

Social Media & Florida KidCare

Innovations

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How to Utilize Social Media in Community Outreach

The use of social media for health promotion is becoming a highly utilized communication tool to educate and prompt health behavior change (Korda & Itani, 2013). Moorehead et al. (2013) found “social media is changing the nature and speed of health care interactions between individuals and health organizations.”

Social media is being used by Florida KidCare Local Coalitions and Florida KidCare application assistance programs to reach families with uninsured children and connect them to Florida KidCare, the state's Children's Health Insurance Program and Children's Medicaid. Whether through Facebook, Pinterest, or Twitter, Florida KidCare partners are discovering that, in order to reach families, they need to utilize the same tools the families are using to access information.

Social media has created a capacity to reach a broad audience with the potential to connect

uninsured children to Florida KidCare. It is critical to have a thoughtful program design, implementation, and evaluation method to harness the power of social media for an organization's intended impact. Social media is providing an opportunity to interact with families and community partners in real time and an organization needs to create a structure to facilitate the exchange (Grajales et al., 2014).

Not unlike face-to-face outreach, social media efforts need to be strategically approached and executed to obtain optimal results. Korda and Itani outline critical components that are a standard for social media outreach: understanding intended audience,

determining intended outcomes, utilizing specific desired behavior response, crafting behavioral change theory in determining how to effectively elicit messaging that capture these characteristics, and implementing an evaluation process (2013).

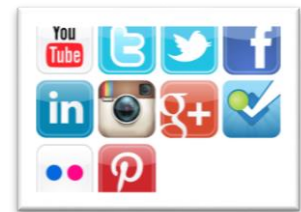
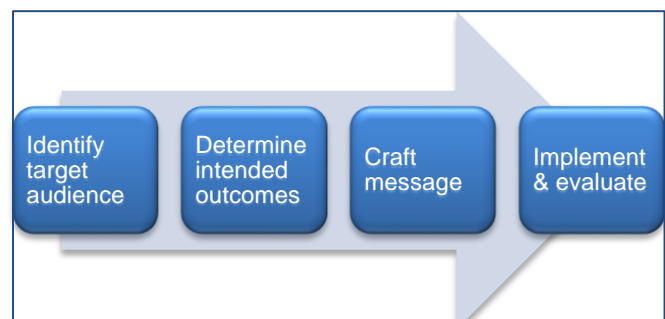


Figure 1: Components of designing targeted social media efforts Adapted from Korda & Itani (2015). Harnessing social media for health promotion and behavior change



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LOCAL FLORIDA KIDCARE COALITIONS: REACHING YOUNG FAMILIES VIA FACEBOOK IN PINELLAS

Florida KidCare outreach partners are developing communication with families who have uninsured children that may be eligible for Florida KidCare through using social media. Partners across the state are attempting to reach out, connect with families through Facebook, Twitter, Instagram, and/or Pinterest to provide Florida KidCare education, as well as, promote where to obtain application assistance.

The Pinellas County Florida KidCare Local Coalition, led by the Healthy Start Coalition of Pinellas County (HSCPC), is making concentrated efforts to reach young families via their Facebook page, in order to link families with uninsured children to health care coverage. HSCPC utilizes Facebook as their primary social media tool, citing that it is the primary platform for young families in Pinellas County to look for health information. Cindy McNulty, HSCPC's Pinellas County Florida KidCare Local Coalition chair, shared that, "Facebook is not the platform for individuals to receive specific medical advice. It is the platform to share information and notify families about programs and resources", such as where to receive application and renewal assistance for Florida KidCare or where there is a community event offering hands-on Florida KidCare application assistance. McNulty stated that by "posting 'healthy and helpful' information for families twice a week, HSCPC has found Facebook to be a viable tool to reach families because it is 'that safe space to respond appropriately for anyone' needing assistance. HSCPC evaluates the impact of their Facebook outreach campaigns by using Facebook analytics. HSCPC tracks the access to the social media site and which resources are highly utilized off the page. Additionally, HSCPC tracks the demographics of the visitors to their Facebook page, allowing them to customize and tailor messages, ensuring they are reaching their targeted audience.

"In the United States, 39% of adults use social media, such as Facebook, for health information" (Moorehead et al., 2013)

Source: Healthy Start Coalition of Pinellas County Facebook page



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LEE HEALTH UTILIZES SOCIAL MEDIA TO INFORM COMMUNITY

Kim Samuelson utilizes the Lee Health webpage, Lee Health Facebook page, and electronic newsletters to keep providers and the community educated on Florida KidCare assistance and enrollment. After receiving a grant, Lee Health was required to utilize social media and disseminate information regarding Florida KidCare application assistance and enrollment. The application assistance project found that a program embedded in a hospital needs to abide by certain social media regulations. Thus, the project collaborates with the Lee Health Public Information Officer and has created a public relations plan for the hospital's Florida KidCare program that incorporates the hospital social media policies and procedures. An example is that the Florida KidCare program cannot use the Lee Health Facebook page to promote services while they are on the Lee Health campuses but they are able to stream live or post on the Lee Health Facebook page from community-based outreach events that are off campus.

The Lee Health Florida KidCare project also has a large network of community partners, including hospital providers, school nurses, specialized physicians, the United Way, and the Lee/Collier Local Florida KidCare Coalition. Lee Health needed to be able to not only to connect families to coverage but to keep these partners informed about their application assistance project. They also needed to provide quarterly administrative updates to providers within Lee Health who serve families including new policy and/or application assistance information to ensure all providers have access to the same best practices. Through the Lee Health web page, the project is able to provide families and partners with real time answers to simple questions about Florida KidCare, promote outreach events, and provide hours of operation for their application assistance sites. The project sends out a quarterly electronic newsletter to all community partners that discusses any changes in the Children's Medicaid and Florida KidCare programs, peer-to-peer tips for application assistance, and Florida KidCare success stories that they can share with their families. The next steps for the Lee Health Florida KidCare social media efforts is to address language barriers by translating information into different languages and create an evaluation plan based on the website analytics to determine the impact of their efforts.



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Social media platforms are becoming increasingly popular for health promotions, yet they are rarely evaluated to determine the impact they are having in the real world (Lim, et. al., 2016). In fact, social media can: lack reliability, have quality control concerns, contain a lack of confidentiality and privacy, risk disclosure of personal information online, create information overload, and leave consumers unsure on how to correctly apply information found online to their personal health situation (Moorhead et al, 2009). Therefore, Florida KidCare outreach and application assistance projects need to ensure they are utilizing a viable method to evaluate social media programs, to ensure their communication effectiveness and impact.

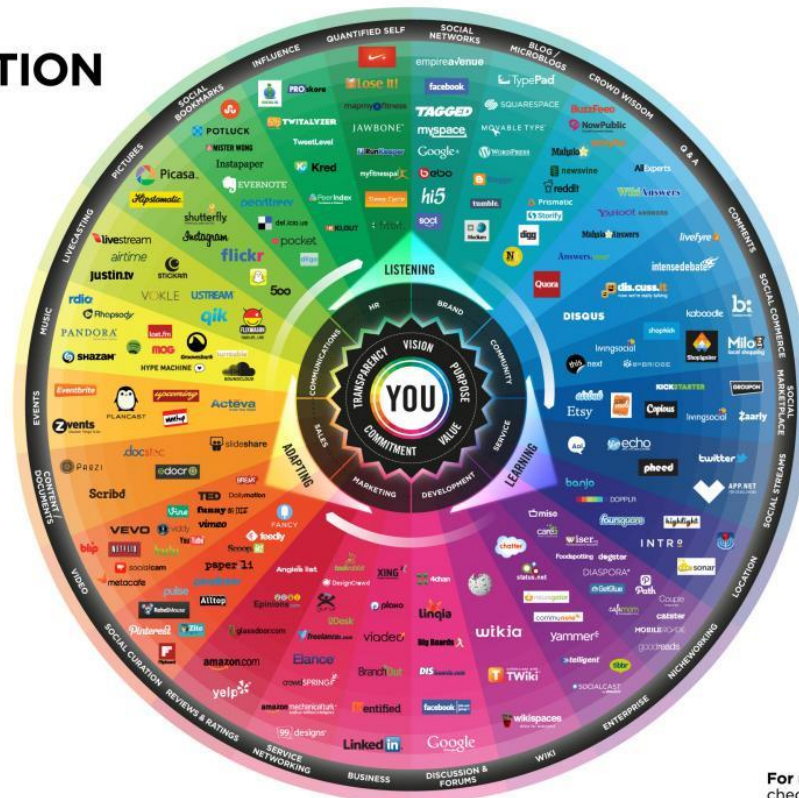
Brian Solis (2017) developed the Conversation Prism, “a visual map of the social media landscape. It’s an ongoing study in digital ethnography that tracks dominant and promising social networks and organizes them by how they’re used in everyday life.” Florida Kidcare local coalitions and application assistance projects can use the Conversation Prism to show that social media is a fad and needs to have a formal plan of action to have an impact. Harris and McCabe (2017) state that key performance indicators need to be established for social media effects and that “Key Performance Indicators (KPIs) could include, for example, ‘total amount of followers and fans, your growth rate over a period of time, and/or the reach you have on Facebook and Twitter’. In their example, a goal might be to ‘engage our audience to talk about our issues’ and the metric goal might be ‘50 Facebook comments, 150 Twitter mentions’. Once the KPIs have been established, the Florida KidCare project can use analytics provided by social media sites to assess three key metrics:

- Exposure (reach of the number of times contents were viewed)
- Engagement (number of people who respond to a message); and
- Insights (whether audience engagement is positive, neutral, or negative)

Social media has proven impactful in reaching children and families to provide information and connect them to assistance and enrollment. As more Florida KidCare programs such as the Healthy Start Coalition of Pinellas County and Lee Health integrate social media into the fabric of their communication and community engagement, understanding how to replicate such efforts and track its impact need to be future goals for the use of social media as innovative means to connecting uninsured children the health care coverage.

THE CONVERSATION PRISM

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