Publish the website content.
Mid-January to early mid-April	Post content	Provide information on Instagram about measuring blood pressure, control strategies, and complications from untreated high blood pressure.
February to early mid-April	Data collection	Begin measurement posts. Include the poll post asking about whether users checked their blood pressure and compile information into a Microsoft Excel sheet.
Late April to early May	Data analysis & interpretation	Calculate descriptive statistics, create visual graphs, and perform secondary analysis.
May	Write-up	Complete write-up; obtain feedback, and revise as needed.

Sample and Setting

The setting for this DNP Scholarly Project will be Los Angeles. However, because this project will be conducted online through social media, there is not a specific region of Los Angeles that it will target. The campaign will target participants whose social media sites list Los Angeles as the primary location. The sample will not be randomly selected. Instead, the project sample will be determined by the social media users who engage with the campaign. This project lacks randomization which is why it is a quasi-experimental design. The advertisements will be

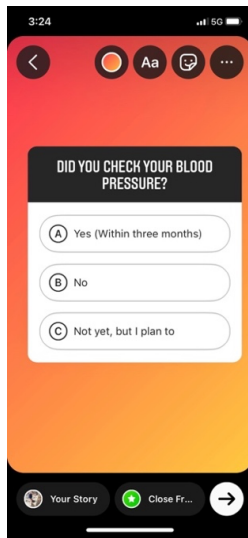
targeted to individuals based on their age. Instagram does not allow advertising specifications based on race.

Regarding the sample population, the campaign will target Black individuals under the age of 55. Inclusion criteria will be all Black individuals under the age of 55. Exclusion criteria will be anyone over the age of 55. The reason for this inclusion and exclusion criteria is based on the social media habits of specific populations.

Data Collection and Analysis

The primary outcome measure for this DNP project will be a one-question Instagram poll that asks whether the user checked their blood pressure, or whether they intend to check their blood pressure. Please refer to Figure 1 for an example of the Instagram poll that will be used for final outcome evaluation. The final poll can be programmed as a yes or no question, or it can be a multiple choice question. An important consideration is the wording of the final Instagram poll. Even though some members of the community might check their blood pressure, others might *intend* to check, but may not have done so yet. To account for these individuals, it makes the most sense to implement the final Instagram poll as a multiple choice question that asks, “Did you check your blood pressure in the past three months?” The answers to that poll can be: “yes/no/not yet, but I plan to check.”

Figure 1: *Instagram Poll Posts*



Note: This figure shows an example of Instagram polls. The poll is a multiple choice question that will be used as the primary outcome measurement tool. For followers of the Instagram page, the poll shows up as a story posted to the @LAhealthDesk Instagram account.

An Instagram poll question is a realistic way to measure the expected outcome of this DNP project. A pre-test/post-test survey design was considered, but it will be more difficult to get Instagram users to answer a survey. Since the Instagram account must also grow its following, it lacks an adequate sample of followers for baseline measurement. An Instagram poll question asks the same question that a survey would, but allows for the measurement collection to stay *within* the intervention platform. Thus, it will be much easier for Instagram users to scroll through their feed, read the poll question, and simply click on an answer without ever leaving the Instagram platform. This help ensure to get as many respondents as possible for the best possible evaluation. For this project, the measurement will be based solely on a post-test design, rather than a pre-test/post-test.

The ultimate goal of this project is to encourage blood pressure measurement among the population, and to educate them about hypertension control strategies. Although this poll question may not directly address this goal in its entirety, it does provide an opportunity to yield valid information and insights into whether this approach can be used to address public health concerns. If the approach is effective, it is expected that a significant number of Instagram users will engage with content, and hopefully respond “yes” or “no” to the poll question. On the other hand, if a relatively low number of people engage with the Instagram account content, this could indicate that a specific platform is not working. Alternatively, continuous feedback and social media metrics can provide additional insight about tactics that are working, and others that are not. This scenario is commonplace in strategic communication and highlights a situation in which certain tactics are effective, while others may need further revision and refinement. Such occurrences in strategic communication are common but it allows the campaign a unique opportunity to adapt and adjust based on feedback from the community or environment.

An Instagram poll is the primary measurement tool for this DNP project, however, additional metrics will also be collected. These additional metrics help allow for secondary analysis which helps interpret the primary measure. Using social media and website metrics provide an extra dimension of evaluation for the DNP Scholarly Project. All social media platforms and websites provide metrics that measure multiple things such as the number of followers a social media account has, the level of engagement with its target audience, the number of posts and responses, as well as other metrics that are specific to individual social media platforms. A website also provides metrics such as the number of websites that link and refer to it, the number of items downloaded from a website, and the number of site visits, and the average duration of time spent on the website. These metrics are automatically and continuously

measured by the platform itself so statistics can be pulled from the Squarespace or Instagram user dashboard at any time. The statistics are aggregated in the online user platform and reports can be easily generated. Because metrics are continuously measured via the online platforms, this should minimize the amount of statistical data needed to be analyzed using SPSS. Should there be a need for additional statistical data, a statistician will be hired to assist with this task.

Sample and Setting

The sample for this DNP Scholarly Project will rely on a convenience sample of Instagram account followers. Users who follow the @LAhealthDesk account will be encouraged to complete the blood pressure poll question and the number of people who respond will be considered part of the sample. The setting for this DNP Scholarly Project is virtual, taking place primarily on the Instagram social media platform.

Procedure

The procedure for this social media project is relatively straight forward and logical and will progress in sequential steps, with each preceding step providing the necessary framework and foundation for its successor. First, the Instagram account must post content so that it can gain a respectable following. Leveraging the account following requires that there be content for the users to view, and thus creation of content becomes the first step toward implementing this project. The second step is to then start following other account users. These users can be influencers, non-influencers, celebrities, sport teams, etc. After following other accounts, the next step requires engagement, such as liking posts, commenting, resharing, or via other methods and functions of the platform. By engaging with and following the accounts of other users, a fundamental process of communication begins whereby a simple or complex message is exchanged between from the sender to the receiver and often going back to the sender

completing the feedback loop of basic communication. Applied to the context of this DNP Scholarly Project, engaging with other users' accounts, allows an opportunity for those users to see the @LAhealthDesk account page, making them more likely to explore the page, look at content, and potentially engage with it via the various platform functions.

While this basic process of communication begins, accounts can boost their content posts which lets Instagram leverage the account and push it to other users' feeds at a relatively low financial cost. The account user establishes the amount they are willing to spend, and for how long they want the content boosted to Instagram users. Boosting posts is the next step required to implement this campaign because it further develops the overall account following, allowing better opportunities and a potentially larger sample for measurement. Once an adequate number of accounts have followed @LAhealthDesk, more content about hypertension must be shared, finally leading to the last step which is the posting of blood pressure poll questions. This project will progress logically in this way until its completion.

CHAPTER FIVE: RESULTS

This DNP Scholarly Project was implemented from April 1 through April 30. The data collected during this period of time provided insight into the feasibility and use of Instagram as an educational platform to improve health literacy. The primary measurement tool was an Instagram poll asking Instagram followers to answer yes or no to a question about whether they have checked their blood pressure. In addition to this primary measure, Instagram provides statistical insights about account profile reach, engagement, interactions, button taps, follows, likes, profile visits, content saves, and content shares. Table 2 provides basic descriptions of each quantitative metric.

Table 2: Instagram Platform Metrics

Metric	Description
Reach	The number of accounts that have seen Instagram content at least once. It includes all content: posts, stories, reels, videos, and live videos.
Engagement & Interactions	The number of accounts that have interacted with an Instagram account. This includes all of the same content types listed above.
Button Taps	Some content asks account followers to respond or interact by tapping a button. For example, a question about whether followers have checked their blood pressure and asked to respond by tapping 'yes' or 'no.' Instagram aggregates this data into a button tap statistic.
Follows	This number represents the number of Instagram accounts that have followed a particular account. It is represented by a number. Followers typically see content posted in their daily feed.
Likes	When content is posted, account followers are given the option to interact with a post by clicking a heart, indicating that they like or appreciate the content in some way.
Profile Visits	This represents the number of people who have visited a particular Instagram profile.
Content Saves	This represents the number Instagram users that save shared content to their profile for future reference.
Content Shares	The number of people who reshare posted content to their personal feed.

The total number of Instagram followers at the time of project completion was 186 followers. A total of 15 posts were initially posted to Instagram every other day. This did not include stories and poll questions because Instagram does not include that content in the number of posts. The @LAhealthDesk account followed a total of 169 other Instagram users including public health agencies such as CDC and Los Angeles Department of Health.

The primary Instagram poll question had a minimal number of respondents. Of the people who follow the @LAhealthDesk account, five of them answered the Instagram poll question. There was a significant amount of account and content engagement, but the number of followers

who answered the poll questions remained low for a few possible reasons. One likely reason is that this content was posted as a story, which appears in a different location on Instagram. For example, most original content is posted to a user's account and shows up on other users' Instagram feed if they are following the account. However, Instagram stories do not show up in another users' news feed, and are only visible if that account user visits the original account to which the story was posted. Rather than showing up in a user's feed, stories appear on the poster's Instagram profile, and are seen if a follower specifically goes to the Instagram page to view it. This created a barrier with data measurement and should be taken into consideration with further utilization of this platform. Instagram does provide other ways to engage and provide information such as commenting and messaging. Other forms of data analysis should be considered when utilizing this platform to collect data within a patient population. It appeared that content posted as a story received significantly fewer views than content posted in other ways.

In addition to posting stories on Instagram, content was also posted as regular "posts" which showed up on other users' Instagram feeds. Three of the 15 posts performed extremely well because they were *boosted*. A boosted post is one that Instagram pushes to other users to help an account gain a larger following. These boosted posts do pose an extra cost to the Instagram user, but the user is able to set the amount they are willing to pay and Instagram will promote the post until that monetary cap is reached.

This DNP project aimed to measure the amount of followers on Instagram that measured their blood pressure as a result of seeing campaign information from the @LAhealthDesk account. The project leveraged paid boosted posts with interesting information to gain followers. After a certain number of followers were gained, the account then began posting periodic blood

pressure poll questions, intended to be the primary measurable objective for this DNP Scholarly Project. The following tables and figures represent Instagram content that was posted and subsequently paid to be boosted to more users. The insights and metrics from each of the Boosted content posts are presented in Table 3. The blood pressure poll statistics are presented in Table 4.

Table 3: *Instagram Boosted Content Metrics*

Metric	Post 1	Post 2	Post 3
Likes	110	189	4
Comments	1	2	0
Shares	18	68	0
Saves	44	169	3
Reach	9,243	38,041	3,636
Ad Taps	243	575	60
Follows	128	100	4
Cost	\$150	\$200	\$60

Table 4: *Instagram Poll Question Responses*

	Poll 1	Poll 2	Poll 3
Answered Yes	1	0	1
Answered No	0	3	0
Total	1	3	1

The tables above highlight the beneficial use of boosted posts when attempting to connect with the public about public health issues. At a relatively low cost, the Instagram account user can boost certain kinds of content in order to gain more followers. If successful, the users who click on the advertisement links will also opt to follow the Instagram account. This is beneficial because it allows an account user to gain a large following quickly. A total of \$410 was spent to rapidly gain a substantial following. The amount of users who see boosted posts is based on an algorithm that Instagram does not make available to its public, although you can choose a

geographic location and few other basic parameters. However, it lets the user set the overall cost and will stop promoting the post once that monetary cap is reached. After spending \$410 the Instagram account was able to gain a total of 186 followers, in addition to engaging with the audience and encouraging them to engage back with the account.

After a certain amount of accounts were reached, the @LAhealthDesk Instagram account posted three blood pressure poll questions periodically at different times. The tables represent the amount of people who answered yes or no to the poll question. A total of 5 account followers answered the poll questions. Out of those five who answered, 2 answered yes (40%) and 3 answered no (60%). Although the number of people answering the Instagram poll question remained low, the other posts performed very well and engaged with account followers in other meaningful ways. Moving forward, the poll question should be modified and created using a different function within Instagram. Ideally, since boosted posts performed measurably well with regard to engagement, the poll question could be adapted into a general content post and then boosted to get an increased number of responses. In general, the overall poll question engagement was low compared to the level of engagement that occurred with other content and boosted posts.

CHAPTER SIX: DISCUSSION

Implementation of this DNP Scholarly Project provided information regarding the use of social media as a strategy to attain broad public health goals, although the project was not without its challenges. Although this project only ran for a duration of one month, the insights gained are useful in determining what did and did not work well with this kind of public health project. This project posted at least 15 posts of original content, averaging out to one post every other day during the intervention period. The account also reposted and shared stories and

content from other relevant accounts such as the LA Department of Health and the CDC. The primary measure for this project was a blood pressure poll question. In addition, social media insights and metrics were also collected and interpreted to provide context and additional insight into the use of strategic communication, specifically social media platforms.

Regarding the blood pressure poll question, interpretation is limited in terms of whether this can be used as an adequate measure of behavior change. The approach was mostly ineffective in encouraging Instagram account users to answer the blood pressure poll question. There are a few possible reasons for this lack of response. First, after messaging a few account users, it became clear that many of the followers were not seeing the blood pressure poll question. An Instagram poll question can only be posted to an account as a story, which are only visible for 24 hours and users must navigate to the actual profile page to view it. This was likely the most significant barrier to utilizing the poll question as a primary measurement tool and future projects should develop a creative workaround to adequately solve this problem. For example, a general content post could be created with a link to an external site with a small incentive to fill it out. This would allow the post to be visible on Instagram feeds and are visible under posted content for an indefinite amount of time. Further, Instagram has surprisingly strict rules regarding what can be boosted to gain followers and encourage engagement. General content posts can be boosted for advertising and leveraged for engagement, but stories cannot. Reasons for this restriction are not made publicly available but it is plausible that because stories are only intended to be visible for 24 hours, this automatically disqualifies them from being leveraged over a consecutive number of days to the intended audience. From a public health standpoint, utilizing a built-in poll function seems ideal for measuring goals and objectives associated with strategic communication campaigns. However, in practice, there are likely better

ways to measure an objective on Instagram which could yield a higher return of engaged responders. In the future, if Instagram decides to change its policies regarding poll questions and stories, or if it allows poll questions to be posted as general posts, the poll question could be leveraged as a boosted post and potentially yield better results.

While there were significant barriers to implementing a poll question as the primary measurement method, there were five individuals who *did* respond to the poll question. This study cannot conclude that a poll question *does not* work, but the experience and insight gained from this project demonstrate that the way Instagram is currently set up presents significant barriers limiting the use of poll questions for measuring public health objectives.

The data provided in the above tables summarize the statistical findings and insights associated with each original content post. The statistics from each boosted post demonstrate that at a minimal cost, a relatively large audience can be reached and a large number of them will engage in posted content. In addition, the number of likes, shares, comments, and saves associated with each post help demonstrate the relevance of this project and in general shows that Instagram users *do* care about, at least to some extent, about seeing this kind of content on Instagram and receiving some benefit from it. Reels (posted videos) were faster to gain likes upon posting compared to general content posts. This faster gain indicates that many people are likely on Instagram to watch reels rather than scroll through their newsfeeds, which parallels the current national trend of using Instagram and other platforms such as TikTok to view original video content. It seems that Reels performed extremely well when posted for this project in terms of response time and engagement, followed by general content posts, and finally stories which seemed to be the least engaging. While this project did not yield a high number of poll respondents, it did provide very valuable insight into the best practices and challenges associated

with utilizing Instagram for public health campaigns. Knowing what does and does not work is paramount to developing the necessary next steps and troubleshooting the inherent barriers associated with the Instagram platform.

This project demonstrated next steps to take towards the larger goal of developing a social media strategy as a platform for patient education regarding hypertension and heart disease in the Black community. Some aspects of the project appeared to be successful and provided useful insight, while other aspects demonstrated clear limitations but were just as valuable in helping to determine the overall effectiveness of Instagram as a public health education platform. This project provides guidance in how Instagram may be used as a platform to educate the public and provide them with information about public health concerns that are timely and relevant, but measuring the effectiveness of such efforts are particularly challenging due to advertising policies, and platform structure.

Limitations

A systematic review by Suarez-Lledo and Alvarez-Galvez (2021) highlights a specific drawback to social media use in public health. The primary concern is that of health misinformation and the extent to which it exists on the internet. The study concluded that health misinformation is highest on Twitter and about topics such as drugs and smoking products. Also high was misinformation about vaccines and diseases. The approach in this DNP Scholarly Project is to ground all information in evidence-based medicine and recommendations, and provide transparency regarding the purpose of the content and the author.

One limitation specific to this project was the time frame of approximately one month; more time would allow more content to be posted and therefore more account profiles could have been reached. Another limitation to this project was the advertising specifications.

Unfortunately, Instagram does not allow advertisements or boosted content to be boosted toward a specific racial group. The rationale provided by Instagram is that this policy prevents racial bias in advertising and prevents exclusion. However, from a public health standpoint this is a significant barrier, particularly when the public health goal is to improve hypertension awareness specifically in the Black community. This hindered the ability of the project to reach the intended audience, and instead, demographics for gender were provided. Moving forward, alternative methods for reaching the intended audience should be carefully delineated and specific strategies created to develop a more focused and targeted campaign.

CONCLUSION

In conclusion, strategic communication and social media present a unique opportunity to connect with specific patient populations and can be useful when attempting to educate them about specific health disparities and communicating important information. It was also clear that Instagram users are willing to engage with content centered around healthcare and health promotion. However, to ensure that these strategies are effective in achieving specific public health goals, future projects should focus on how platforms can be used to measure intervention results. This DNP Scholarly Project provides a proof of concept and showed areas of success in achieving the campaign goal. In future projects, a careful strategy should be created if the target of the campaign intends to reach a specific racial group. This was the main barrier to the project, because Instagram does not allow targeted advertisements toward specific racial groups. Although intended to prevent bias in advertising and exclusion, it also presents significant barriers to public health opportunities when utilizing social media as a platform for patient education. Possible work-arounds include following groups associated with Black communities, targeting certain neighborhoods, and leveraging influencers. It should also be mentioned that this

project ran for a total of one month, a minimal amount of time. Future projects should be implemented over a longer period of time. This helps to establish credibility of the Instagram account, and provides the population with an opportunity for repeated exposure to information.

APPENDICES

Appendix A

Communication Strategies

Trusted Messengers	Known as influencers, these individuals can influence consumer behavior by promoting your brand and encouraging others to do so. Typically, these individuals have large numbers of followers and some charge money to post information to their accounts.
Community Resources	The availability of community resources is an important consideration when developing a strategic communication campaign. Research shows that one's economic burden influences their ability to seek quality healthcare. Therefore, this project will constantly promote community resources where health screenings can be conducted. For this project, trusted messengers should be healthcare providers, specifically African American/Black healthcare providers.
Influencing Social Norms	Peer attitudes, social beliefs, and community beliefs all influence consumer behavior. Therefore, trusted influencers must be used to change the status quo. In this case, if video content is produced, the video should highlight a Black provider communicating health information because the community is more likely to trust and accept the information.

Reinforce Benefits Constantly reinforcing the benefits of a specific program is crucial to the communication process. This should always be explained and constantly reinforced throughout the duration of the campaign process. The website and consistent advertising coverage will help to reinforce the benefits of this program.

Community Engagement Supporting community engagement is a very effective method of communicating information. The Department of Health in LA County and other organizations can be mentioned and patients can be referred to partnering organizations for health screenings.

Promote Knowledge of Solutions This strategy can be used by educating the patient population about risk factors for cardiovascular disease and stroke. Knowing this information can make it more relevant for the target audience and patient population.

Utilize Social Media Channels Social media can (and will be) used for this DNP Scholarly Project. The social media channel depends on consumer behavior and media habits within the specific population of interest. A more detailed rationale of the social media channels used will be presented in the literature review section.

Establish a Website Establishing a website is a crucial step in the communication process. In the age of technology, any brand without a website is doing a disservice to itself. Websites ensure timely and accurate communication and they can be easily changed or updated. For this project, the Instagram

advertisements will help drive traffic to the website, and the website content will be developed specifically for this campaign.

Note. Information from World Health Organization, 2017.

TABLE OF EVIDENCE

CITATION	PURPOSE	SAMPLE /SETTING	METHODS (Design, Interventions, Measures)	RESULTS	DISCUSSION, INTERPRETATION, LIMITATIONS
<p>Falk, N. L., Garrison, K. F., Brown, M., Pintz, C., Bocchino, J. (2015). Strategic planning and Doctor of Nursing practice education: developing today's and tomorrow's leaders. <i>Nursing Economics</i> 33(5), 246-253.</p>	<p>This article discusses strategic planning and DNP education. Use of strategic planning for educational goals. Educating DNP nurses in strategic planning so they are well-positioned to be influential leaders within a healthcare organization.</p>	<p>Review of literature and evidence-based articles about strategic planning.</p> <p>Strategy was also used as a search term for exhausting a literature review.</p>	<ul style="list-style-type: none"> • Any articles which discussed the use of strategic planning were used for this literature review. • CINAHL, Business Source Complete, ERIC, MEDLINE, Scopus were used to find peer-reviewed articles that focused on strategic planning by nurses. • No articles were found about how to teach DNP nurses about strategic planning. 	<ul style="list-style-type: none"> • Early engagement in planning helps ensure nurses are part of the decision-making team. • Strategic plans account for organizational strengths, weaknesses, opportunities, and threats. • Strategic thinking and planning is enhanced with scheduled activities. <ul style="list-style-type: none"> ○ Each should have a clear purpose, reinforced through colleague and peer challenges to thinking. • DNP curriculum focuses on systems thinking (one of the essentials) and strategic planning facilitates this and demonstrates insight into change, culture, structure, behavior, etc. • Engaging in strategic planning involves engaging stakeholders within the organization (MDs, managers, etc.). • Online discussion forums provide opportunities for 24/7 collaboration. <p>Discussion forum provides dialogue among peers and helps reinforce learning objectives.</p>	<ul style="list-style-type: none"> • Limitations include not having a large amount of literature to work with. <ul style="list-style-type: none"> ○ There were limited articles focused on strategic management in nursing and no articles were found about how to teach DNP's about strategic planning • Most DNP nurses do not receive education about strategic planning, and thus do not understand how to apply it in institutional settings. <p>There is always a budget associated with strategic planning projects which can be forecasted in advance of implementation.</p>

<p>Woods, J., Moorhouse, M., Knight, L. (2019). A descriptive analysis of the role of a WhatsApp clinical discussion group as a forum for continuing medical education in the management of complicated HIV and TB clinical cases in a group of doctors in the Eastern Cape, South Africa. South African Journal for HIV Medicine 20(1). http://doi.org/10.4102/sajhivmed.v20i1.982</p>	<p>The purpose of this study was to investigate whether an application called WhatsApp can be clinically useful in the delivery of continued medical education.</p>	<p>The study analyzed clinicians' use of WhatsApp chat group.</p> <p>Clinicians specialized in HIV and TB care.</p>	<p>Descriptive Study</p> <p>An observational, cross-sectional study was conducted. Data was collected using a structured anonymous internet questionnaire.</p> <p>It was analyzed with Epi Info and used descriptive and analytic statistics to determine efficacy of its use in clinical practice.</p> <p>17 questions were used in a survey to measure pre- and post-intervention results.</p> <p>The investigator used a standardized tool to assess the information and population of study. The questionnaire was piloted to ensure that it was reliable.</p>	<ul style="list-style-type: none"> • Providers reported increase confidence level as an outcome of this study. • An association between the WhatsApp intervention and patient outcomes was identified. • When clinicians utilized the WhatsApp technology, they were 48 times more likely to feel confident in their clinical abilities after utilizing this method of education. <p>The overall results of this study suggest that the use of WhatsApp for clinical education is a novel idea that is underutilized, but also one with great potential.</p>	<p>The responses were favorable for the use of WhatsApp to guide clinical practice.</p> <p>The theory of cooperative learning was applied to this study and has relevance in clinical practice to enhance clinical competence among providers.</p> <p>Clinicians were also more likely to encourage and recommend the use of WhatsApp in other clinical contexts.</p> <p><u>Limitations</u></p> <p>A threat to validity of this study was identified due to sampling bias when administering the questionnaire.</p> <p>Non-responders possibly skewed the results.</p> <p>45% of participants did not fill out the post-intervention survey limiting the results of this study.</p>
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<p>Ziabari, S. M. Z., Kasmaei, V. M., Khoshgozaran, L., Shakiba, M. (2019). Continuous education of basic life support through social media; A quasi-experimental study. <i>Archives of Academic Emergency Medicine</i> 7(1). Retrieved from : http://journals.sbmu.ac.ir/aem</p>	<p>The purpose of this study is to determine the relevance of social media as a vehicle for continuous medical education.</p>	<p>Medical residents in an emergency medicine training program.</p> <p>Medical interns were also used.</p>	<p>This was a quasi-experimental study using a questionnaire of 20 items about BLS awareness.</p> <p>Quasi-experimental design 20 item questionnaire</p> <p>Telegram software was used as the social media platform in this study. Educational videos, photographs, and short texts were used. Statistical analysis was used to determine the test results using Paired t-tests and Independent t-tests</p> <p>Content validity was assessed using the Lawshe table and the results were recorded. The training was conducted in a person-to-person format by sending abstracts of taught materials.</p>	<ul style="list-style-type: none"> • Awareness of basic life support concepts increased significantly using social media platforms. • The knowledge base among providers using the Telegram software was significantly higher than the counterparts who did not use it (the control group). <p>The impact of continuous education was seen positively.</p>	<ul style="list-style-type: none"> • Findings indicate a positive effect on continuing education when social media software (in this case Telegram) is used as the vehicle for information delivery. • This demonstrates the positive role of modern communication mediums and their use within the student community. <p style="text-align: center;"><u>Limitations</u></p> <p>The lack of randomization contributed to the limitations of this research study.</p> <p>Future studies have been suggested that actually measure the skills rather than the knowledge to determine effectiveness.</p>
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CITATION	PURPOSE	SAMPLE /SETTING	METHODS (Design, Interventions, Measures)	RESULTS	DISCUSSION, INTERPRETATION, LIMITATIONS
<p>Kim, Y., & Kim, J. H. (2020). Using Photos for Public Health Communication: A Computational Analysis of the Centers for Disease Control and Prevention Instagram Photos and Public Responses. <i>Health Informatics Journal</i>, 26(3), pp. 2159-2180</p>	<p>The purpose of this study is to determine the most effective use of photography within the context of Instagram and public health.</p>	<p>The CDC Instagram account was analyzed for user engagement and involvement and statistical analyses were performed to determine the most effective methods of photography use.</p>	<p>A content analysis was performed that analyzed various aspects of photography and used statistical analysis to find correlation between elements of photography and user engagement.</p> <p>Statistics analyzed pixel features such as hue and saturation. The facial expressions of the photographed individuals were statistically analyzed to determine which facial expressions could yield the most results.</p> <p>Other visual features such as brightness, colorfulness, contrast, sharpness and color diversity were also statistically analyzed.</p>	<ul style="list-style-type: none"> • Minimal words yield better results • Words should have a call to action • Happy faces vs. neutral faces have lower engagement • Sharp photos (i.e. high resolution images) were positively correlated with higher engagement. • Imprinted text on photos are bigger and it is easier to pique interest rather than in-post text. • Public health responds well to Instagram when used for providing health information to patient populations • This study emphasizes the importance of visual storytelling for compelling message strategies 	<p>These various elements help structure the use of images for public health Instagram campaigns.</p> <p>Furthermore, this information provides instructions in general on basic photography elements when used for storytelling.</p> <p style="text-align: center;"><u>Limitations</u></p> <p>This study only used one organization (the CDC) to investigate social media and photography use. Future recommendations include research using multiple organizations' Instagram accounts.</p>

<p>Young, S. D., Cumberland, W. G., Lee, S., Jaganath, D., Szekeres, G., Coates, T. (2013). Social networking technologies as an emerging tool for HIV prevention. <i>Annals of Internal Medicine</i> 2013(159), pp. 318-324.</p>	<p>This study's purpose was to evaluate social media sites as a medium for communication patient information, specifically, HIV prevention strategies to the Black and Latino community in Los Angeles, California.</p>	<p>The sample for this population was limited to Black and Latino men who have sex with men individuals. A total of 112 respondents were included for statistical analysis.</p>	<p>This study was a randomized control trial. The trial had randomization with both a control and intervention group.</p> <p>Facebook was used to create two intervention and two control groups. There were 7 clusters with each cluster having 25 participants. Users in the control group were provided with public health information regarding HIV, risk factors, and methods of screening including the use of at-home HIV testing.</p> <p>The primary goal of this study was to increase the amount of self-reported at-home HIV screening.</p>	<ul style="list-style-type: none"> • The intervention group had a significantly higher rate of requested HIV testing kits than the control group • Social media sites led to increased rates of participation and engagement among the intervention group. 	<p>This primary research study helps make the case that social media communication can positively affect public health outcomes within specific populations.</p> <p>This study also specifically targets Black individuals living in Los Angeles and thus is more generalizable than other studies in that regard.</p> <p>The study concluded that Black and Latino MSM people found social media to be acceptable platforms for health-related communication. The community also found home-based self-testing to be an effective and acceptable screening method. This study shows how at-risk populations can be strategically targeted with pertinent health information.</p> <p><u>Limitations</u></p> <p>This study only utilized two Facebook communities per group. Location was self-reported. The study used only one platform for communication and suggested that multiple platforms be used in future research.</p>
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CITATION	PURPOSE	SAMPLE /SETTING	METHODS (Design, Interventions, Measures)	RESULTS	DISCUSSION, INTERPRETATION, LIMITATIONS
<p>Chisolm, D. J., Sarkar, M. (2015). E-health use in African American internet users: Can new tools address old disparities? <i>Telemedicine and e-HEALTH</i> 21(3), pp. 163-169. www.doi.org/10.1089/tmj.2014.0107</p>	<p>The purpose of this research study was to determine how the African American/Black community utilized online and mobile health information.</p> <p>It seeks to establish a pattern of healthcare consumer behavior so that public health efforts can be better informed.</p>	<p>The 2010 Pew Internet and American Life Health Tracking Surveys were used to collect information about healthcare consumer behavior.</p> <p>The survey represented the continental United States for people 18 years of age and older. There was a 13.6% response rate.</p>	<p>There were 718 respondents and only African American respondents who used the internet were included.</p> <p>Data analysis was performed using univariate chi-squared tests, multivariate logistic regression and finally univariate analyses to examine predictors that influenced variance in internet health behaviors.</p>	<ul style="list-style-type: none"> 63% of African Americans used internet to access the internet, read emails, and seek healthcare information Seeking healthcare information including reading emails, searching for health-related content, utilizing social media for health outcomes, and tracking their health activities online. Searching online was associated with income, education, age, gender, having insurance, and having a family member with chronic medical conditions. Individuals who have a family member or know someone with medical conditions are more likely to seek healthcare information. <p>African Americans are more likely to use health information to treat their illnesses instead of using traditional settings for education.</p>	<p>The majority of African Americans use the internet to seek healthcare information, specifically information to treat their illnesses.</p> <p>Socioeconomic and demographic differences only accounted for a small part of the differences seen between African American internet use and other users.</p> <p>Limitations</p> <p>Survey design limited generalizability of the results.</p> <p>Only individuals with access to the internet were included.</p> <p>The study was cross-sectional and thus it is not possible to establish causality.</p>

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