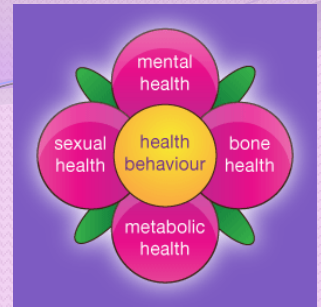


Etools presentation social media Paris May 2013

J D Wark



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Young Female Health Initiative (YFHI)

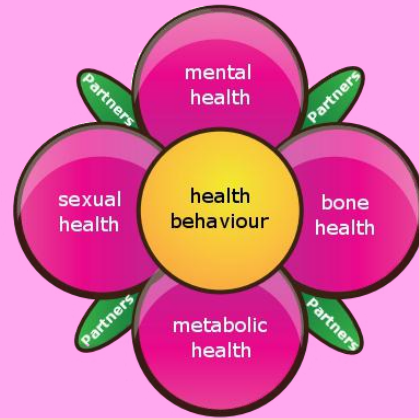
Wark JD¹, Garland S², Tabrizi S², Jayasinghe Y²
and the YFHI team

¹University Department of Medicine and Bone & Mineral Medicine, Royal Melbourne Hospital; ²Dept. of Microbiology and Infectious Diseases, The Royal Women's Hospital, Vic. Australia



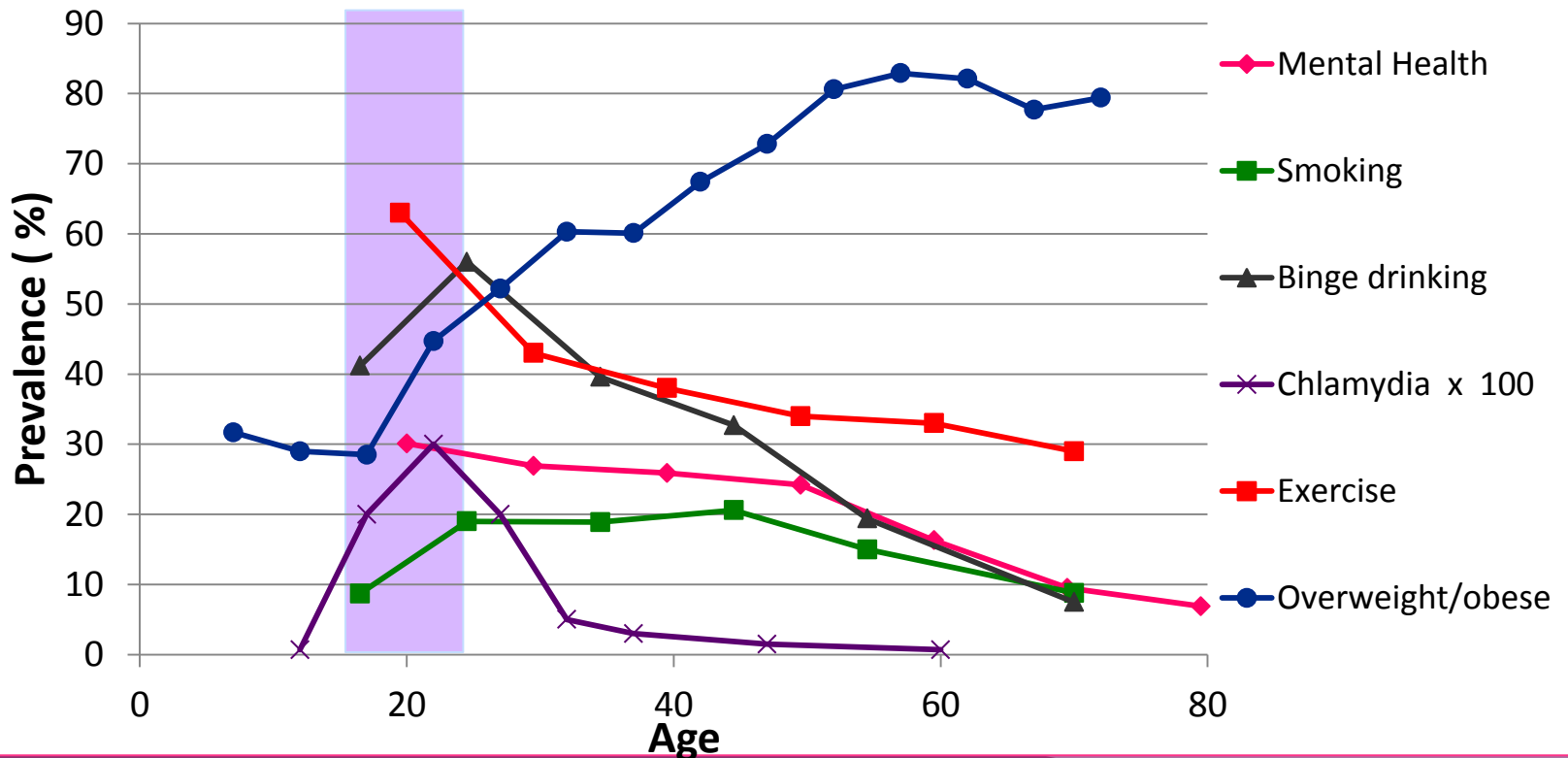
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This is the most comprehensive and holistic study of young Australian women's health to date, spanning key mental and physical health domains:



GOAL: to improve women's wellbeing, productivity and long-term health outcomes

- ❖ The age of 16-25 years is critical in a woman's life
- ❖ Independence, behaviours and lifestyle choices are established
- ❖ These lay the foundation for future health trajectories for themselves, partners & families.





HOME ABOUT THIS STUDY ABOUT US CONTACT US LINKS



y.fhi young female health initiative

Health Questions? Ask the Expert >

 [GO](#)

If you're female, aged between 16 and 25 years and living in Victoria, we want to hear from you!

The University of Melbourne and the Royal Women's Hospital are looking for ways to improve the health of young women in Australia through a new study called the **Young Female Health Initiative** that will explore lifestyle, behaviour, nutrition, physical health and emotional wellbeing.



You are invited to complete a survey about health. It's quick, easy, confidential and you could win great prizes just for taking part.

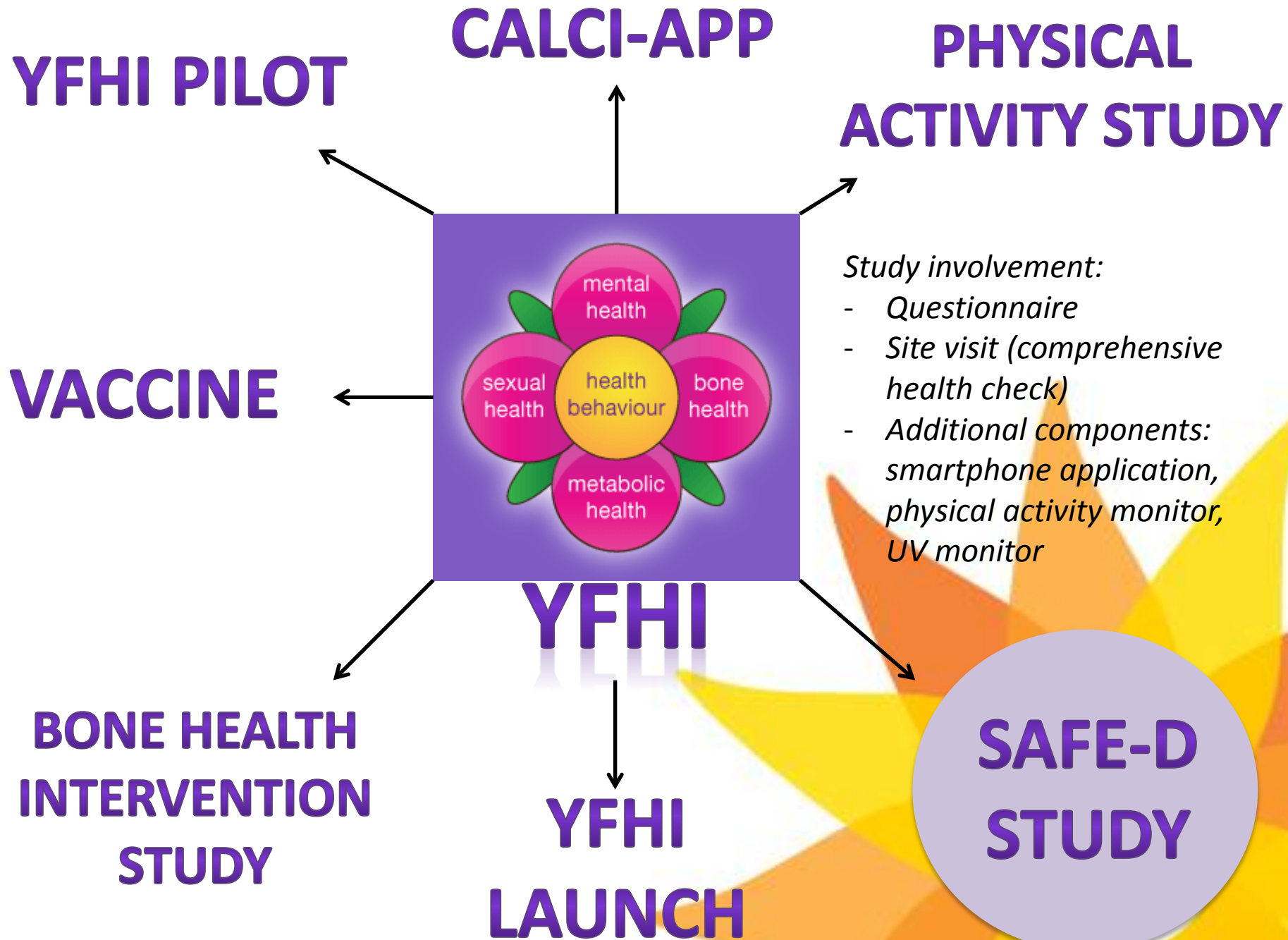
So what are you waiting for?
Find out more and **Contact Us** to get involved.

- Health behaviour and nutrition
- Mental health and wellbeing
- Sexual and reproductive health
- Heart health & diabetes
- Bone & joint health



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Pilot Study

- **278** young women recruited through Facebook advertising into a health study over a 4 month period.¹⁻²

Do survey, win prizes



Are you 16-25 years and live in Victoria? We want to know what you think about health. Fill in a survey and go in a draw to win prizes

Tell us what you think



Tell us what health issues are important to you, fill in a survey and help improve the health and wellbeing of young Victorian women

It's all about you



Are you 16-25 years and live in Victoria? We want to know what you think about health. Fill in a survey and go in a draw to win prizes

1 Fenner, Y., et al., *Web-based recruiting for health research using a social networking site: an exploratory study.* *J Med Internet Res*, 2012. 14(1): p. e20.

2. Gunasekaran B et al *Knowledge of Human Papillomavirus and Cervical Cancer among Young Women Recruited Using a Social Networking Site STI*, 2012

Pilot Study Findings (2010)

Method: Targeted advertisements posted on *Facebook*, inviting 16-25 year old Victorian women to complete a health survey.

Results:

- ❖ **278 participants** after 4 months of recruiting
- ❖ **Age, geographical, socio-economic distribution of respondents generally matched** that of target population
- ❖ **Very cost-effective** (AUD 20 per participant recruited)
- ❖ **50% willing to travel to our study centre**
- ❖ **92% agreed to participate in a larger women's health study***
- ❖ Prevalence of overweight/obesity increased with age (24% of 16-17 year olds rising to 36% for those 22-25)
- ❖ an opportunity for effective intervention strategies

It's all about you



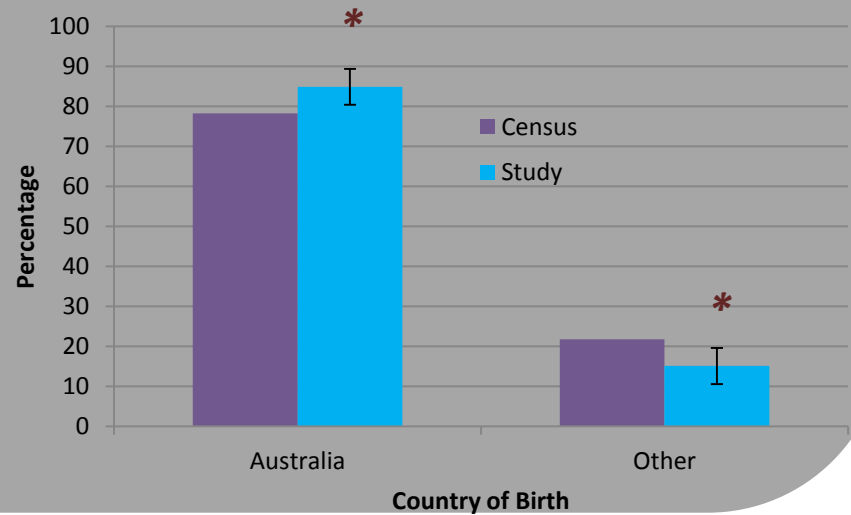
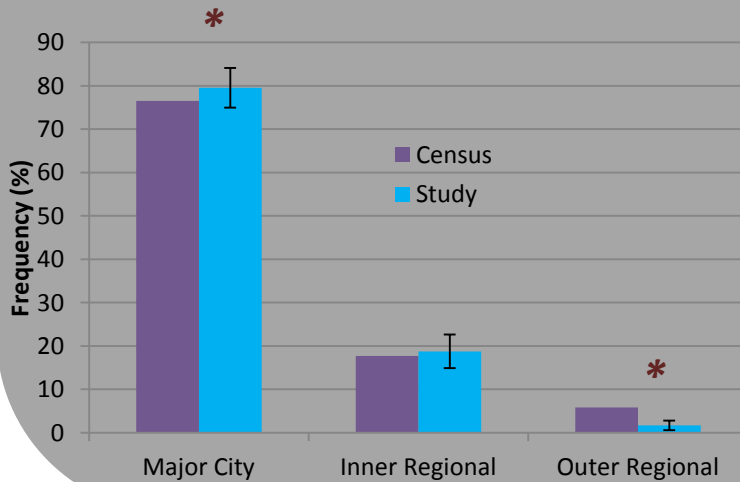
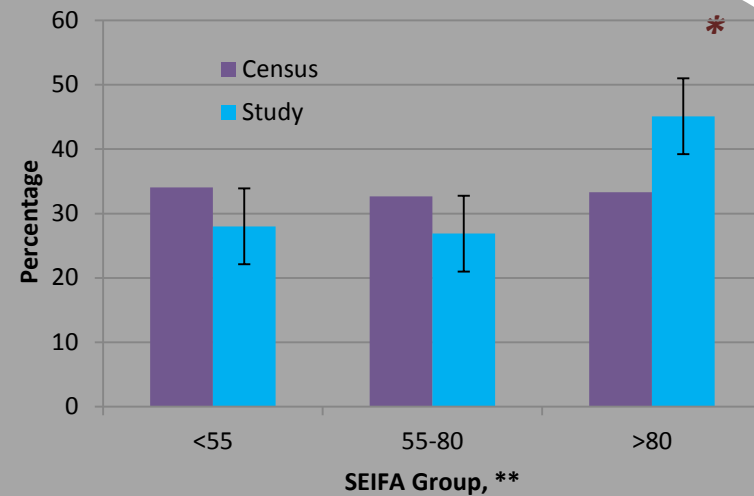
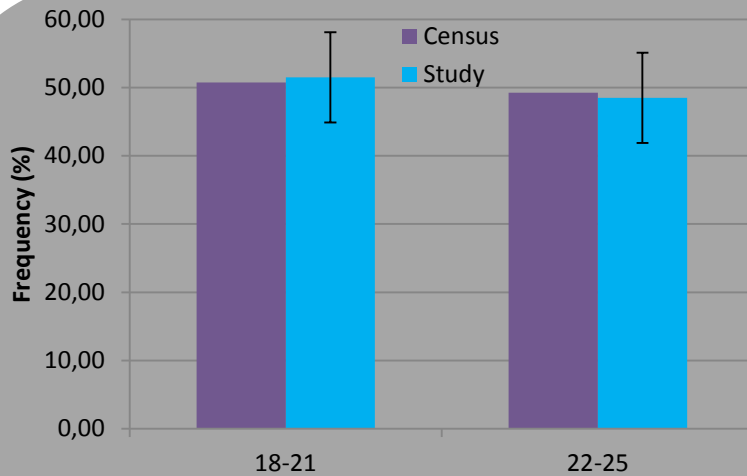
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Tell us what you think

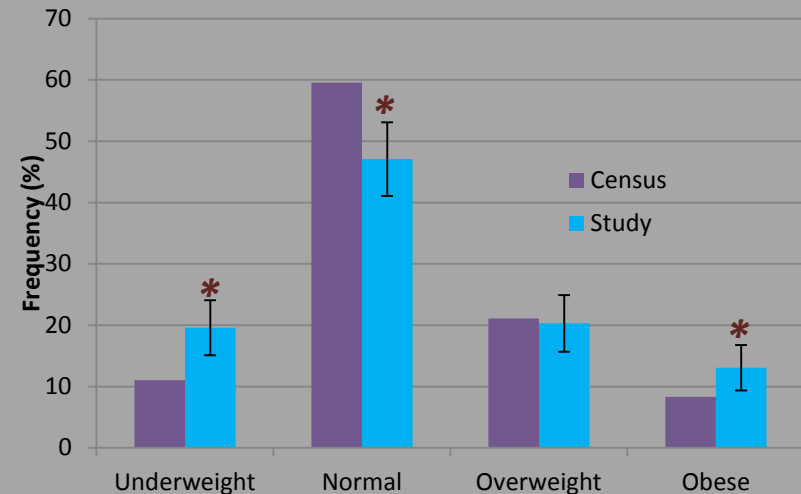
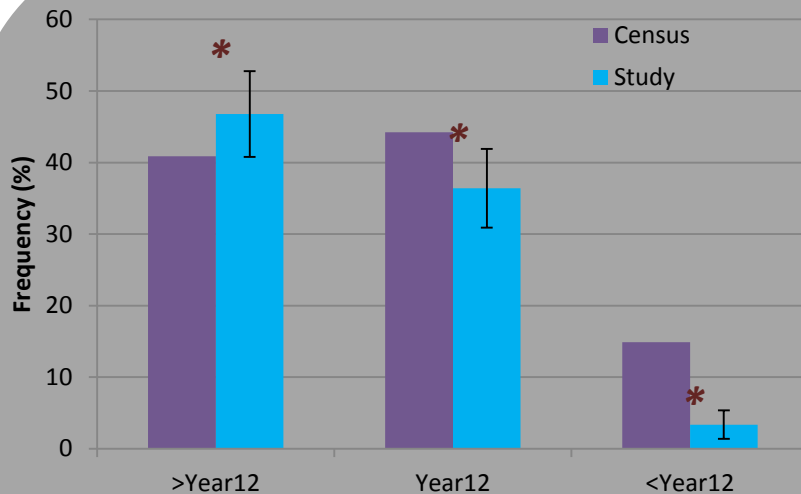


Tell us what health issues are important to you, fill in a survey and help improve the health and wellbeing of young Victorian women

Representativeness



Representativeness



Sexual Debut:

Median age[†]: 18 (95% CI 17.6-18.4)

[†]Kaplan Meier Survival Analysis

HPV Vaccination Status:

18-21 y/o: 85% (Register ~80%)

22-25 y/o: 75% (Register ~65%)



Cervical Cancer Prevention

- Australia has led the world in preventing cervical cancer:
 - 1991: Organised cytology (Pap) screening program
 - April 2007: Cervical cancer (HPV) vaccine
 - ✓ Ongoing: National Immunisation Program, school based and free of cost to girls 12-13 years.
 - ✓ 7 2007- 12 2009: Catch-up program for 13-18 in schools and 18-26 through general practice and community-based programs.



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Social media as a tool for studying the effectiveness of the Australian cervical cancer/HPV vaccination program **VACCINE**

The Vaccine Against Cervical Cancer Impact and Effectiveness Study

Suzanne Garland* , Elisa Young, John Wark,
on behalf of the VACCINE study group

***Director of Microbiological Research,
Director of Clinical Microbiology and Infectious Diseases,
The Royal Women's Hospital,
Professor, Department of Obstetrics, Gynaecology, University of Melbourne
Melbourne, Australia.
Inaugural and Past President of AOGIN**

VACCINE Study Objectives

Measure the effectiveness of the Australian cervical cancer vaccine programme (real world situation).

Sub Study A) Population Cohort (1500 18-25 year olds)

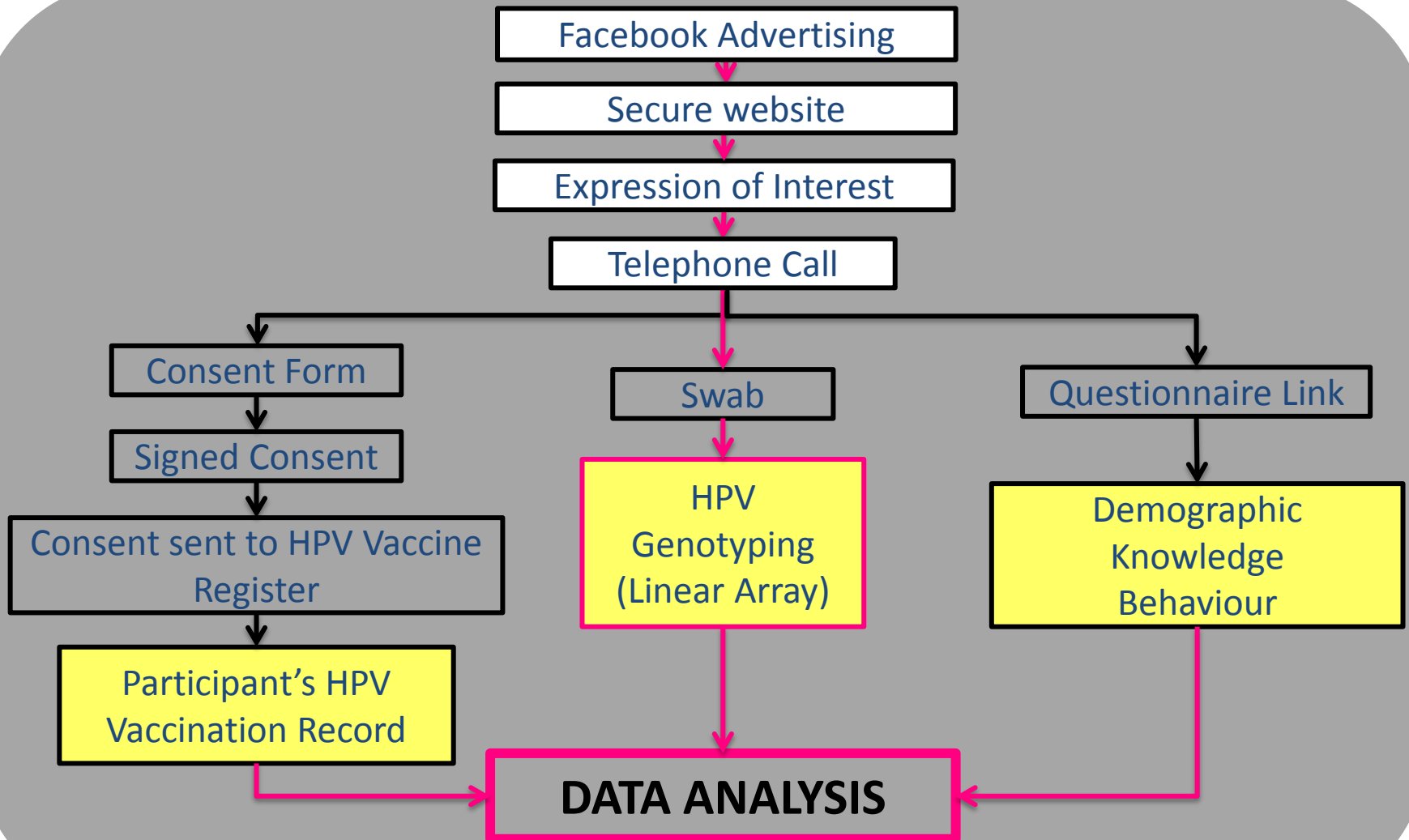
- Estimate prevalence of vaccine-type HPV infections
- Current demographic and clinical correlates of genital HPV infection, HPV vaccination uptake and cervical screening uptake
- Vaccine type replacement and/cross protection

Sub Study B) Biopsy Cohort (500 CIN3* biopsies)

- Estimate proportion of CIN3 biopsies that contain vaccine-type HPV DNA in a sample of young women (<30years) in Victoria
- ***CIN3**: Cervical Intraepithelial Neoplasia, Grade 3

(funded by VCA Victorian Cancer Agency)

Sub Study A Design



Secure Website



The screenshot shows a website titled 'VACCINE' with a pink flower icon. The main image features three young women smiling. The page content includes a navigation menu on the left, a central text area with a call to action, and logos for 'the women's', 'Victorian Cancer Agency', and 'THE UNIVERSITY OF MELBOURNE'. A 'CLICK HERE TO REGISTER NOW' button is visible at the bottom right of the content area.

VACCINE

Are you 18 to 25 years of age?

If you're female, aged between 18 and 25 years and living in Victoria, we want to hear from you!

Australia led the world in providing young women with a vaccine to help prevent cancer of the cervix, a major killer of women around the world. Now we need to find out how well this vaccine is working in young Australian women.

You are invited to take part in this important study – vaccinated or not – we want to hear from you.

It's quick, easy and confidential – and your contribution will make a big difference.

[Click here to read more about the study and to take part](#)

[CLICK HERE TO REGISTER NOW](#)

Home
Get Involved!
About the Study
About Us
Contact Us
Links

Recommend 31
Find us on Facebook

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Web Design by Vision Factor Design

Recent Sensis Findings

Social networking sites used

Site	Male (224)	Female (266)	14-19 (92)	20-29 (130)	30-39 (94)	40-49 (78)	50-64 (58)	65+ (38)
Facebook	95%	99%	98%	98%	93%	99%	97%	99%
LinkedIn	11%	8%	1%	3%	12%	14%	17%	14%
Twitter	9%	7%	9%	7%	14%	3%	5%	4%
Myspace	6%	3%	4%	3%	9%	1%	4%	0%
Other	8%	1%	4%	3%	8%	5%	1%	5%

Social networking site usage by age and gender

	Total (803)	Male (402)	Female (401)	14-19 (100)	20-29 (140)	30-39 (134)	40-49 (135)	50-64 (160)	65+ (134)
Everyday	30%	25%	36%	70%	52%	39%	14%	15%	5%
Most days	10%	9%	11%	15%	20%	9%	11%	5%	3%
A few times a week	8%	8%	8%	7%	12%	10%	7%	7%	5%
Once a week	5%	6%	5%	1%	6%	6%	5%	5%	8%
Less than weekly	9%	10%	7%	0%	4%	9%	22%	5%	10%
Never	38%	42%	34%	7%	7%	27%	41%	64%	69%
Average times per week	12.4	10.6	14.1	24.9	21.4	15.2	7.9	6.5	3.1

Facebook Global Snapshot

Facebook Global Snapshot

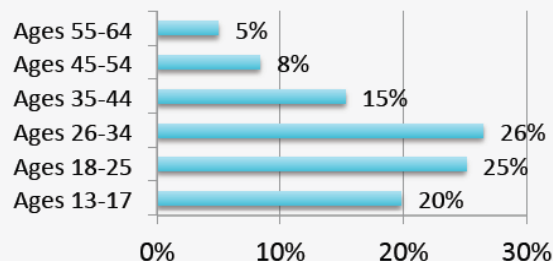
Facebook Global Audience

- United States, Brazil and India are Facebook's largest audiences
- 52% Male, 48% Female
- 71% under 34 years of age

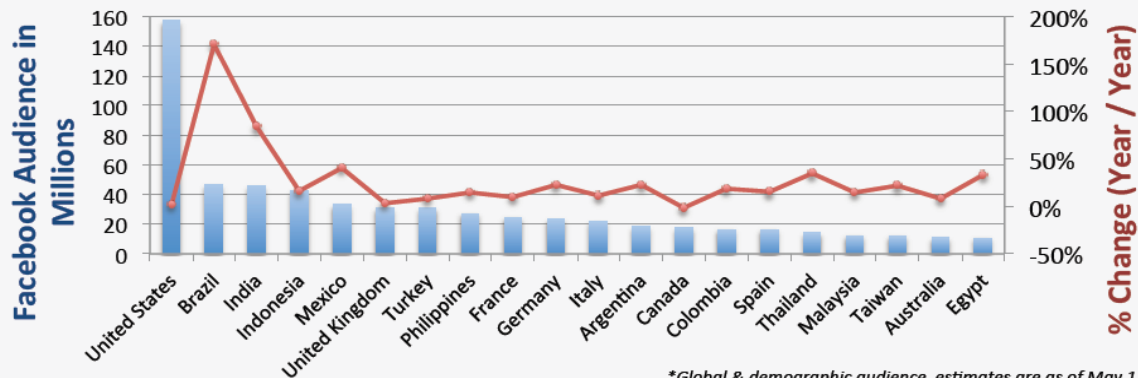
Gender - Global



Age - Global



Top 20 Global Markets by Facebook Audience



*Global & demographic audience estimates are as of May 1, 2012



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How do I go about
setting up a Facebook
advertising campaign?

Designing Facebook Ads

- Link to Facebook page or website
- Wording
- Picture
- TARGET
- Budget

Designing Facebook Ads

- Facebook page or website link
 - Advertising a Facebook page, no URL shown, headline is the name of the page
 - Advertising a website, URL will be shown, headline of your choice
- Wording
 - Headline limited to 25 characters
 - Text limited to 90 characters
 - Needs to give enough information to get only clicks from genuine interest
- Picture
 - Should reflect the nature of the study



Designing Facebook Ads

- **Target!**
 - age, gender, location, interests
 - have multiple ads targeting different groups
- **Daily limit**
 - maximum amount you're willing to spend per day
- **Pricing**
 - Cost per click or cost per impression
- **Bid Price**
 - How much are you willing to pay?
 - Need to be >20c above recommended



Facebook Advertising

Women's Health Matters



Are you aged 18-25?
Contribute to women's
health research & receive
a \$10 gift voucher.

You like this.

Make a Difference



Are you aged 18-25?
Contribute to women's
health research and
receive a \$10 gift
voucher.

Hpv Study likes VACCINE Study.

Women's Health Matters

vaccinestudy.org.au



Are you aged 18-25?
Contribute to women's
health research & receive
a \$10 gift voucher.

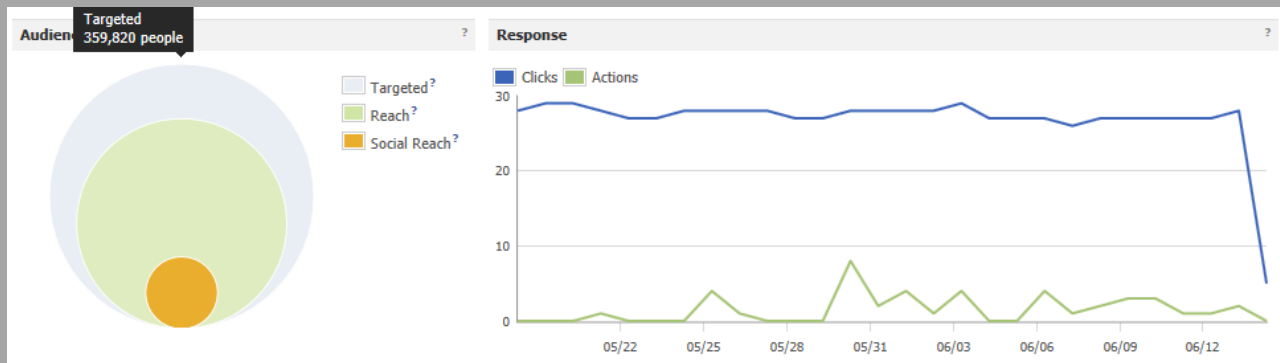
Improve Women's Health!



Are you aged 18-25? Get
involved in women's
health research and
receive a \$10 gift
voucher

Hpv Study likes VACCINE Study.

How do you go about monitoring or tracking activity related to your ad campaign?



Vaccine Facebook Study Page	114,438	9.7	5,484	7	220	0.020%	\$1.70 CPC	\$1.43 CPC
-----------------------------	---------	-----	-------	---	-----	--------	---------------	---------------

Ad Preview [Edit](#)

VACCINE Study



You like this.

Are you aged 18-25?
Contribute to women's
health research & receive
a \$10 gift voucher.

[View on Site](#) · [Create a Similar Ad](#)

Targeting [Edit](#)

This ad targets 359,700 users:

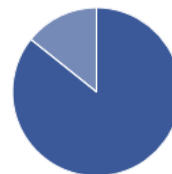
- who live in Australia
- who live in Victoria
- exactly between the ages of 18 and 25 inclusive
- who are female
- who are not already connected to VACCINE Study

Suggested Bid: \$1.56 - 2.38 AUD

[Close](#)

Performance

Actions



Actions?
7

- Page Likes?
 - Page Post Likes?
- [See full actions report](#)

Women's Health Matters 1

100,588

7.0

0

0

147

0.021%

\$1.70
CPC

\$1.47
CPC

Ad Preview [Edit](#)

Women's Health Matters

vaccinestudy.org.au



[View on Site](#) · [Create a Similar Ad](#)

Are you aged 18-25?
Contribute to women's
health research & receive
a \$10 gift voucher.

Targeting [Edit](#)

This ad targets 359,840 users:

- who live in Australia
- who live in Victoria
- exactly between the ages of 18 and 25 inclusive
- who are female

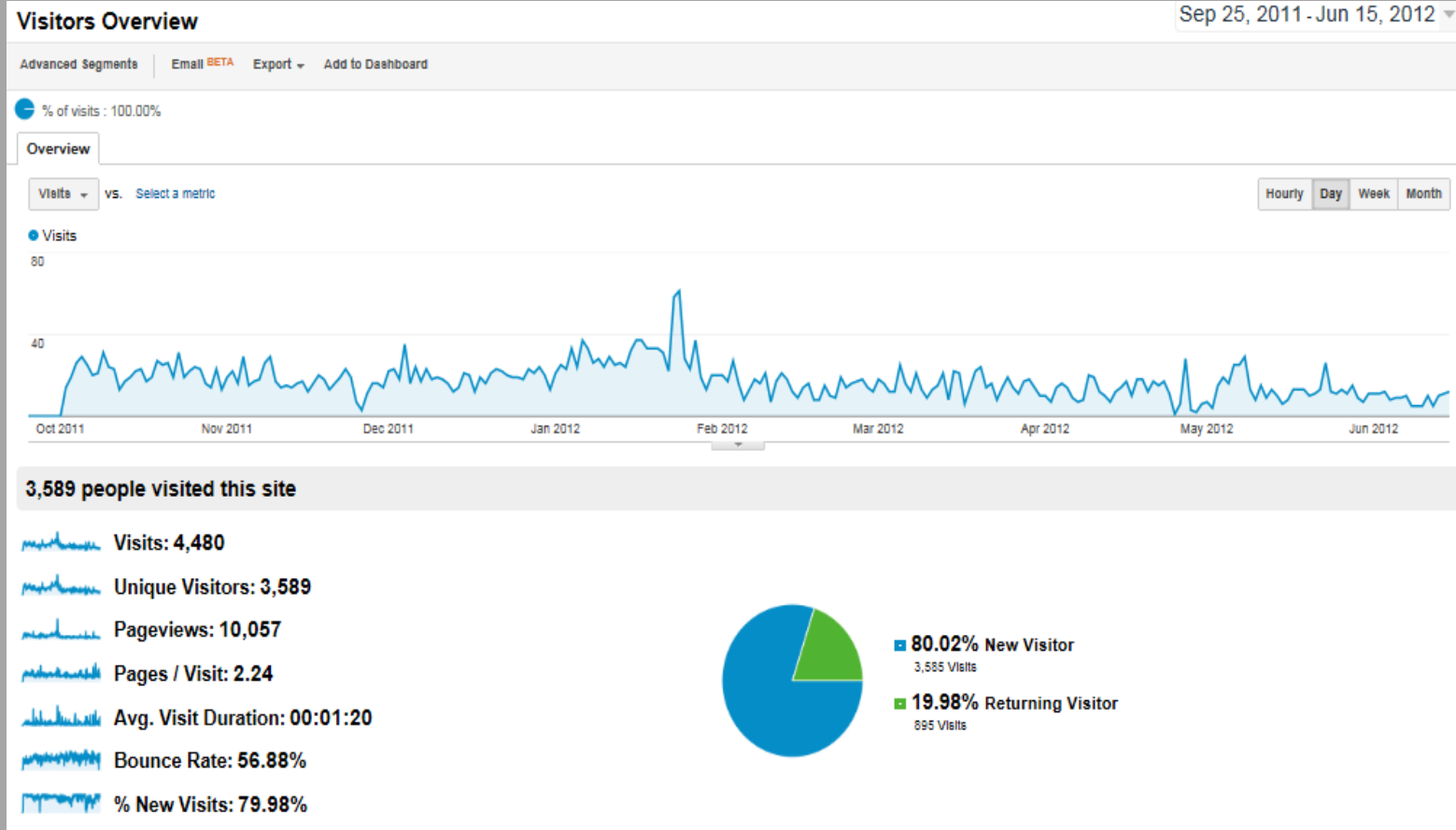
Suggested Bid: \$1.04 - 1.87 AUD

Performance

CTR

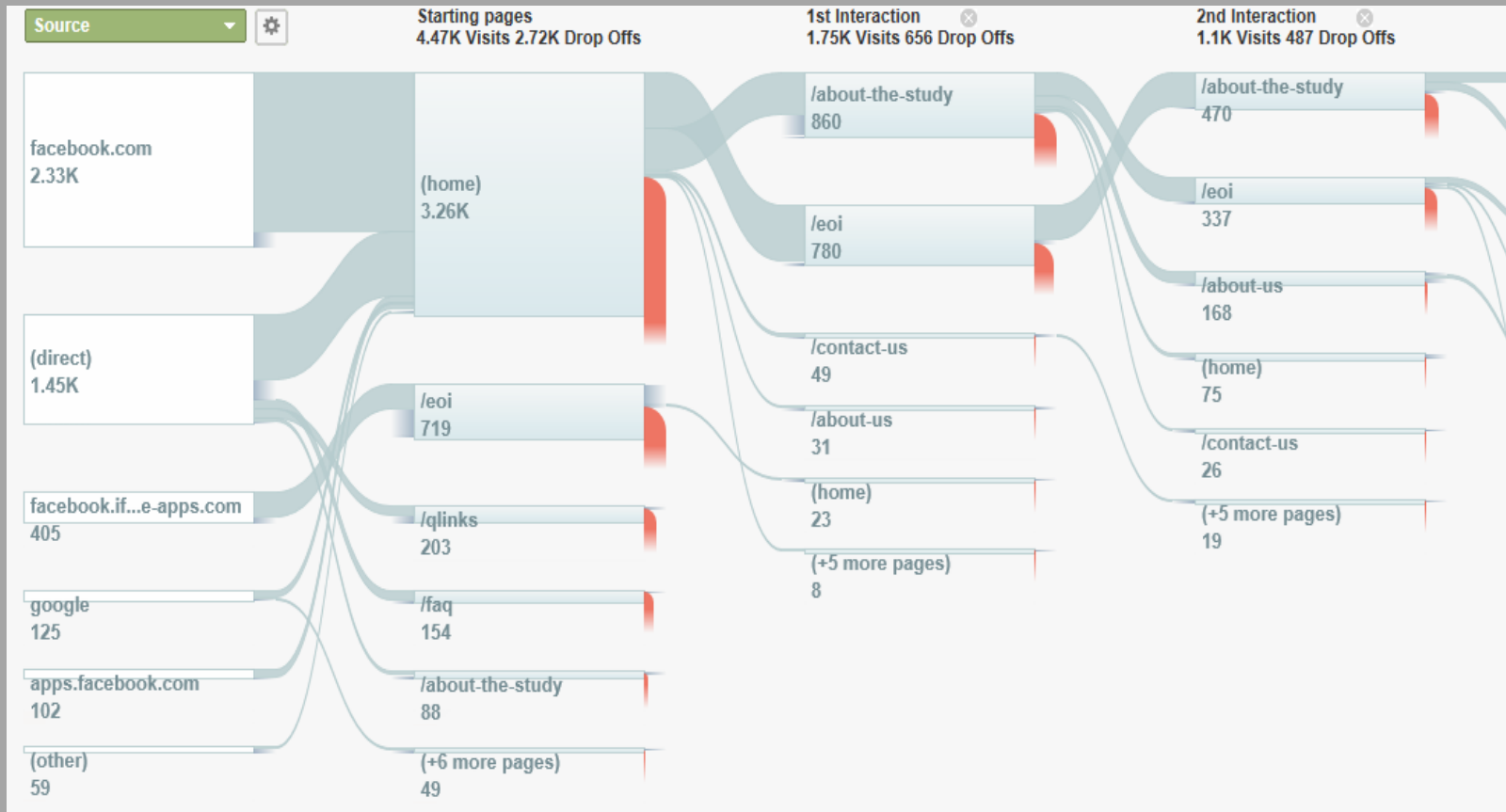


Tracking website activity



<https://www.google.com/analytics>

Tracking website activity



<https://www.google.com/analytics>

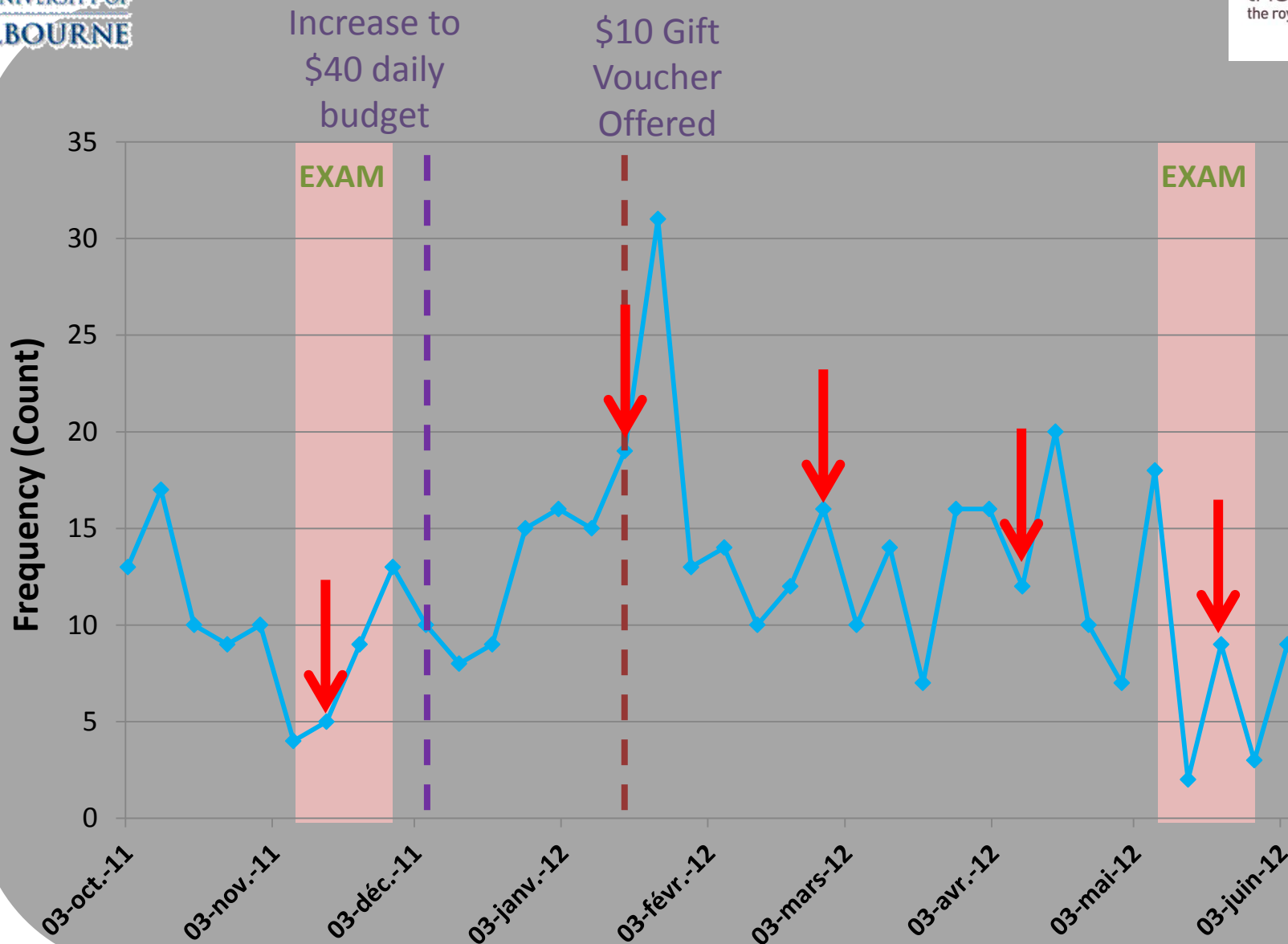


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Continuous Improvement





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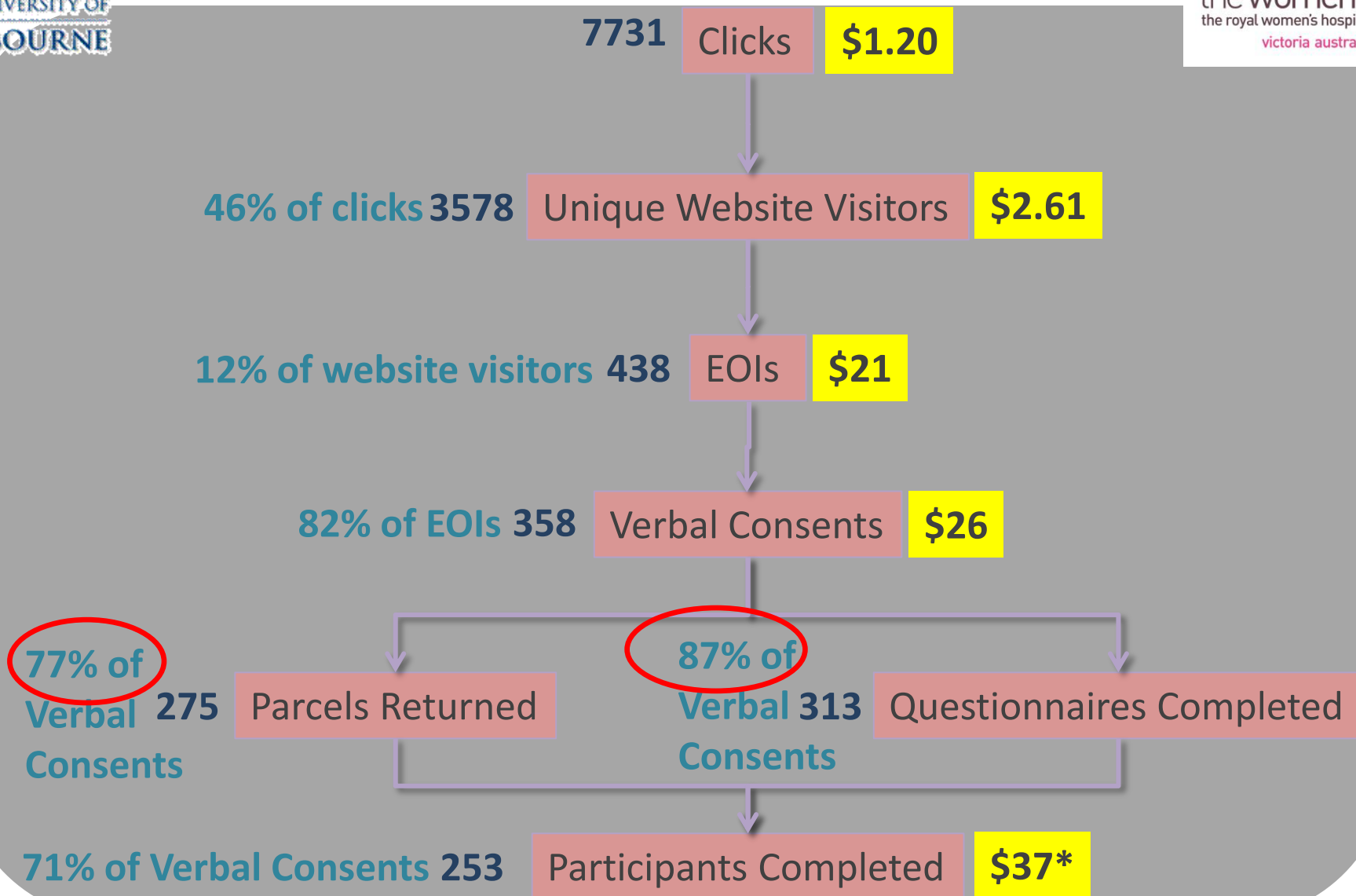


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How much does it cost?



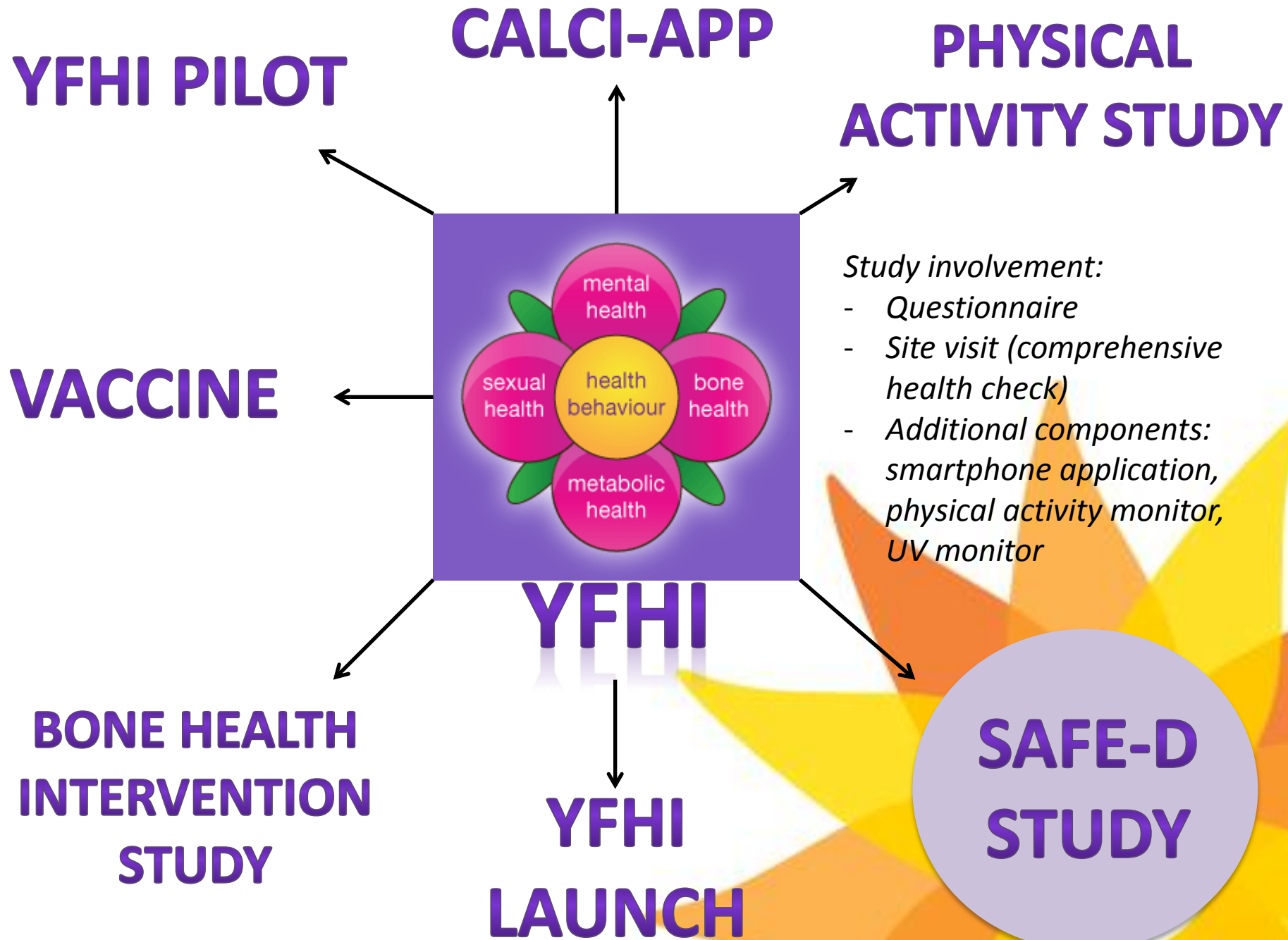
Counts & Costs



* Does not include the \$10 gift voucher

Ethics, Anonymity & Security

- Is it difficult to get ethics approval? **NO**
- Will Facebook know who has joined the study? **NO**
- Will people's friends know if they join the study? **NO**
- Can we access people's Facebook accounts? **NO**
- Are the expression of interest details secure? **YES**



Launch Study (2012 - 2013): *Testing full YFHI protocol in a sample of 200*

- 1) Gather a broad array of questionnaire and biological/physical data on physical and mental health and socioecological factors in a sample of young women.
- 2) Assess levels of compliance and participation; data quality; and acceptability of study procedures.
- 3) Establish a youth-friendly study protocol for a large cohort study.
- 4) Option for additional pilot studies to develop and validate web- and mobile-based information and communication technologies for data collection, health promotion and intervention.

Conclusion



- *Facebook* is a labour- and cost-effective recruitment method
- Social media and ICT can help engage young women in health research.
- This novel recruitment strategy potentially has major implications for the future conduct of a wide range of research.
- Could be used to target specific hard-to-reach groups

How do we reach young Victorian women aged 18-25??

Traditional recruitment methods have become more challenging and costly - particularly with young people

- × Door knock?
- × Random digit dialling?
- × Universities and schools?
- × Newspapers?
- ✓ **Online Social Media**

Facebook recruitment FAQ

WHY USE FACEBOOK TO RECRUIT PARTICIPANTS?

- In Australia, SNS use is the #1 online activity for 16-29 y/os (83% regular users; 93% of users Facebook members)
- Highly cost-effective

HOW DO WE USE FACEBOOK FOR RECRUITMENT?

- Targeted advertising to users meeting pre-specified location, age and gender
- Clickers redirected to the secure study website

HOW DOES FACEBOOK MATCH USERS WITH OUR TARGET PARAMETERS?

- IP addresses and personal profiles provided by users

DOES FACEBOOK GIVE US INFORMATION ABOUT INDIVIDUAL USERS?

- No. Ad targeting is automatic by Facebook
- Facebook provides us with unidentified advertising data and respondent group descriptive data



DOES FACEBOOK TRACK WHO PARTICIPATES IN THE STUDY?

- No. Facebook can only record who clicked on the ad.
- Study participants and research staff can join a YFHI Facebook group for study info and updates.

WHAT ABOUT WOMEN WHO DO NOT KNOW THAT FACEBOOK USES THEIR INFORMATION?

- No infringement of personal privacy according to widely accepted standards of research and ethics
- Using information in this way is not unique to Facebook

CAN FACEBOOK SELL ON INFORMATION ABOUT USERS WHO CLICKED ON THE AD?

- We cannot guarantee that Facebook will not sell users' information to third parties.
- Many commercial organisations do this.
- Facebook's privacy policy is stated clearly and is readily accessible

DO THE BENEFITS OF FACEBOOK RECRUITMENT OUTWEIGH ANY PRIVACY CONCERNS?

- We maximise possible benefits and minimise possible harms to potential participants
- The method addresses both "justice" and "autonomy" in research

Snowball Recruiting - Facebook "Reach"

Number of friends, contacts or followers

			Male (224)	Female (266)	14-19 (92)	20-29 (130)	30-39 (94)	40-49 (78)	50-64 (58)	65+ (38)
Up to 20		12%	11%	12%	1%	2%	4%	28%	19%	44%
21 to 50		11%	12%	9%	1%	3%	9%	21%	21%	24%
51 to 100		18%	17%	18%	5%	13%	33%	21%	15%	14%
101 to 200		21%	23%	20%	18%	34%	17%	16%	19%	13%
Over 200		33%	28%	37%	68%	42%	33%	11%	19%	2%
Don't Know		6%	9%	3%	7%	7%	5%	3%	7%	3%
Average = 217			209	224	252	257	209	127	155	117