

Harnessing Social Media to Extend Research For Living Kidney Donation Education

Nancy Fahrenwald, PhD, RN, APHN-BC, FAAN

Dean and Professor, SDSU, College of Nursing

Brian C. Britt, Ph.D.

Co-investigator, Journalism and Mass Communication

Rebecca K. Britt, Ph.D.

Co-investigator, Journalism and Mass Communication

Jennifer Anderson, Ph.D.

Co-investigator, Journalism and Mass Communication

Shana Harming, BS

Research Coordinator, College of Nursing

Presentation Disclosures

- The investigators would like to disclose no conflicts of interest related to this presentation.

Research Partners

□ Tribal Communities

- Leaders, Advisors, Facilitators, Tribal Colleges and Universities, Tribal Health Directors and Staff, and Community Members

□ Health & Allied Health Organizations:

- Dialysis Centers, Health Centers, Sanford Research, Sanford Transplant

□ Transdisciplinary Project Team

- Nursing
- Epidemiology/Biostatistics
- Communication
- Marketing and Media

□ Social Media Partners

- Great Plains Tribal Chairmen's Health Board
- SD Urban Indian Health
- Tribal Colleges and Universities



Background



- **Chronic Disease Prevalence and Population Differences**
- **End Stage Renal Disease**
- **Treatment options**
- **State of the Science in Education on Living Kidney Donation and Transplantation**
- **Purpose of the Overall Study**

Goals and Outcomes



During Project

- To work with tribal advisors to develop an educational program on LKDT.

Upon Completion

- Education will be available to tribal health sites, dialysis settings & communities.
- Increase knowledge of living kidney donation and transplant.

Specific Aims



- **AIM 1:** Explore the contextual factors that impact LKDT attitudes and educational needs among American Indians.
- **AIM 2:** Create a new educational program designed to increase knowledge of the benefits and risks of living kidney donation and transplant (LKDT).
- **AIM 3:** Conduct a group randomized test of the intervention and examine its effect on the outcomes of knowledge of LKDT and related conversations with family members.
- **AIM 4:** Social media campaign; share *Hope and Healing* education intervention materials on Facebook, Twitter and Instagram.

Aim 4: Social Media Campaign

- Our Social media campaign shares the *Hope and Healing* education intervention materials designed in Aim 2: video clips and still photos with LKDT education.
- Track how users share with followers, and identify highly influential social media users.
- Highly influential users will then receive tailored, personalized messages to continue sharing with their followers on social media sites: Facebook, Twitter, and Instagram.

Why conduct a social media campaign?

- Community advisory board interested in expanding reach of existing campaign materials to:
 - ▣ Reach a younger population, including potential donors.
 - ▣ Apply social media science which has not been applied in this area of health promotion.
 - ▣ Create a dynamic social media campaign for potential donors that harnesses the power of highly influential social media users to maximize campaign reach.

How is a campaign developed?

- Aim 4-A: Create social media campaign materials using existing materials for the Hope and Healing intervention.
- Informed by evaluative interviews with participants exposed to the original campaign materials.

Aim 4-A Methods

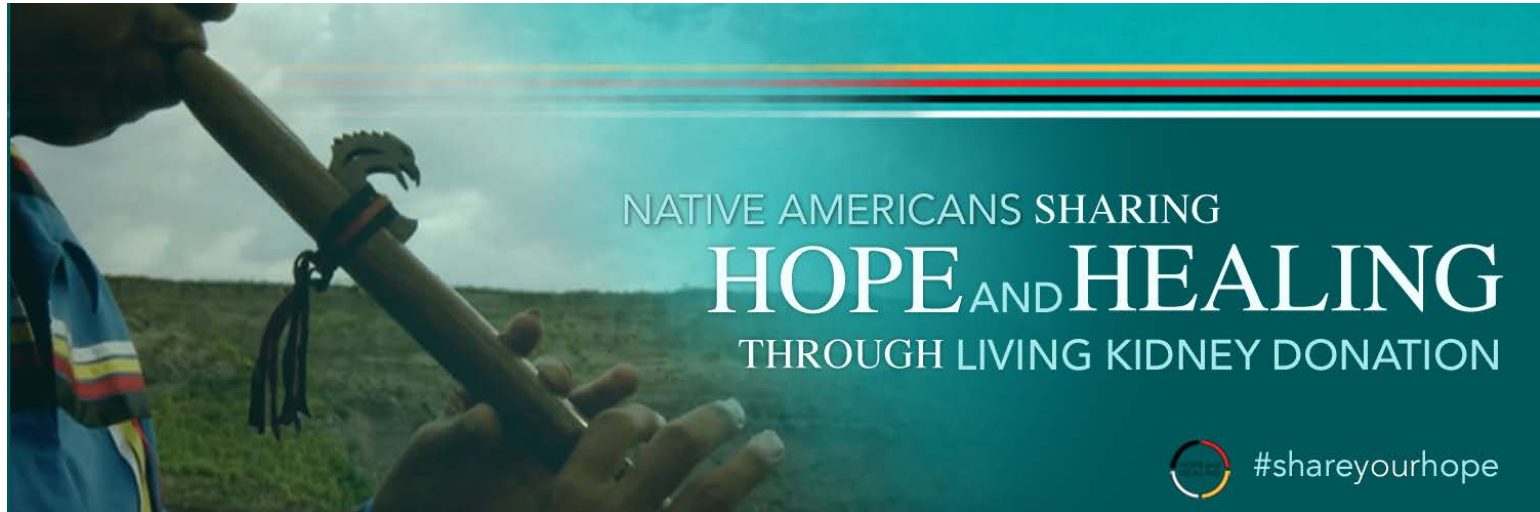


- **Qualitative Description Study Design**
- One-on-one recorded interviews with participants from Aim 3
- 55 American Indians on dialysis
 - ▣ *What elements of the existing materials were most effective, compelling, useful, etc.?*
- Audio Recorded
- Constant Comparative Method
- Themes:
 - ▣ Stories of successful transplants
 - ▣ Positive quality of life post-transplant
 - ▣ Details about the process of donation & transplant

Campaign materials amended for social media

- Video editing for length and content
- Image editing and creation
- Focused messaging

#hopeandhealing



How is social media campaign research conducted?

- Aim 4-B: Conduct social media campaign via Facebook, Twitter and Instagram and track message dissemination through social networks
 - ▣ Launched campaign in November 2016
 - ▣ Campaign ongoing through July 2017
 - ▣ Message dissemination tracked to identify highly influential users
 - Observed early engagement such as comments, likes, shares, retweets
 - Built network of users engaging with campaign, determined central nodes in the network
 - Four especially important individuals identified

What is the current status of the social media campaign?

- Aim 4-C: Identify and target highly influential social media users with tailored campaign messages that those users will personalize and share within their spheres of online interpersonal influence.
 - ▣ Current tailoring messages to the five highly influential social media users identified in Sub Aim 4-B
 - ▣ Expecting increase in engagement at large due to personalization, individual buy-in from opinion leaders

Next Steps

