



Massachusetts Department of Public Health Division of Epidemiology and Immunization

Lessons from a Tweetiatrician:

Using Social Media to Advocate for Childhood Immunization

Mary Beth Miotto, MD, MPH, FAAP December 5, 2019

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of Pediatrics, and the #tweetiatrician, #SoMeDoc, and

vaccine advocacy communities.

Today's webinar objectives:

- Explain how healthcare professionals can promote the work they do by engaging on social media
- Describe how a #tweetiatrician or other advocates can disseminate information, counteract online misinformation, promote children's' health and connect with other advocates
- Describe specific scenarios for using social media to promote childhood immunization
- Employ techniques to avoid conflicts of interest, security concerns, and insensitivity during social media discussions of controversial issues
- Build a network of social media collaborators across a wide variety of fields that prioritize child health and wellness,

FACEBOOK WORDPRESS PODCASTS LINKEDIN

TWITTER

BLOGGER MOMMD DAILYROUNDS

STUDENTDOCTORNETWORK

INSTAGRAM SNAPCI

DOXIMITY

YOUTUBE PINTEREST

How do physicians engage on social media?

Passive Content Consumers



Content Producers

Content Commentators &
Curators

REFERRALMD, 30 AMAZING MOBILE HEALTH TECHNOLOGY STATISTICS FOR TODAY'S

There's room for everyone at every stage and comfort level.

- **Lurk**
- Distribute
- **▶** Comment
- ▶ Create



Who Might You Meet On Twitter?



clinical and research colleagues (#medtwitter)

-journalists

-legislators and members of congress

-specialty societies -hospitals

> -nurses -teachers

-teen advocates

-allies AND opponents of your advocacy efforts!



Why Are Child Health Advocates and Pediatricians Welcome Voices on Social Media?

- Pediatricians and nurses are natural advocates
- We are advocating for child health and not for ourselves
- ▶ We are experts who can:
 - Communicate the science of child health to the public
 - Influence public opinion about child health
 - ► Influence policy

Child Health Advocacy is strong on

Twitter





What can a healthcare advocate do on social media?



- Advocate publicly in "small bites"
- Counteract online misinformation:
 - vaccine safety, firearm injury, teen vaping.
- Educate the public and promote health literacy
- Influence policymakers
- Develop professional collaborations
- Laugh with others, cry with others...it's social
- Disseminate your academic, public health or volunteer work.
- Find new learning opportunities:
 - ► Twitter chats
 - Podcasts
 - Interspecialty discussions

Be Kevin Bacon

Never be more than a few degrees of separation from the core people you want to influence. If you need to reach Congress, follow that member's chief of staff, legislative assistant, significant other, pet you get the picture. The best way to influence an issue is to influence all the people the decision maker listens to.

Vaccine Advocacy on Social Media



Vaccine opponents are using Twitter and Facebook to disseminate fear in parents and influence policy.



From August 18 to December 1, 2014 when SB-277 came before the CA legislature, 250K #cdcwhistleblower tweets were posted. 63,555 of them originated from 10 anti-vax accounts.



Advocate for #StrongScience!

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

Journal of Medical Internet Research (2016):

- ▶ Between 2/1/15 and 3/9/15, during a high profile measles outbreak, there were 669,136 vaccine related tweets.
- Oregon and Vermont residents, who have the highest rates of non-medical exemptions for school entry immunization requirements, also had the highest social media engagement with vaccination topics on Twitter.

Insert #Evidence into Twitter discussions so the invisible "vaccine-hesitant" parents are hearing the truth from reliable sources: pediatricians & nurses.

#Vaccine Science speaks for itself but you have the tool to get the information out to the public, policy makers, the media.

Your Voice Matters!



What antivaxers like @TVRauth don't understand is that #VAERS was never meant to be the be-all and end-all of vaccine safety surveillance. It functions more like a "canary in the coalmine," to identify concerns that need to be followed up on using more rigorous methods. 8/

11:11 AM · May 1, 2019 · Twitter Web Client

2 Retweets 13 Likes

VAERS ID 493595-1 Positional Asphyxia as a result of being in a prone postion in adult bed.

VAERS ID 168749-1: "Death certificate states cause of death due to cerebral laceration w/open skull fracture due to an automobile accident." VAERS ID 206893-1: "The subject died of multiple system organ failure due to near-drowning, 163 days post-immunization." VAERS ID: 272228-1: Received Autopsy Report which reveals COD as asphyxia, cannot exclude parental overlay. Patient found face do[w]n position after co-sleeping w/parents VAERS ID 336129-1: Mom
discovered infant's head wedged
between pillow and bed
Compressive asphyxia.
Compressive markings of skin of
chest shoulders and sides of face."

VAERS ID 209245-1: "The autopsy report states accident automobile, death."

VAERS ID 204529-1: "The autopsy states suffocation."

VAERS ID 179604-

1. asphyxia due to

aspiration of foreign

VAERS ID: 336129-1." Death
- Morn discovered infant's
head wedged between
pillow and bed, Autopsyreport showed accidental
suffocation as COD."

VAERS ID 082237-1 "autopsy done conclusion accidental suffocation as COD"

VAERS ID 244965-1: Autopsy report received which revealed COD as asphyxia, smothering in face down position on mattress. Patient was cosleeping w/2 adults & male adult was lying directly on back of patient's head."

VAERS ID: 029812-1: "Reported as SIDS; Autopsy is being performed of found to have generalized vicemia & viral myocarditis. Reporter states that death was not in any way related to immun."

VAERS ID: 288181-1:

'traumatic asptyxia dueto entrapment of head
between mattress &
headboard."

VAERS ID 300036-1. "Unsafe sleeping conditions documented. Distinction between SIDS and subtle forms of asphyxia could not be made by autopsy alone."

VAERS ID 161098-1: "infant asleep with 16 year old sibling. Mother found arm of sibling across baby's face and baby was not breathing. Final cause of death stated as suffocation by mechanical asphyxia"

> report which stated COD as asphyxia. Patient had been

placed face down on baby

blanket covering adult size

comforter which had been

VAERS ID 308661-1: "The patient was

asphyxia wiblunt force injuries,

acute bronchopneumonia RUL"

killed in an automobile traffic accident"

VAERS ID 303172-1: Circumstances

suggested smothering & mechanical,

VAERS ID 2159941. Autopsy
Report states
COD was
suffication.

object*

VAERS ID: 103029-1: "died of asphyxia, compression of neck VAERS ID 424300-1: No known vaccine adverse reactions, parents report father rolled over on infant found unresponsive per mother... asphyxiation per suffocation."

VAERS ID 262512-1: "accidental asphyxiation (wedging against parent and couch cushion)."

VAERS ID 367379-1: "Killed in a car accident while VAERS ID 257920-1: "autopsy pulling out of the street where the clinic was located"

VAERS ID 325385-1: "Asphyxia due to overlay due to co-sleeping with older sibling and parents in same bed. Petechiae of eyes."

ta (((Dorit Reiss))) Retweeted



CrapPediatrician @TakeThatCDC · 6h

Replying to @itsmepanda1 @emartinez78987 and 47 others

The protective efficacy of two doses of MMR. It was just a few years after the second dose was added to the schedule because of the epidemic in 1991. This 97% thing is not news.

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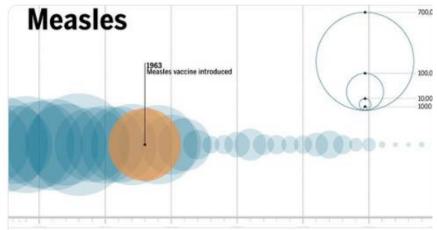
✓ Eradicated smallpox

✓ Drove the dramatic decline of polio AND

✓ Meningitis AND

✓ Diphtheria

gates.ly/2VegPMa #TBT #VaccinesWork



Here's the visual proof of why vaccines do more good than harm

See year by year how vaccines beat back nine dangerous infectious diseases

sciencemag.org

€ 142 0 259

t] (((Dorit Reiss))) Retweeted



Ralph Marcucio @mcfunny · 39m

Replying to @DrG_ND @doritmi @RevChuckCurrie

you can also check out the requirements for the new Hepatitis B vaccine by clicking the highlighted link

hhs.gov/hepatitis/blog...

Supporting Documents

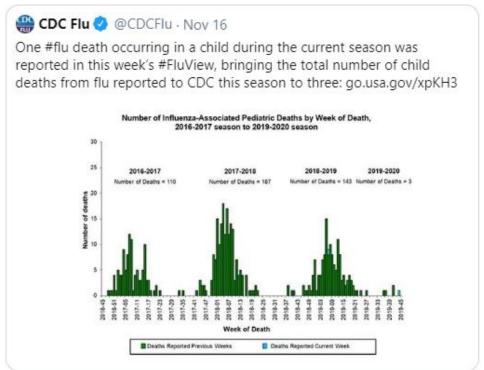
- March 22, 2018 Approval Letter HEPLISAV-B
- November 9, 2017 Approval Letter HEPLISAV-B
- November 9, 2017 Summary Basis for Regulatory Action HEPLISAV-B
- · OVRR and OBE Office Directors' Memo
- Approval History, Letters, Reviews, and Related Documents HEPLISAV-B

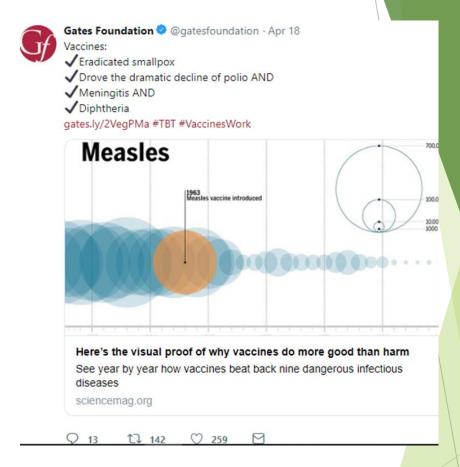




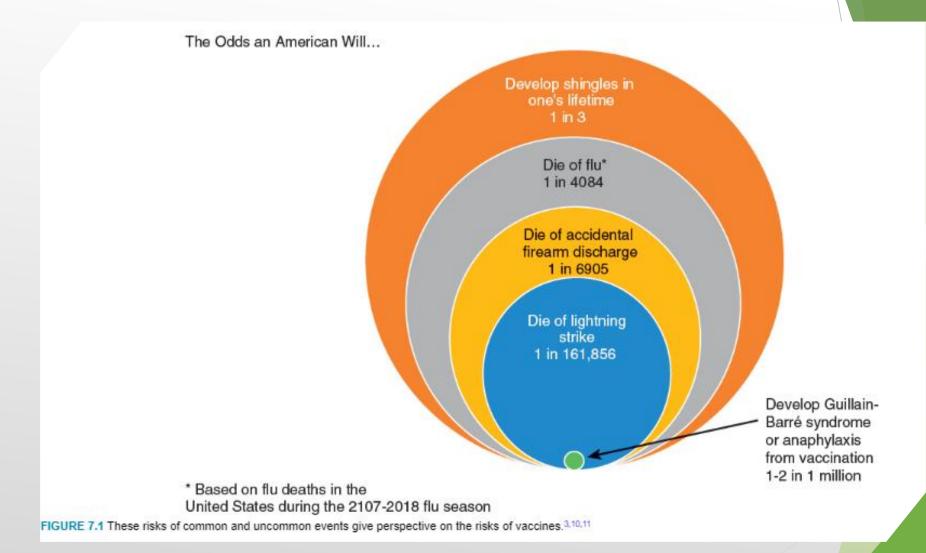


DaraVFAlbert, DO @daravfalbert · Nov 16 **#VaccinesSaveLives** #tweetitrician #fightflu



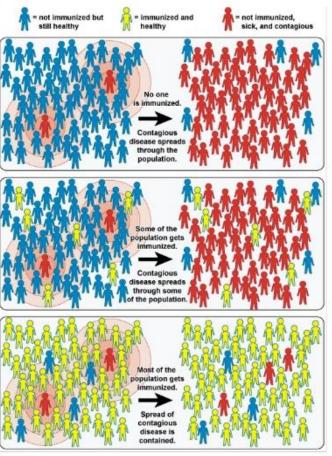


Graphics Are Powerful Tools

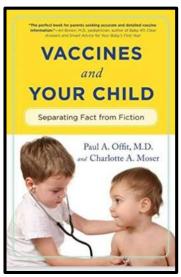


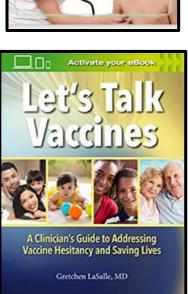
Teaching about Risk is a Tricky Business but Graphics can Illustrate Effectively

Many have "heard" of HERD IMMUNITY but how best to explain it....
Find good graphics!

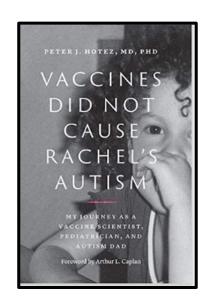


Credit: MIAI





. Wolters Kluwer



Find Strong Resources to Help YOU Master the Science behind Vaccines



C: Corroborate: Acknowledge the individual's concerns and find a point you can agree on: "I know we all worry about putting any chemicals into our child's body because safety matters to both of us."

S: Science: "The flu shot is actually a killed virus. There are preservatives and antibiotics in the vial to make the vaccine even safer."

A: About me: not egotistical but human: "I've been a pediatrician for over 27 years and although I can tell you from experience I haven't had a patient with a severe vaccine reaction, I'm also that geeky doc who keeps studying science so I can answer your questions."

E: Explain/Advise: Make a recommendation based on science: "in 2017, 186 children died from influenza. Eighty percent were healthy and unvaccinated. That is why I vaccinate my kids and highly recommend yearly flu vaccine for all of the families I care for."

The CASE Approach

- Focus on the facts, not myths. Combatting the myths in detail may inadvertently reinforce them. (Backfire effect)
- If you feel forced to address a myth, simply state that it is false and move on to the facts.

Share your personal experiences.

Do you have a family member who is immunosuppressed? How do you think about herd immunity with your loved one in mind?

- Don't lecture and give every piece of information you know about a topic to be effective.
- Lecturing can be interpreted as condescending.

- Respond online as if you were in person. Be sympathetic and understanding. "What in particular about this vaccine concerns you?"
- Meet people where they live.



MDFiscusMD @drfixus · Nov 13

Keep sharing evidence-based info, no matter how tiresome the trolls. Not doing so leaves the lies in the void.

#VaccinateYourKids

Anti-vaxxers in 3..2.. 16/16

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98

Will I be cyberbullied?

Are you worried about Trolls, Bots and Bullies?



Cunt Chocula @FMcQueen31 · Dec 24, 2017

Somebody's raking in those #pharmashill & #vaxshill bucks 😂 😂





















Vincent lannelli, MD @AboutPediatrics · Sep 21

Pediatricians must stand up against anti-vax folks who mislead, misinform, and scare parents away from vaccinating and protecting their kids, #tweetiatrician #SoMeDocs #medtwitter



The average pediatrician sees 15 Wellness visits per day (roughly half of total avg. daily consults) or 3,699 per year = \$1,428,750 profit/ year per doctor from scheduled vaccines plus BCBS reimbursements. A fairly typical Pediatrics practice (five doctors) sees 20,000 Wellness visits/year = \$7,619,798 in vaccine profits plus BCBS reimbursements. Now you know why they eject kins who can't vaccinate, why their trade association, AAP, supports draconian vaccine mandates and why most pediatricians have chosen the wrong side of history. As Upton Sinclair explained: "Its difficult to get a man to understand something when his salary depends on his not understanding it." BTW. To justify SB276, Sen. Pan charged that greedy, unscrupulous doctors were selling exemptions. But with these rich

Why are parents scared to vaccinate their kids?

Because they listen to and believe anti-vax talking points, like that ediatricians (the lowest paid docs) make millions on vaccines or would put profits over doing what is best for their kids.

Pediatricians, public health professionals, and legislators may be portrayed as greedy or willing to risk children's lives.



(((Ka-barSword))) @patrickcfenn1 · Oct 20

Here is some evidence. Apparently your chosen profession kills lots of people, including this 2 year old....



The third-leading cause of death in US most doctors don't want you to ... More than 250,000 people in the US die yearly because of medical mistakes, making it the third-leading cause of death. @ cnbc.com







How do #Tweetiatricians handle Social Media Hostility?

Turn Down the Volume:
Ignoring, Muting, Blocking, and
Finding Allies

When The Temperature Rises:

Find common ground with other advocates...and even occasional with policy opponents Call for reinforcements if you are feeling overwhelmed in a "hot topic" OR

Mute and block

Create boundaries for yourself

Who blocked ME?



Why do all the vaccine opponents run, hide, & block when the cool microbiology & immunology comes out? Don't they want their followers to

#UnderstandVaccines?

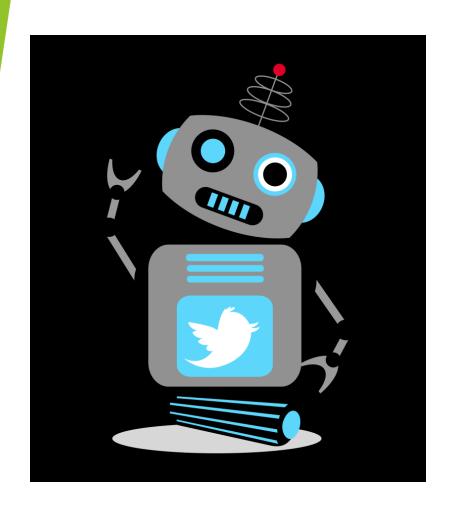
#DontRunFromScience

#VaccinesSaveLives

@DrMilesDC blocked you

You are blocked from following





Can you spot a bot?

https://www.unhackthevote.com/downloads/

Allies in Vaccine Myth-busting on Social Media: "Who you gonna call?"



Phone-a-Friend

Create a DM group of vaccine advocacy buddies and give a holler if you need back up or some extra doses of science understanding



APPENDIX C

Step-By-Step Outline to Clean Up



Facebook

- 1. Leftover Page Clean-Up
- 2. Report Fraudulent Reviews & Recommendations

Yelp

- 1. Report All Remaining Fraudulent Yelp Reviews
- 2. Continue to Monitor Yelp for Removal of Current & New Fraudulent Reviews

Google

- 1. Flag & Report Fraudulent Reviews
- 2. Send Twitter Direct Message to @GoogleMyBiz; Briefly Explain the Attack & Ask for Help
- 3. Repeat #2 as Necessary (Because it May be Really Necessary)
- 4. Continue to Monitor Google Listings for New Fraudulent Removal

https://static1.squarespace.com/static/5cc216f2c2ff6132d9d57816/t/5d8 8f048c1b2d2788b4726c6/1569255512703/Kids+Plus+AAV+Toolkit.pdf What is YOUR social media goal?

- -educate on vaccines?
- -tell human stories of physicians?
- -be known as a health equity advocate?
- -be a friendly voice for kids and their advocates?



Your Digital Footprint

Plan your Social Media Footprint and revisit your plan just as you review your professional goals regularly

Social Media Advocacy Pearls

- Don't get consumed with your "follower" numbers:
 - IMPACT: Quality NOT Quantity
 - Are you there to promote yourself or your ideas?
 - Your Twitter feed is what you make of it. Choose whom YOU follow carefully.
 - Think of building your audience as a process of building your community and connecting.

- Respect the voices of patients and parents
 - Would you mock a parent of an ill child in person?
- Be mindful of WHO you follow:
 - Diverse voices
- AMPLIFY the messages that are meaningful
- PROMOTE the messengers who can impact child health, equity or other causes that you value

Social Media Etiquette on #Medtwitter for #Tweetiatricians, #SoMeDocs and other health advocates:

- 1. Do not fear social media
- 2. Never post anything when angry
- 3. Strive for accuracy
- 4. When in doubt, pause
- 5. Don't post anything that can identify a patient
- 6. Ask permission
- 7. Be respectful
- 8. Assume beneficence
- 9. Be careful "friending" patients online
- 10. Educate yourself and ask questions

Mandrola J. Dr. John M. http://www.drjohnm.org/2013/04/ten-simple-rules-for-doctors-on-social-media/. Published April 18, 2013.

Don't be afraid to be yourself. Bring your favorite things and your personality to Twitter. Bots don't have personality so you're showing that you are a human leader.



Considerations:
Professional Status
and your Social
Media Presence

Check	Check with your institution about their social media policy.
Clarify	Speak to the public relations department to clarify. Encourage them to develop social media guidelines.
It's Personal	Most MDs create a personal account and many include a disclaimer that they are not representing the views of their institution.
Discretion	In exam rooms, nurses stations, or elevator, you care about confidentiality, privacy, and HIPAA. Discretion belongs online too.
Think	Think twice, type and reconsider again before posting.

Twitter 201

Take a "tweetatorial" to learn the nuances of Twitter

- If the AAP or your
 Twitter friends recruit
 you to film an
 advocacy video, do it!
 - Reach out to journalists to get experience in traditional media

Learn how to schedule your posts using a service like Hootsuite...and teach a friend.

Attend a #SoMeDoc live meetup

LiveTweeting An Event Gets Attention

Mary Beth Miotto MD MPH @MAhealthforkids · Apr 9

Pediatricians are out in full force to #SpeakOutForKids and excited to hear @drkimshrier and @ChrisMurphyCT speaking about

#FirearmInjuryPrevention legislation at the Capitol today. #AAPLegCon





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Mary Beth Miotto MD MPH @MAhealthforkids · Apr 9

Thanks to Alex Davidson for hosting our large group of #pediatricians from @MassChapterAAP to discuss @SenWarren's excellent record on #gun violence prevention in the Senate.

83 kids injured or killed by firearms every day is 2 busloads of kids. Enough! #AAPLegCon



My #SoMeDoc journey

April 2017: First Tweet at MMS Annual Meeting April 2018: LiveTweeted at #AAPLegCon November 2018: Invited Skype Lecturer for School Nurses in NJ

Co-hosted @SoMeDocs #Engage Continues to tweet: 5400 followers















Mary Beth Miotto MD @MAhealthforkids · Apr 7
Happy to have you join our merry band of #tweetiatricians @jckabat!
#AAPLegCon





Mary Beth Miotto MD @MAhealthforkids · 9 Nov 2018

One more thing I've learned from #medtwitter (or #pedtwitter). I always ask about firearms but never asked a school age child about what they'd do.A wonderful conversation starter even if/especially if "it's the wrong answer". #ChildHealth #ChildSafety #GunSafety #ThisIsOurLane

Deborah Greenhouse @greenhousemd

Asked a 6 year old today what he would do if he found a gun while playing at a friend's house. He said he'd grab it and play with it. His mom was shocked. I wasn't. It was the most important thing I talked about at his well visit. #ThisisMyLane #tweetiatrician #NRA

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Mary Beth Miotto MD @MAhealthforkids · 23 Jul 2018

Replying to @DoctorJinnette

For clinical wisdom and fun @AllergyKidsDoc @drneel1973 @DocAroundThClok For advocacy: @meganranney @hshermd @peter_masiakos @JosephSakran For the voice of patients: @morethanmySLE @AdyBarkan @mattbc For policy @ASlavitt For wellness @NatsforDocs! #medtwitter

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Mary Beth Miotto MD MPH @MAhealthforkids · Sep 2

Partner with your child's pediatrician and never be afraid to ask questions. If you make an appt for a followup vaccine visit because your child is miserable with a cold, nobody will FORCE you to vaccinate then.We're a team.Treat us as the experts who listen to parent experts.



Child Health Hashtags to "follow" -Hint: search hashtags to locate content on a Twitter feed

```
#tweetiatrician
#PutKids1st
#VaccinesWork
#VaccinesSaveLives
#WeVaccinate
#Tobacco21
#HeforShe
#MedTwitter
#AAPLeads
#SoMeDocs
#MedEd
```

#ThisIsOurLane #FirearmInjuryResearch #DoctorsSpeakOut #KeepKidsCovered #everychildneeds #research4kids #KeepKidsCovered **#FACEpoverty** #InvestInKids **#VoteKids**

A list of child-friendly Twitter friends:

- @AAPNews
- @HealthyChildren
- @DrKimSchrier
- @TheKidKidDoc
- @namd4kids
- @DeannaMarie208
- @BetaMomma
- @Dr_ScottK
- @DocLauraLawler
- @DocEMurray
- @DrJaimeFriedman
- @UrbaneDoc4Kids
- @MonaHannaA
- @EMeadeMD
- @LeeBeers
- @Pkshaw1

- @DrBurkeHarris
- @juliemlinton
- @pediacast
- @SeattleMamaDoc
- @PedsGeekMD
- @navsaria
- @DrSriram

Non-pediatrician Pro-

Child Health:

- @leadingforkids
- @4americaschild
- @MassParents
- @LittleLobbyists
- @BruceLesley
- @IAmTheHerd

Start tweeting today. Bring your voice and expertise to let people know that #VaccinesWork.

Questions or slides requests?

DM/Direct Message me on Twitter

@MAhealthforkids or
email me at MAdocforkids@gmail.com

Thank you.

