Readings suggested by Dr. Ellen Balka

Advertising sexual health services that provide sexually transmissible infection screening for rural young people - what works and what doesn't.

Deepa G Gamage, Candice A Fuller, Rosey Cummings, Jane E Tomnay, Mark Chung, Marcus Chen, Cameryn C Garrett, Jane S Hocking, Catriona S Bradshaw, Christopher K Fairley

Sex Health 2011 vol. 8 (3) pp. 407-11

'TESTme' is a sexually transmissible infection (STI) screening service for Victorian young people living in rural areas. We evaluated the effectiveness of advertising for this service over an 11-month pilot period. | doi:10.1071/SH10144

Integrating social media and social marketing: a four-step process.

Rosemary Thackeray, Brad L Neiger, Heidi Keller

Health Promot Pract 2012 vol. 13 (2) pp. 165-8

Social media is a group of Internet-based applications that allows individuals to create, collaborate, and share content with one another. Practitioners can realize social media's untapped potential by incorporating it as part of the larger social marketing strategy, beyond promotion. Social media, if used correctly, may help organizations increase their capacity for putting the consumer at the center of the social marketing process. The purpose of this article is to provide a template for strategic thinking to successfully include social media as part of the social marketing strategy by using a four-step process. | doi:10.1177/1524839911432009

Use of social media in health promotion: purposes, key performance indicators, and evaluation metrics.

Brad L Neiger, Rosemary Thackeray, Sarah A Van Wagenen, Carl L Hanson, Joshua H West, Michael D Barnes, Michael C Fagen

Health Promot Pract 2012 vol. 13 (2) pp. 159-64

Despite the expanding use of social media, little has been published about its appropriate role in health promotion, and even less has been written about evaluation. The purpose of this article is threefold: (a) outline purposes for social media in health promotion, (b) identify potential key performance indicators associated with these purposes, and (c) propose evaluation metrics for social media related to the key performance indicators. Process evaluation is presented in this article as an overarching evaluation strategy for social media. | doi:10.1177/1524839911433467
Health and wellness technology use by historically underserved health consumers: systematic review.

Enid Montague, Jennifer Perchonok

J. Med. Internet Res. 2012 vol. 14 (3) pp. e78

The implementation of health technology is a national priority in the United States and widely discussed in the literature. However, literature about the use of this technology by historically underserved populations is limited. Information on culturally informed health and wellness technology and the use of these technologies to reduce health disparities facing historically underserved populations in the United States is sparse in the literature. | doi:10.2196/jmir.2095

The unique effects of environmental strategies in health promotion campaigns: a review.

Karen A Randolph, Pippin Whitaker, Adriana Arellano

Eval Program Plann 2012 vol. 35 (3) pp. 344-53

Various strategies are used as tools in health promotion campaigns to increase health-related outcomes among target populations. Evaluations of these campaigns examine effects on changing people's knowledge, attitudes, and/or behaviors. Most evaluations examine the combined impact of multiple strategies. Less is known about the unique effects of particular strategies. To address this gap, we used highly systematic methods to identify and review scientifically rigorous evaluations of 18 campaigns that examined the unique effects of three sets of intervention strategies (entertainment education, law enforcement, and mass media) on changes in knowledge, attitudes, and practice with regard to various health behaviors. Results showed differences in evaluation processes based on the type of strategy used to promote campaign messages. For instance, evaluations of mass-media based campaigns were more likely to examine changes in knowledge, relative to evaluations of campaigns that used law enforcement strategies. In addition, campaign effects varied by particular strategies. Mass media-based campaigns were more likely to affect knowledge, relative to behaviors. Law enforcement and entertainment education-based campaigns showed positive effects on behaviors. The implications for planning and evaluating health promotion campaigns are described. | doi:10.1016/j.evalprogplan.2011.12.004

Twitter=quitter? An analysis of Twitter quit smoking social networks.

Judith J Prochaska, Cornelia Pechmann, Romina Kim, James M Leonhardt

Tob Control 2012 vol. 21 (4) pp. 447-9

Objective Widely popular, Twitter, a free social networking and micro-blogging service, offers potential for health promotion. This study examined the activity of Twitter quit smoking social network accounts. Design A cross-sectional analysis identified 153 activated Twitter quit smoking accounts dating back to 2007 and examined recent account activity for the month of August 2010. Results The accounts had a median of 155 followers and 82 total tweets per account; 49% of accounts had >100 tweets. Posted content was largely
inconsistent with clinical guidelines; 48% linked to commercial sites for quitting smoking and 43% had tweets on e-cigarettes. In August 2010, 81 of the accounts (53%) were still active. Conclusions Though popular for building quit smoking social networks, many of the Twitter accounts were no longer active, and tweet content was largely inconsistent with clinical guidelines. Future research is needed to examine the effectiveness of Twitter for supporting smoking cessation. | doi:10.1136/tc.2010.042507