Harnessing Social Media to Extend Research For Living Kidney Donation Education

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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

NATIVE AMERICANS SHARING HOPE AND HEALING THROUGH LIVING KIDNEY DONATION

#shareyourhope
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