Engagement through Community eHealth and Social Networks

OVERVIEW

"Social networks represent important groups of constituents in any community health planning initiative. These groups can be engaged to provide feedback, identify priorities and opportunities, establish positions on issues and approaches, and plan strategies for intervention. Both obtaining knowledge about social networks and gathering knowledge from such networks are essential to the development of relevant strategies for health improvement. In addition, social networks are a means of communication, creating a platform for sharing and discussing potential positions and strategies.

Building and sustaining networks of individuals and entities for community health improvement or research includes establishing and maintaining communication channels, exchanging resources, and coordinating collaborative activities. Existing social networks can be effective and efficient platforms for efforts in community engagement if they reach people who are central to these efforts and if their members share the goals of the engagement efforts. Through the community engagement process, new networks can be developed as well." (Clinical and Translational Science Awards Consortium, Community Engagement Key Function Committee Task Force on the Principles of Community Engagement, 2011, p. 154).

LEARNING OUTCOMES

This learning activity is intended to provide the learner with the opportunity to:

- Discuss the value of eHealth and social networks to support community health, empowerment, and development.

- Analyze the dynamics of using social networks for community engagement.

- Appreciates the value of face-to-face social networks and electronic social media networks for promoting health and healthy communities.

PREPARATION

READ: Doane and Varcoe, 1st **edition** Ch. 11 - Leadership in Every Moment of Practice

READ: Chapter 6: The Value of Social Networking in Community Engagement in:

Clinical and Translational Science Awards Consortium, Community Engagement Key Function Committee Task Force on the Principles of Community Engagement. (June 2011*). Principles of Community Engagement,* 2nd edition. NIH Publication No. 11-7782.

READ: Peate, I. (2013). Technology, health and the home: eHealth and the community nurse. *British Journal Of Community Nursing, 18* (5), 222-227.

VIEW VIDEO: Social Media Guidelines for Nurses http://youtu.be/i9FBEiZRnmo

VIEW VIDEO: SCAD: A Disease-Specific, Social Networking Community-Initiated Study. http://youtu.be/4WcFYsucy1w

VIEW VIDEO: SCAD Part 2 - Social Media as a Life Saving Link - Mayo Clinic http://youtu.be/b--E2ND4Bj8

VIEW VIDEO: The impact of social media on health care http://youtu.be/jah3eFVARPE

VIEW VIDEO: Social media in health care: Why it matters http://youtu.be/i6w5-BiARlk

VIEW VIDEO: Kelly Young: "Social Media as a Tool for Change" http://youtu.be/VZ9kRjzjOtc

ONLINE ACTIVITIES

Community Health and Social Media Scenario Forum

Write a brief scenario that exemplifies the positive use of social media to promote community health and facilitate interaction yet protect privacy and confidentiality.

Be sure to include the role of community nurses in your work and the leadership principles outlined in the Doane and Varcoe reading.

Share your scenario in this week's Forum and your PebblePad ePortfolio course page.

Comment constructively on at least one of your peer's forum entry.

REFLECTION

How are clients themselves furthering the development of social media for health?

How can you tap into this development and further the reliability of online health mediums and information?

REFERENCES

Clinical and Translational Science Awards Consortium, Community Engagement Key Function Committee Task Force on the Principles of Community Engagement. (June 2011*). Principles of Community Engagement*, 2nd edition. NIH Publication No. 11-7782.

Doane, G. & Varcoe, C. (2013). *How to Nurse: Relational Inquiry with Individuals and Families in Shifting Contexts.* Lippincott Williams & Wilkins.

Peate, I. (2013). Technology, health and the home: eHealth and the community nurse. *British Journal of Community Nursing, 18* (5), 222-227.

Valaitis, R., Akhtar-Danesh, N., Brooks, F., Binks, S., & Semogas, D. (2011). Online communities of practice as a communication resource for community health nurses working with homeless persons. *Journal of Advanced Nursing, 67*(6), 1273-1284.