Can cancer advocacy be influenced by social media...

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A giant of soft power in a hard world!

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Conflict of Interest

• Nothing to Declare
Common denominator...
“Adapt or Perish” to a digital era...?
Can cancer advocacy be influenced by social media...?
Why influencing cancer policy is possible?!

- Twitter’s user base has grown dramatically since 2007, now with more than 302 million monthly active users and 500 million tweets per day (https://about.twitter.com/company).
Mapping the cancer research community...a small fraction!

- There is a huge community of cancer related influencers and organisations discussing upcoming campaigns and successful fundraising stories.
The translation of evidence into practice and policy may be facilitated by researchers’ use of social media...
Some advocate for an increasing need to narrow the communication gap between researchers and policy makers in the new era...
In their role of problem solving, representing their districts, and creating legislation, policy makers have indicated that credible experts, objective content, and relevance of new insights to their priorities are among factors that help them increase awareness, decision making, and seek additional information…

NOT QUITE
Influencing policy through social media is not without its challenges...

• There may be some resistance from the target community for these additional outreach efforts...

• Social media strategies may not necessarily increase the number of times a topic is viewed/discussed...

• You don’t (really) control who joins the discussion...
Our (success) story...

- European Oncology Nursing Society
  - ReCAN – Recognising European Cancer Nursing.

- Launched two campaigns
  - #ECND (European Cancer Nursing Day)
  - #ReCAN
What followed…
EONS addresses MEPs against Cancer at the European Parliament
Things to remember...

• The Twitter conversation is happening whether or not we participate...
• Speak the same “language” as your audience...
• Be strategic...
• Be realistic on what you can achieve...
• *Carpe diem*...
• The success of a public health campaign using a social media platform depends on its ability to get its targets involved...
• We certainly do not advocate that researchers begin tweeting policy makers *en masse*.
• Emphasizing researchers’ use of Twitter to advance measurable outcomes (e.g., the translation of evidence for impact), rather than activities (i.e., tweeting for the sake of tweeting)**

*Lenoir et al J Med Internet Res. 2017 Oct 16;19(10):e344*
Be aware...that poorly designed campaigns can go wrong...
Gotta say love that SURFACE! Have bought 12 already for Christmas gifts. #FavoriteThings
...but equally can have a tremendous impact that can influence cancer advocacy...
In 2010, Livestrong aimed to beat its own Guinness World Record for the ‘Most Widespread Social Networking Message’. And it did, by a long way. Having gained close to 210,000 mentions in 24 hours during the 2009 campaign, this was dwarfed in 2010 by more than 300,000 tweets and 1.67 billion impressions. PayPal and SWAGG donated $0.05 for every mention with the hashtag to cancer charities.
Thank you...

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References


• Kapp et al. Is Twitter a forum for disseminating research to health policy makers? Annals of Epidemiology 25 (2015) 883e887