

YouTube:Broadcast Your Health!

**Lessons learnt using
social media to
promote women's
health....**





Quick summary of the project...



In short....

- > The Women's Information Service (WIS) and the SA Cervix Screening Program (SACSP) partnership developed through Women's Health Services Network
- > WIS awarded 2 x \$500 community small grants as part of **Pap Awareness Week 2012**
- > Engaged **Adelaide University Women's Group** and **The Friday Fun Group** (young Mum's) to make **digital stories** regarding promoting Pap smears to their age group (women were **experts**)
- > **Workshops** held to develop videos, then uploaded to **Facebook** and shared by women
- > Screening event was held, and **Channel 10** picked up the story

The Model

Key aspects that contributed to the project's success





1. Working with already established groups

- > WIS utilised their extensive networks to identify community groups whose members fit the target population
- > Enabled women to engage easily with the activity, and provided a cohesive environment to discuss sensitive topics
- > Strengthened team work skills within the members of the groups



2. Reward and recognition

- > Videos developed were screened at an event following the project
- > Prizes were awarded for ‘People’s Choice Award’ ‘Judges Award’ and ‘Most Viewed’ – this encouraged women to share videos amongst own networks
- > Videos were uploaded to WIS’ facebook to allow the community to vote on the videos



3. Being economical

- > Active steps were taken to ensure the project remained as low cost as possible
- > Film maker was a recent graduate looking for experience and willing to share knowledge
- > The equipment used was low cost and widely available – could have used mobile cameras
- > Utilising volunteers and those looking to gain experience



4. Maintaining broader context

- > Sessions provided a clear link to the lives of the women and/or the nature of the group
- > Ensured sessions were relevant and relatable
- > Women 'experts' as we asked them: what promotional advert would make **you/your friends** get a Pap smear?

5. Collaboration

- > The project engaged a range of groups – SACSP, WIS, film maker, women's groups
- > The project had value (beyond financial) to all involved
- > Has allowed for ongoing collaborative work



6. Social Media

- > Relevant to younger group
- > Provided a unique aspect to the project
- > Low-cost form of promotion
- > Added ownership to project
- > Allowed messages to reach a wider audience

7. Clinician support

- > Promoted validity of information
- > Reduced barriers to service seeking behaviour
- > Humanised the clinical aspect of screening

8. Media engagement

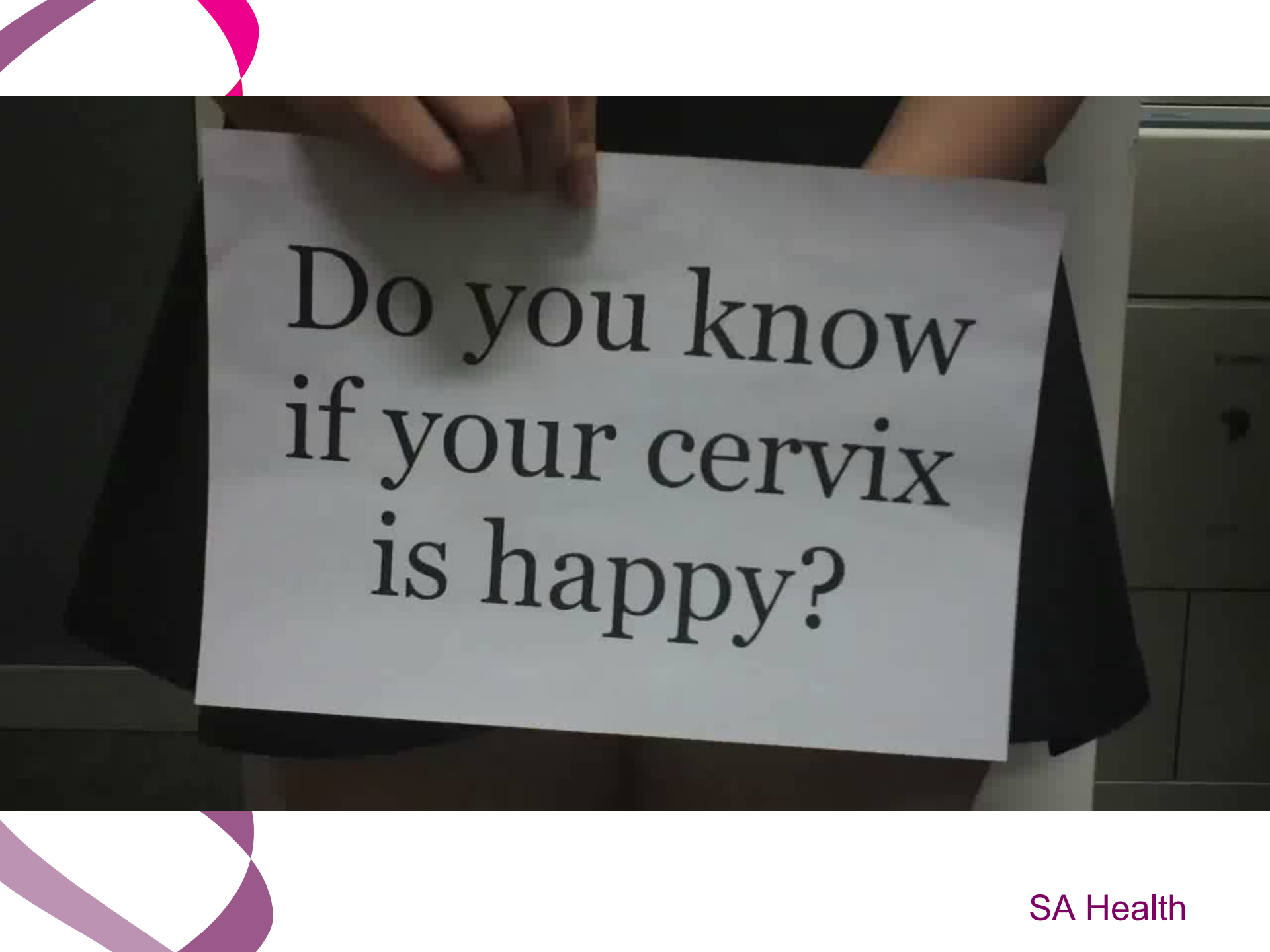
- > Utilising SA Health's media team to engage mainstream media
- > Story presented as feel good, with a media trained Dr to interview
- > Story was mentioned in online newsletter Slattery's Watch (5000 subscribers)
- > Provided affordable exposure





Key Outcomes

- > Significantly strengthened partnerships between WIS and SACSP
- > Allowed for the development of a model that is being used for a more extensive collaboration project
- > Developed the knowledge and skills of the women involved (health literacy and otherwise)
- > Increased social media presence of WIS on Facebook by 30%, with one video receiving over 1,000 views on [YouTube](#) (7/9/2012) ****show clip****
- > Extensive media coverage

A person is holding a white sign with black text. The sign is held in front of a dark background, possibly a person's torso. The text on the sign is a question about cervical health. The background also shows a grey metal cabinet with drawers on the right side. There are decorative purple and pink curved lines in the top-left and bottom-left corners of the image.

Do you know
if your cervix
is happy?



Government of South Australia

SA Health