Adolescents with asthma are the least compliant group for disease self-management. Mobile technologies and social media technologies are being evaluated for their utility in chronic disease management and care, such as diabetics. The current study examines novel techniques for using SMT for enhancing self-management of severe asthma among teenagers attending academic asthma clinics in the Tampa Bay region. Thus far, research has identified key perspectives from physicians, caregivers, and teens themselves on issues surrounding asthma conditions and teenagers experiences managing asthma. 

Purpose – we present specific thematic data demonstrating caregiver and teen perceptions and attitudes toward the use of SMT in and social networking sites in bolstering self-management and health education.

Methods in Social Marketing

- 36 individual in-depth interviews comprising 18 caregiver-teen pairs
- Interview guides reflect the marketing mix framework that would inform subsequent software instrument
- Recorded, transcribed, and coded to identify themes & emergent ideas that can build a grounded understanding
- Discordant coding was resolved among coders through further discussion
- Analysis in NVivo 8.0

Results

- Teens and caregivers confirm willingness to participate in a database system and to receive feedback that is relevant to status
- Participant-provided examples of feedback include: “take daily medication,” “purchase refill medication,” and “measure peak flow”
- Participants would like to receive alerts and treatment solutions when their asthma status worsens
- Texting noted as a valuable communication mode for this process
- Willingness to take part in a social network varied among participants
- Communicating with unfamiliar participants in a social network was an important concern for teens

Conclusions

While this research is ongoing, it is clear that a dynamic database as a self-management aid has distinct value among caregivers and teens, but the values of a social network must overcome concerns pointed out by teens and caregivers. Coupled with similar work from physicians, researchers can now sculpt a useful database that is practical for self-management and patient-provider interactions.

References


