Lessons from a Tweetiatrician:

Using Social Media to Advocate for Childhood Immunization

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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
INSTAGRAM
SNAPCHAT
DOXIMITY
YOUTUBE
PINTEREST
BLOGGER MOM MD DAILY ROUNDS
STUDENT DOCTOR NETWORK
SERMO
How do physicians engage on social media?

Levels of Social Media Engagement

- Content Producers
- Content Commentators & Curators
- Passive Content Consumers
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

Kathy Hassey
@kathyhass  Follows you

Sally Goza
@sallygoza

Robin Cogan
@RobinCogan  Follows you

Lynda Young
@LyndaYoung4

Carole Allen
@drcarolea

Jenny M Gormley
@jennymgormley  Follows you

Dr. James Perrin
@AAPPerrin

MCAAP
@MassChapterAAP
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.

From “9 Ways to Use Twitter Politically” by Susanna Cagle, CQ.com;12/9/15
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/
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
<table>
<thead>
<tr>
<th>VAERS ID</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>493658-1</td>
<td>Positional Asphyxia as a result of being in a prone position in adult bed.</td>
</tr>
<tr>
<td>272228-1</td>
<td>Received Autopsy Report which reveals COD as asphyxia, cannot exclude parental overlay. Patient found face down in position after co-sleeping with parents.</td>
</tr>
<tr>
<td>203245-1</td>
<td>The autopsy report states accident automobile, death.</td>
</tr>
<tr>
<td>204529-1</td>
<td>&quot;The autopsy states suffocation.&quot;</td>
</tr>
<tr>
<td>336129-1</td>
<td>&quot;Mom discovered infant’s head wedged between pillow and bed. Compressive asphyxia. Compressive markings of skin of chest, shoulders and sides of face.&quot;</td>
</tr>
<tr>
<td>029812-1</td>
<td>&quot;Reported as SIDS; Autopsy is being performed and found to have generalized jaundice &amp; viral myocarditis. Reporter stated that death was not in any way related to immun.&quot;</td>
</tr>
<tr>
<td>363172-1</td>
<td>Circumstances suggested smothering &amp; mechanical asphyxia with blunt force injuries, acute bronchopneumonia RUL.</td>
</tr>
<tr>
<td>161098-1</td>
<td>&quot;Infants sleep 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.&quot;</td>
</tr>
<tr>
<td>030036-1</td>
<td>&quot;Unsafe sleeping conditions documented. Distinction between SIDS and subtle forms of asphyxia could not be made by autopsy alone.&quot;</td>
</tr>
<tr>
<td>257923-1</td>
<td>&quot;Autopsy report which stated COD as asphyxia. Patient had been placed face down on baby blanket covering adult size comforter which had been pulled out of the street where the clinic was located.&quot;</td>
</tr>
<tr>
<td>325385-1</td>
<td>&quot;Asphyxia due to overlay due to co-sleeping with older sibling and parents in same bed. Petechiae of eyes.&quot;</td>
</tr>
<tr>
<td>082237-1</td>
<td>&quot;Autopsy done conclusion accidental suffocation as COD.&quot;</td>
</tr>
<tr>
<td>308681-1</td>
<td>&quot;The patient was killed in an automobile traffic accident.&quot;</td>
</tr>
<tr>
<td>179604-1</td>
<td>1. asphyxia due to aspiration of foreign object.</td>
</tr>
<tr>
<td>244965-1</td>
<td>&quot;Autopsy report revealed COD as asphyxia, smothering in face down position on mattress. Patient was co-sleeping with adults &amp; male adult was lying directly on back of patient’s head.&quot;</td>
</tr>
<tr>
<td>215994-1</td>
<td>&quot;Autopsy report states COD was suffocation.</td>
</tr>
<tr>
<td>262512-1</td>
<td>&quot;Accidental asphyxia (wedging against parent and couch cushion).&quot;</td>
</tr>
<tr>
<td>288181-1</td>
<td>&quot;Traumatic asphyxia due to entrapment of head between mattress &amp; headboard.&quot;</td>
</tr>
</tbody>
</table>
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.
Gates Foundation @gatesfoundation · Apr 18
Vaccines:
✓ Eradicated smallpox
✓ Drove the dramatic decline of polio AND
✓ Meningitis AND
✓ Diphtheria
gates.ly/2VegPMa #TRT #VaccinesWork

[Image of Measles chart]

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
scienceimag.org

[Ralph Marcucio @mcfunny · 39m]
(((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
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!
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.”

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.”

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

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.
Are you worried about Trolls, Bots and Bullies?

Will I be cyberbullied?
Pediatricians, public health professionals, and legislators may be portrayed as greedy or willing to risk children’s lives.
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?

Mary Beth Miotto MD MPH @MAhealthforkids

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

Mary Beth Miotto MD MPH @MAhealthforkids - Aug 29
Can anyone tell me why a man whose movies I've never seen, with whom I've never had an interaction in real life or in social media, blocked me? Not only weird, but he's got too much time on his hands if he blocked a
#tweetiatrician
#VaccinesSaveLives

@RobSchneider blocked you

You are blocked from following @RobSchneider and viewing @RobSchneider’s Tweets.
Can you spot a bot?

[Link to download page](https://www.unhackthevote.com/downloads/)
Allies in Vaccine Myth-busting on Social Media: “Who you gonna call?”

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

Phone-a-Friend
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/5d8f048c1b2d2788b4726c6/1569255512703/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?

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

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.
<table>
<thead>
<tr>
<th>Considerations: Professional Status and your Social Media Presence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Check</strong></td>
</tr>
<tr>
<td><strong>Clarify</strong></td>
</tr>
<tr>
<td><strong>It’s Personal</strong></td>
</tr>
<tr>
<td><strong>Discretion</strong></td>
</tr>
<tr>
<td><strong>Think</strong></td>
</tr>
</tbody>
</table>
Twitter 201

- 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
- Take a “tweetatorial” to learn the nuances of Twitter
- 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 @drkimshnier and @ChrisMurphyCT speaking about #FirearmInjuryPrevention legislation at the Capitol today. #AAPLegCon

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
Pay it forward: Welcome Others to MedTwitter
Promote the Good Messages
Amplify Underrepresented Groups

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

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
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  #ThisIsOurLane
#PutKids1st  #FirearmInjuryResearch
#VaccinesWork  #DoctorsSpeakOut
#VaccinesSaveLives  #KeepKidsCovered
#WeVaccinate  #everychildneeds
#Tobacco21  #research4kids
#HeforShe  #KeepKidsCovered
#MedTwitter  #FACEpoverty
#AAPLeads  #InvestInKids
#SoMeDocs  #VoteKids
#MedEd
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.