This report was commissioned by the Southeast Asia Tobacco Control Alliance (SEATCA) with funding provided by the World Health Organization Western Pacific Regional Office.

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Executive summary

- The rapid take up of internet and mobile technology, together with the explosion in social media in ASEAN countries create enormous opportunities to advance tobacco control in the region.
- The social media landscape is varied and complex. Understanding the various media and ensuring that initiatives use the most appropriate forum for their objectives and target audience is important to ensuring a social media strategy is successful.
- Internet penetration and mobile coverage in the region varies significantly between countries from less than 5% to over 100%. However countries coming off a low base are catching up rapidly and the rapid uptake of smartphones suggest that social media access will continue to increase exponentially in coming years.
- With the exception of Vietnam, Facebook is the most popular social network in all ASEAN countries.
- The review identified a relatively small number of projects which fully exploit the possibilities offered by social media. Many organisations which use social media treat it simply as an additional communication channel, utilising it to broadcast information rather than engage and facilitate interaction.
- Fewer still have well developed evaluation frameworks and have formally undertaken any kind of evaluation. Best practice in evaluating social media projects for public health is in the early stages and still evolving.
- Despite these limitations, the projects reviewed offer many ideas for potential approaches and projects that could be adapted to tobacco control. These include crowdsourcing strategies, recruiting ‘envoys for tobacco control’, using social media to demonstrate public support for smoke-free ASEAN, partnering with projects in other sectors, and developing initiatives which incorporate reflective blogs to challenge smoking as a cultural norm.
- A number of key lessons for developing tobacco control social media strategies were identified. These include the need to:
  - define expectations and success and how these will be measured
  - ensure the social media strategy fits the purpose
  - recognise that using social media does mean giving up control over brand and messaging
  - avoid ‘web 1.0 project delivered by web 2.0 means’
  - resource strategies adequately
  - ensure appropriate expertise for the medium being used
  - harness the potential for collaboration
  - meet people ‘where they are’

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- resource strategies adequately
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Introduction

This report has been prepared in recognition that the explosion in the use of social media and the rapid take up of internet and mobile technology create enormous opportunities to advance tobacco control. It is intended to be used as a resource for partners of the Southeast Asia Tobacco Control Alliance (SEATCA) to assist in identifying opportunities and developing programs using social media.

The aims of the report are:

• To document, compare, and analyse how social media strategies are being used to advance non-tobacco-related public health programs in the region.

• To share with tobacco control advocates key lessons and best practices on the use of social media, and empower them with ideas and options for applying these same lessons and practices for their own campaigns.

Successful tobacco control requires action on many levels: political, social/cultural and individual. At a political level, support for policy change is achieved by raising awareness, providing advice to policy makers and creating the political imperative for policy change, including through countering tobacco industry influence. Public support for tobacco control is generated through community education, challenging perceived cultural norms and stimulating change in social attitudes towards tobacco. At an individual level social marketing about the harms of smoking and support for being smoke free is needed. The wide and ever-increasing range of social media tools available provides opportunities at all levels to advance the goals of tobacco control.

What is social media?

The defining feature of social media is its capability for users to create, exchange and modify content; in effect allowing consumers to become producers and facilitate the development of communities of interest. It has transformed the sharing of information from one-way broadcasting by institutions such as media and government, to multidirectional communication between consumers and institutions across geographically disparate networks.

While the term social media is often used as shorthand for Facebook, Twitter or Youtube, in reality it includes a wide range of platforms. These include Internet forums, weblogs, social blogs, wikis, podcasts, pictures and video, crowd sourcing and social change platforms. Examples of some social media categories include:

• Social networking sites: eg Facebook, LinkedIn

These sites facilitate the sharing of personal
and/or professional information and the development of communities around common interests. They can be likened to attending ‘virtual’ parties or networking events – informal and with the option to be open to all or closed. For tobacco control, they can be very useful for developing networks and facilitating discussion around specific topics. An example is the Global Tobacco Control Network on Facebook, a closed discussion group open to the international tobacco control community.

- **Microblogs: eg Twitter, Tumblr**
  These provide short ‘bites’ or ‘headlines’ of information or commentary, similar to a news wire. They are often useful for gathering information or creating awareness, and generating momentum around a particular topic. Because the amount of content is very limited, microblogs tend to be less useful for more in-depth discussions. Many tobacco control advocates and organisations have a presence on Twitter, and it is a key source of information for journalists.

- **Blogs: eg Wordpress**
  Simple (usually free) platforms which allow anyone to self-publish, and a key component in the rise of ‘citizen journalism’. Blogs can be useful for publishing about tobacco control topics, particularly when they are run by an organisation or individual that is considered a credible source of information. The BMJ journal Tobacco Control is an example of one such blog.

- **Content communities: eg Youtube, Flickr**
  These provide a platform for publishing videos and photos. They can be very useful as a low-cost method for disseminating public service announcements and documentaries to a wide audience. Recent examples of their usefulness to tobacco control include the Thai Health Promotion advertisement ‘Got a light?’, and the Indonesian documentary ‘Sex, Lies and Cigarettes’, both of which have been viewed several hundred thousand times from a wide range of countries.

- **Social change platforms: eg Change, Avaaz**
  Online petition sites which can be an important mechanism for advocacy to decision makers. These can be particularly useful for targeting popular figures such as celebrities and for generating press coverage of an issue. Because the identity verification mechanisms on the sites are quite weak, there is the potential for online petitions to be dismissed by political leaders.

- **Crowdsourcing or Crowdfunding: eg Crowdrise, Kickstarter, OpenIDEO**
  Platforms which can bring together a wide range of potential supporters to contribute ideas and/or funds to further develop a cause. A good and low cost way to facilitate participatory approaches to developing projects.

- **Collaboration: eg Wiki, Sourcewatch**
  Good for providing a factual record of topics and events. These sites have high standards of referencing and are therefore generally considered credible. An example is the recently developed site http://tobaccotactics.org created and maintained by Bath University in the UK.

Successful use of social media is far more complex than simply setting up a Facebook page. This review found numerous examples of projects which have a Facebook, Twitter or other social media presence, with no clear purpose or differentiation between the different social media used.
An understanding of the social media landscape is important for planning which platforms to use and how they fit with the purpose of the project. Different media have different strengths and weaknesses, as well as the potential to complement each other, and this should be taken into account in any project.

Similarly, it is important to identify the target audience for a project and which media are most suitable for reaching that target. For example, engaging young people in a smoke-free movement may be best achieved through a series of catchy and offbeat posts on Tumblr, while stimulating discussion aimed at engaging policy makers may be better achieved through a highly credible blog. Engaging journalists to generate coverage of an issue might require a combination of Twitter and a wiki page. The diagram below provides a framework for understanding how different sites fit in the social media landscape:

It is important to note that the social media landscape is constantly evolving, and this diagram is a snapshot at a particular point in time. Before starting any project, it is recommended to conduct a review of current platforms, how they are used, and the user demographics.

Social media, internet and mobile coverage in the ASEAN region

The following figures provide an indication of internet and mobile coverage, the most popular social media platforms in different countries, and rate of uptake in the ASEAN countries and the wider Asian region.

Given the rapid pace of change in social media usage, internet and smartphone coverage, it is difficult to collate reliable and up-to-date statistics; figures provided here should therefore be considered estimates only.

Internet users and mobile coverage

Internet user growth and mobile coverage has expanded rapidly in the region over the last decade, as shown in the infographic below:

Source: http://www.alchemyinteractive.co.uk/online_marketing/social_media_marketing.php
Asia-Pacific

Internet population
1,870,532,000

Internet user growth (2000-2010)
- S. Korea: 107%
- Japan: 111%
- Hong Kong: 114%
- Taiwan: 159%
- Singapore: 205%
- Malaysia: 357%
- Thailand: 660%
- Philippines: 1,385%
- India: 1,520%
- China: 1,767%

Asia population
3,879,000,000

Vietnam
12,035%

Internet penetration

Global average
Source: Burston-Marsteller Asia Pacific Social Media Infographics H12011
The growth in numbers of internet users in selected ASEAN countries is shown more clearly in the following figure:

As can be seen from the following graphic, mobile subscriptions are now exceeding or close to 100% in several countries. The current rate of growth will see likely 100% coverage (or more) achieved within a few years in most countries. This growth is transforming the ability to communicate with a wide range of people in a timely manner. Many countries are leapfrogging fixed line communications altogether in favour of smartphones, opening up an enormous range of communication options.


Social Media Strategies of the Public Health Sector: lessons learned to advance tobacco control
Most popular social networks

With the exception of Vietnam, which has its own social network (Zing), Facebook is the most popular social network in all the ASEAN countries as shown here:

### CAMBODIA

KH - 14,707,717 population (2011) - Area : 181,035 sq km

Capital city : Phnom Penh - population 2,234,566 (2011)

449,160 Internet users as of Dec 31, 2011, 3.1 penetration, per FB.

491,480 Facebook users on Mar 31/12, 3.3% penetration rate.

Source: [http://www.internetworldstats.com/asia.htm#kh](http://www.internetworldstats.com/asia.htm#kh)

### LAOS (PDR)

LA-6,477,211 population (2011) - Area : 236,800 sq km

Capital City : Vientiane - population 726,000 (2010)

527,400 Internet users as of Dec /09, 8.1% penetration, per ITU

156,160 Facebook users on Mar 31/12, 2.4% penetration

Source: [http://www.internetworldstats.com/asia.htm#la](http://www.internetworldstats.com/asia.htm#la)

### Figures by country

#### Indonesia

**Internet population**

Indonesia population - 238,600,000

16.5% of Indonesia use the Internet, Internet user - 39,600,000

**Top 5 social media channels**

- **Facebook**: 6,000m Page views, 96.6% Reach
- **Blogspot**: 190m Page views, 43% Reach
- **WordPress**: 68m Page views, 29% Reach
- **Twitter**: 120m Page views, 13.6% Reach
- **Ziddu**: 21m Page views, 7% Reach

**Top 5 websites (% Reach)**

1. **Facebook**: 69.6%
2. **Yahoo!**: 52%
3. **Blogspot**: 43%
4. **WordPress**: 29%
5. **4shared**: 18%

### Mainstream media

- **KOMPAS**
- **VIVAnews**
- **Deliknews**
- **Lintas Berila**

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**Strategies of the Public Health Sector: lessons learned to advance tobacco control**
Internet population
Malaysia population - 26,160,256
64.7% of Malaysian use the Internet, Internet user - 16,900,000

Top 5 social media channels

Top 5 websites (% Reach)

1. Facebook  75.5%
2. Yahoo!  56.5%
3. Blogspot  42.4%
4. Live.com  21.8%
5. MSN  19.7%

Mainstream media

Malaysiakini
The Star Online
China Press
the Malaysian Insider
BBC

Social media

Facebook
Blogspot
Twitter
Wordpress

14,000m Page views
75.5% Reach

Blogspot
1700m Page views
42.4% Reach

WordPress
15m Page views
16.1% Reach

Twitter
26m Page views
7.6% Reach

Metacate
5.1m Page views
5.6% Reach
Philippines population - 97,976,603
30.3% of Philippine use the Internet, Internet user - 29,700,000

Top 5 social media channels

Facebook
15,000m Page views
91.55% Reach

Blogspot
50m Page views
31.9% Reach

WordPress
56m Page views
16.3% Reach

Twitter
9.9m Page views
7.7% Reach

Metacate
6.2m Page views
4% Reach

Top 5 websites (% Reach)

5. Suli 20.1%
4. Bing 22.1%
3. Blogspot 31.9%
2. Yahoo! 82.8%
1. Facebook 91.5%

Social media
Facebook
Twitter
Blogspot
Flickr
9.9m 50m 56m

Mainstream media
Inquirer.net
PhiSTAR.com
CNet
GMA News Online
ABS-CBN News

Social Media Strategies of the Public Health Sector: lessons learned to advance tobacco control
Internet population

**Thailand population - 67,083,500**
26.1% of Thai use the Internet, Internet user - 17,500,000

**Top 5 social media channels**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Platform</th>
<th>Page views</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>15,000m</td>
<td>75.8%</td>
</tr>
<tr>
<td>2</td>
<td>Live.com</td>
<td>2,300m</td>
<td>16.3%</td>
</tr>
<tr>
<td>3</td>
<td>Ruammid</td>
<td>945m</td>
<td>35.4%</td>
</tr>
<tr>
<td>4</td>
<td>Wikipedia</td>
<td>25m</td>
<td>21.6%</td>
</tr>
<tr>
<td>5</td>
<td>Mthai</td>
<td>89m</td>
<td>38.7%</td>
</tr>
</tbody>
</table>

**Mainstream media**

- Sanook
- Manager Online
- Thairath
- Matichon
- ry19
Vietnam population - 89,571,130
26.1% of Vietnamese use the Internet, Internet user - 28,300,000

Top 5 social media channels

Top 5 websites (% Reach)

1. Zing - 63.8% Reach
2. yahoo! - 52.3% Reach
3. 24H - 35.6% Reach
4. VnExpress - 31.8% Reach
5. Nhaccuatui - 29.3% Reach

Social media

Mainstream media

Zing
VnExpress
Dan Tri
Bao Moi
Viet Bao

24h
Nhaccuatui
Clip
Blogspot
Twitter

45m
51m
2,300m
440m
50m
28m
11m
2,8m
1,700m
Method of review

A number of approaches were used to collate the widest possible range of projects. These included internet searches, database searches, snowball references, approaches to health networks and researchers, and monitoring of health and social media Twitter and Facebook newsfeeds.

Searches were conducted on Google using various combinations of ‘social media’, ‘health promotion’, ‘public health’, ‘mobile(s)’, ‘SMS’ and specific health themes including ‘HIV/AIDS’, ‘depression’, ‘maternal health’, ‘child health’, ‘mental health’ and ‘tobacco/smoking’.

To identify health-related search of different sites by key terms/organisation, searches were also done using organisations known to be using social media (eg UNAIDS) or considered likely to be using it, and also by countries located in the ASEAN region.

Additional searches for research articles and advocacy reports were also conducted via online databases such as Google Scholar, Pubmed and relevant e-journals such as BMC Public Health and Health Promotion International.

Twitter feeds and Facebook pages related to health and social media were also monitored, including a number of social media and health-specific hashtags.

Initially the review focused on identifying health projects which use social media within the ASEAN region. As this yielded few results, the search was then widened to other regions.

Many of the searches returned generic media articles about the potential or need for health organisations to use social media, with minimal information about actual projects. There were also several articles about discussions or workshops that identified the need to embrace social media; again with minimal information about actual projects.

For projects currently being implemented, Information about each project was reviewed, particularly evaluation reports if they were available. This information is presented in the project tables in the ‘examples and analysis of health projects that use social media’ section of the report.

Limitations of this report

This report synthesises information that has been made publicly available by organisations, however it is collated from a desk review of projects and programs. Wherever possible, findings and lessons learned have been distilled from evaluation reports. However the majority of projects do not appear to have been evaluated (or if they have reports have not been made publicly available.) Due to resource limitations, no additional information has been obtained through interviews with project workers, target groups or beneficiaries.
The research was limited to English-language sources, which means that programs or projects in languages other than English or utilising social media platforms specific to particular countries in the region (eg Zing in Vietnam) may have been missed. In some cases, secondary information was able to be gleaned from English language reports of particular programs and these have been included where possible. Such programs are typically implemented in cooperation with international NGOs. It is likely that the review has missed innovative locally-designed and implemented projects. Readers are encouraged to contact SEATCA with examples of relevant projects to assist with future updates of this report.

The social media landscape is disparate, as shown by the figure ‘social media landscape’. Reflecting the social media used in projects identified, this report focuses primarily on the use of Facebook, Twitter, Youtube, and other blogs. While many other sites are used, particularly in countries where sites such as Facebook are either unavailable or access is restricted, many of the principles of implementing successful projects will be similar.

The following is not an exhaustive list of public health project that use social media. The projects listed represent a diverse range of public health theme areas and application of social media. Each has been included because it adds new insights and/or a fresh approach.

“The social media landscape is disparate, as shown by the figure ‘social media landscape’. Reflecting the social media used in projects identified, this report focuses primarily on the use of Facebook, Twitter, Youtube, and other blogs.”
### Project Description:

Hello Sunday Morning is a movement to change the world’s relationship with alcohol - one Sunday at a time. It is a blogging website that encourages people to undertake a period of sobriety and reflect on the role alcohol plays in their life. Bloggers or ‘HSMers’ write blog posts, make videos and take pictures of their experiences as part of their participation. This research report used questionnaires, qualitative analysis of blog posts, and surveys to examine what HSMers blogged about, their motivations, goals and challenges, and how their alcohol consumption and expectations changed throughout their HSM experience.

Lessons/relevance for tobacco control:

Excellent example of a comprehensive program that fully exploits engagement capabilities of social media to promote change at an individual level, as well as building social change. Although it has not been done in this project, the challenging of social norms could also provide support to an advocacy campaign for legislative change.

A key strength of the project is that it has a built-in evaluative capacity; and a comprehensive evaluation has been undertaken. The evaluation report contains rich data about the reflections and transformations of participants, providing insight that will be useful for subsequent projects.

This project is likely to translate well to other contexts – although it is challenging a specific cultural issue/norm (alcohol misuse in Australia), the principles can be replicated to different themes and cultures. While written blog posts depend on a basic level of literacy, including the capacity to upload video and/or audio blogs, as well as pictures, ensures that all target groups with access to the necessary technology can participate and benefit.

### Lessons/relevance for tobacco control:

Encourages people to go a month without alcohol, ostensibly to raise money for cancer but also gets people thinking about their own drinking habits. Uses several high profile patrons and supporters to generate awareness and buzz.

This project would translate well to other contexts. It is a particularly good example of linking causes and a way of generating support via collaboration rather than hitting people with a ‘don’t smoke’ stick. It attracts a high level of support because it is raising funds for cancer research, a popular cause. Several high profile participants have written about their experience of Dry July, and reflections about the negative impact of alcohol consumption within Australian society. At the same time, linking it to fundraising for cancer builds a foundation for raising awareness about alcohol as a risk factor for cancer.

### Alcohol use

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Hello sunday morning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country/Region</td>
<td>Australia</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook, 6004 likes Twitter, 1054 followers Vimeo, 106 videos (number of views unknown) RSS feed, 30 posts with multiple comments Blog (number of posts/views not known)</td>
</tr>
<tr>
<td>Intervention levels</td>
<td>✓ Individual intervention/behaviour change ✓ Challenges cultural and social norms ✓ Builds popular support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Name</th>
<th>dry july</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country/Region</td>
<td>Australia, New Zealand</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.dryjuly.com">http://www.dryjuly.com</a></td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook, 8929 likes Youtube, 19 videos with a total of over 8000 views Twitter, 1407 followers</td>
</tr>
<tr>
<td>Intervention levels</td>
<td>✓ Individual intervention/behaviour change ✓ Challenges cultural and social norms ✓ Builds popular support ✓ Fundraising/Public relations/Communication</td>
</tr>
<tr>
<td>Evaluation available?</td>
<td>No</td>
</tr>
</tbody>
</table>

**Project Description:**

Dry July is a non-profit organisation determined to improve the lives of adults living with cancer through an online social community giving up booze for the month of July.

Dry July is also a chance to raise awareness of individual drinking habits, the value of a balanced healthy lifestyle, a personal challenge, encourage positive change and an awareness of a healthy attitude to alcohol consumption.
**Project Name**: Febfast

**Country/Region**: New Zealand

**Website**: http://febfast.org.nz/

**Social media**: N/A – uses its own website as a platform which includes a blog, videos, downloads and a ‘find a friend’ function

**Intervention levels**
- Individual intervention/behaviour change
- Challenges cultural and social norms
- Builds popular support
- Fundraising/Public relations/Communication

**Evaluation available?**: No

**Project Description**: Imagine what 29 days alcohol-free can do for your waistline, your wallet and your liver! Febfast throws the challenge out to everyone to give your body a break this February – the shortest month of the year – so you can approach the New Year with a clear head and provide kids with a fresh start.

**Lessons/relevance for tobacco control**: Similar comments to Dry July and Hello Sunday morning. A good example of a successful project that can be replicated.

---

**Project Name**: UNICEF project to promote breastfeeding

**Country/Region**: China

**Website**: http://www.unicef.org/infobycountry/china_62387.html (English language story about the project)

**Social media**: Weibo, over 1.1 million fans, Twitter, number of followers unknown

**Intervention levels**
- Individual intervention/behaviour change
- Challenges cultural and social norms
- Builds popular support
- Policy advocacy
- Fundraising/Public relations/Communication (limited)

**Evaluation available?**: No

**Project Description**: (Extract from the article link above) UNICEF is conducting a massive social media campaign to raise public awareness about the long-term and irreplaceable benefits of exclusive breastfeeding. Since the summer of 2010, UNICEF’s Weibo pages have attracted over 1,100,000 fans. Through live coverage of UNICEF events, web chats with experts and professionals, and many other interactive programmes, UNICEF has provided hands-on guidance about breastfeeding and its benefits.

Unicef also has as an ambassador a woman who is a member of the Chinese People’s Political Consultative Conference (CPPCC). She proposed a resolution in parliament for greater support for breastfeeding mothers and reposted on her blog which has 10 million followers.

**Lessons/relevance for tobacco control**:

As a source of authoritative information, this project challenges incorrect but widely accepted information; for example, the belief that children should be formula fed and/or introduced to solid food early. By providing a peer network for info sharing and support, the project helps generate a ‘community of champions’ which help to build social change.

The project is a good example of building a community of interest based on what is already bringing people together through a common interest (the experience of being new parents), rather than ‘build it and hope they will come’. The project is of relevance for countries where smoking is considered a cultural practice and/or awareness of harms is low – a similar approach could be used to support social marketing campaigns.

Having an ambassador who is also a figure with political influence helps link decision-makers with popular support.
Project Description:
CrowdOutAIDS is the UNAIDS Secretariat’s new youth-led policy project that was launched in October 2011. It used social media tools and crowdsourcing technology to enable about 5,000 young people from around the world to develop a set of recommendations for the UNAIDS Secretariat to work more effectively with young people in the AIDS response. CrowdOutAIDS is the first ever crowdsourced strategy document in the history of the United Nations.

Lessons/relevance for tobacco control:
Crowdsourcing is a very cost effective way of facilitating participation and input from target.
### Project Description:

Young Africa Live consists of a combination of regularly updated, dynamic stories and live chats and a series of permanent content pieces. The permanent content covers the essential facts around HIV and AIDS; as well as helpline numbers and contact details for referral organisations that can support YAL-users in times of need. Under the dynamic content section, daily news & celebrity stories are posted and users can 'like' the story or leave comments. Guest bloggers write about their experiences with love, sex, dating, cultural dilemmas, gender stereotypes and other relevant issues. In addition, live chats with doctors and relationship experts help create a true dialogue between the portal and its users.

The objectives of the project are:

1) **Share information & Educate:**
Make crucial health and lifestyle information available via the mobile portal and reach more than 30 million South Africans every month. The aim is to educate young people in Africa about HIV/AIDS and other sexual health issues in a fun, engaging, interactive, gender-sensitive, and entertaining way.

2) **Generate Discussion**
Through a gender-specific blog (i.e. a male and female writer will write daily blogs from their gender’s perspective) where portal visitors can comment and have their voices heard, on topics such as HIV/AIDS, health, relationships, sex, sexuality, love, and gender issues.

The website offers a number of ideas and support for the cause on an incremental basis.

### Evaluation available?

No

### Social media

- **Facebook**: 422 likes
- **Twitter**: 1,424 followers
- **Youtube**: 85 subscribers, 23,968 views, number of videos not specified

### Intervention levels

- Workforce development
- Individual intervention/behaviour change
- Challenges cultural and social norms
- Builds popular support
- Policy advocacy
- Fundraising/Public relations/Communication (limited)

### Country/Region

Africa

### Website

http://www.praekeltfoundation.org/young-africa-live.html

### Project Name

Young Africa Live

### Project Description:

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### Project Name: Where Did You Wear It?

#### Country/Region: USA

#### Website: http://www.wheredidyouwearit.com/

#### Social Media:
- The website is its own platform, where people can ‘check in’ directly
  - Facebook, 577 likes
  - Twitter, 116 followers

#### Intervention Levels:
- Individual intervention/behaviour change (limited)
- Challenges cultural and social norms
- Policy advocacy (potential)
- Fundraising/Public relations/Communication (potential)

#### Evaluation Available?: No

### Project Description:
From media article (http://abcnews.go.com/blogs/health/2012/03/01/condom-codes-let-users-check-in-to-safe-sex/): “Wheredidyouwearit.com is like Foursquare for people who don’t want a sexually transmitted infection”.

While the project may seem to be just another social media example of TMI, Engebretson said the point was to get people talking about safe sex, and to “normalize” and celebrate condom use.

“This isn’t about bragging. It’s not about digital notches in your bedpost,” Engebretson told ABC News. “Even if people have no desire to check in, they’re still getting the sense of how many people like them use condoms.”

### Lessons/relevance for tobacco control:
This project is around building and reinforcing social norms, in this case using condoms, helping to promote their use as a normal and accepted part of sexual behaviour. The approach of creating and reinforcing norms, and potential to challenge cultural norms and reinforce (non-smoking) majority identities could be a useful idea for tobacco control in ASEAN countries. For example, a similar project could be an excellent way to help complement and further build popular support towards a smoke-free ASEAN. If people were asked to show their support for smoke-free public spaces by ‘checking in’ whenever they are in a location that is, or they would like to be, smoke free the resulting map would be a powerful visual demonstration of the desire of everyday people to not be exposed to environment tobacco smoke. It would also provide legislators with a powerful tool to demonstrate that such policies are in the best interests of a large number of people and counter tobacco industry attempts to portray smoking as a normal adult behaviour.

### Project Name: REACHout

#### Country/Region: Australia

#### Website: http://au.reachout.com/

- Facebook, 14574 likes
- Twitter, 4045 followers
- Youtube, 275 subscribers, 145,119 views, 86 videos
- SMS service
- Changemaker mobile tool
- Online game

#### Intervention Levels:
- Workforce development
- Individual intervention/behaviour change
- Challenges cultural and social norms
- Awareness raising

#### Evaluation Available?: No

### Project Description:
From everyday troubles through to really tough times, take the first step with ReachOut.com, Australia’s leading online youth mental health service. Provides a range of resources to help build both community and individual capacity for managing difficult times for young people.

### Lessons/relevance for tobacco control:
A number of applications would be appropriate for adapting to tobacco control approaches. In particular a mobile application that is designed to assist with setting and achieving goals would be well suited to individual cessation assistance. It also has an online game that is designed to build problem solving skills and provide scenarios for handling real-life situations in a virtual environment. These would potentially translate well to helping young people resist smoking, as well as assisting people to develop quitting skills.
### Mental Health

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Headspace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country/Region</td>
<td>Australia</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook, 9231 likes, Twitter, 9671 followers, Youtube, 147 subscribers, 66,758 views, number of videos unknown</td>
</tr>
<tr>
<td>Intervention levels</td>
<td>✓ Workforce development, ✓ Individual intervention/behaviour change, ✓ Builds popular support, awareness raising, ✓ Policy advocacy, ✓ Fundraising/Public relations/Communication (limited)</td>
</tr>
<tr>
<td>Evaluation available?</td>
<td>No formal evaluation, but presentation of lessons learned available</td>
</tr>
</tbody>
</table>

#### Project Description:

Headspace is Australia’s National Youth Mental Health Foundation. The aim of headspace is to reduce the burden of disease amongst young people aged 12–25 caused by mental health and related substance use problems. With 30 headspace centres spread across the country, each unique to its own community, the headspace centres have also been utilising social media to engage and connect with their audience. It’s about community connectedness for our centre’s existing communities and network, essentially moving from paper-based news and ‘push’ communications, to virtual, real time interaction and engagement.

#### Lessons/relevance for tobacco control:

A publicly available presentation about the projects social media component notes: “At first headspace national was concerned about the ‘brand spread’ – however it became apparent that the local headspace’s needs and usage of these applications was going to be very different to headspace Nationals, and could in fact also promote the national brand.”

The Youtube channel is a good example of how resources can be made available for a wide range of uses through a low cost medium. While headspace does provide direct clinical services for young people, it is also an effective resource for parents, educators and other youth support agencies.

The headspace ‘brand’ also provides a credible entry point for target groups to locate relevant local Facebook headspace pages which would likely be a good enhancement for support groups and professional youth worker networks.

Note that as no formal evaluation is available, the above represent assumptions which have not been tested.

### Malaria

<table>
<thead>
<tr>
<th>Project Name</th>
<th>United nations special envoy for malaria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country/Region</td>
<td>Global</td>
</tr>
<tr>
<td>Website</td>
<td>N/A – social media only</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook, 8143 likes, Twitter, 13,606 followers</td>
</tr>
<tr>
<td>Intervention levels</td>
<td>✓ Builds popular support, ✓ Policy advocacy, ✓ Fundraising/Public relations/Communication (limited)</td>
</tr>
<tr>
<td>Evaluation available?</td>
<td>No</td>
</tr>
</tbody>
</table>

#### Project Description:

High profile ‘envoys’ to help raise awareness and build support for malaria control (including funding). Each envoy “will take one social action, such as a tweet on Twitter or a post on Facebook, in support of malaria eradication efforts each month for 12 months starting on World Malaria Day on 25 April.” (2010)

#### Lessons/relevance for tobacco control:

Ideal way to get celebrity endorsement with minimal effort on the part of the celebrity. The action doesn’t necessarily need to be appeal for funding but given celebrities will often reach high numbers and many other influential people, may be helpful for building support. Using celebrities has both strengths

A similar type of campaign could easily be run for tobacco control (perhaps to be launched in conjunction with WNTD) featuring celebrities who have previously supported tobacco control – eg approach Alicia Keyes to tweet in favour of tobacco control in Indonesia.
### Project Description:

The social media presence of the IDF is a good example of a well-integrated social media strategy. It encompasses awareness raising; information and support for people living with diabetes, workforce support, advocacy and public relations.

One initiative that appears to have been quite successful is encouraging people to arrange flashmobs around the world as a way to raise awareness about diabetes. People were asked to film the flashmob and forward the video to IDF. Article about the initiative: [http://www.idf.org/worlddiabetesday/2009-2013/flash-mob-for-diabetes](http://www.idf.org/worlddiabetesday/2009-2013/flash-mob-for-diabetes)

### Lessons/relevance for tobacco control:

Flashmobs could be an interesting option in support of tobacco control, especially at times when generating public support or putting pressure on legislators is needed. Careful consideration would need to be given to political context – would be unsuitable for some countries. Advantage is that it is a real event that also provides an “asset” that can be used in social media based programs (eg videos that live beyond the event itself).

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These sites are useful for tobacco control professionals for networking and information purposes.

### Mission

The FCA is a civil society alliance whose mission is to help develop and implement the FCTC as the basis for effective global tobacco control.

### Strategic Priorities

- Promote and support tobacco control through the development and implementation of the FCTC, its protocols and guidelines as a global health priority.
- Strengthen and influence the FCTC process.
- Mobilize and strengthen the regional and local civil society capacity in support of FCTC.
- Monitor the implementation of the FCTC, its guidelines and protocols.
- Strengthen FCA institutional capacity to enable it to meet the strategic priorities.
- Monitor the activities of the tobacco industry

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A closed discussion, networking, and information sharing group for the global tobacco control community. All those genuinely interested in reducing the death and disease toll from tobacco use are welcome to join. Those with ties to the tobacco industry are not welcome.
Adults (aged 18 years and over) who are regular daily smokers form a team of 10 and they find themselves a coach who is a non-smoker or ex-smoker. WERO Co-ordinators will test all team members to verify that they are smokers. WERO Co-ordinators also help the coaches register teams on the WERO website. Once teams have been tested and registered they can start quitting.

The competition period of 3 months starts on the 31st May World Smokefree Day. Every week the WERO Co-ordinator will update how each team member is progressing. The weekly progress of all the teams will be shown on this website. WERO Co-ordinators will test all team members again at the end of the competition to verify smokefree status.

Fifteen teams from three ‘regions’ are competing.

The winning team will be the team with the most members verified as no longer smoking at the end of the competition. If teams are first equal, they will be put into a prize draw to win.

1st prize: $5000

The prize money goes to the winning team’s nominated charity or registered community organisation. It does not go to the individual team members.

Website participation prize $500 per ‘region’

Teams are expected to post regular updates and supportive messages to their team page on the WERO website. It will help team members if their community posts supportive tips and encouragement also. Activity on the team page will count towards a special $500 award which will be paid to the winning team’s nominated charity or community organisation.

How long is the competition for?

Registration for WERO opens on 14th May 2012. The 3 month competition period starts on the 31st May World Smokefree Day and ends on 31st August 2012. All team members will be tested again at the end of the competition to verify if they have stopped smoking. If a team member’s smoking status cannot be verified at the end of the competition (3 months), they will be counted as smoking. It may take up to 2 weeks to complete the testing before the winners can be announced. To assist evaluation, WERO Co-ordinators will contact all teams again 3 months after the end of the competition (at the end of November 2012) to ask some questions about WERO.

Why do we need a contest like WERO?

In Aotearoa/New Zealand, Māori and Pacific Island people have significantly higher rates of smoking compared to the rest of the population.

Whilst, the range of current stop smoking programmes (like Quitline) work just as well for Māori and Pacific people, not enough Māori and Pacific smokers are using existing stop smoking programmes to halve our high smoking prevalence rates by 2020. WERO is based on Māori and Pacific cultural values, for example, by having teams of people quitting together rather than focusing on individuals. WERO is designed to be fun - Māori and Pacific love a competition. WERO also gives communities a chance to raise some money for a good cause. Our communities are always fund-raising for our children’s schools, for our church groups and for our kapa haka (Māori cultural performance) and sports teams. We believe WERO could work for smokers from any cultures, but it will be particularly appealing to Māori and Pacific.

An additional resource that has been developed to support the project is an iPad game ‘stub it out’ in which tobacco products sail across the screen and the player ‘taps’ them to stub them out. The cigarette butts fall to the ground where they smoulder and emit smoke (making gameplay harder) until they are swept away with a ‘swipe’ gesture. Cessation products also feature in the game and act as power-ups, temporarily slowing down the gameplay to make it easier to stub out the cigarettes and sweep away the butts. It is intended to complement behavioural support and/or pharmacotherapy.

WERO is being evaluated by the University of Auckland’s Centre for Tobacco Control Research as part of a broader programme of research, the Tobacco Control Research Tūranga , that looks at how to help more people stop smoking. The New Zealand Tobacco Control Research Tūranga is supported through the Reducing Tobacco-related Harm Research Partnership co-funded by the Health Research Council of New Zealand and the Ministry of Health.

The research team will be looking at how many team members have stopped smoking by the close of the competition and 3 months after that. Team members, coaches and WERO Co-ordinators will be all be asked for their opinion on what worked and what didn’t work well. If you would like to be notified when the results come out please email us.
Analysis

It is clear from the review that use of social media which harnesses its full capability is still in the very early stages. The projects listed above represent the most well developed social media strategies identified; the small number alone indicates that use of social media for advancing public health has a long way to go. Many organisations which use social media treat it simply as an additional communication channel, utilising it to broadcast information rather than engage and exploit the ‘social’ aspect. This is view that was also reflected in many of the articles that were returned in search results.

Often social media is used for public relations, marketing and fundraising rather than to achieve program objectives. Even where it is used for program purposes, very few programs exploit the user-generated and participatory capabilities of social media. Fewer still have well developed evaluation frameworks and have formally undertaken any kind of evaluation. This is hardly surprising, given the newness and constantly evolving social media landscape; of the relatively few presentations and case studies available, some were candid about the fact that they started on social media with an approach of trial and error and no clear idea about what may be possible or achievable.

Despite the limitations of these examples, there are many ideas that could be further developed and tailored to tobacco control programs.

Lessons for tobacco control

Define expectations and success and how this will be measured

With few exceptions, projects that use social media have poorly developed evaluation frameworks, and often no clear aim or objectives. Often the number of views or messages sent is held up as a measure of success, however it is important to note that effectiveness should not be measured only by number of likes or followers, but impact and engagement. An important point here is that social media allows for a very targeted approach. Mass reach may be an objective in some programs, but if it is impact rather than numbers (eg in a specific target group), social media allows and facilitates approaches that can be quite nuanced. The ‘Hello Sunday Morning’ project approach of encouraging participants to blog about their experiences of participating in the program.

Fit the social media strategy to the purpose

It is important to not simply ‘tack on’ social media to an existing strategy. Consider how the project fits the purpose – is it about advocacy, cessation support, shifting norms, education, or individual intervention? In each case, the social media strategy will look quite different. A Facebook group may be an appropriate way to provide a supportive community for people attempting to quit smoking, whereas a campaign to advocate for a new tobacco control law may be best achieved by combining an online petition with publicity through Twitter. High quality discussion about specific policy issues aimed at influential advisers and decision-makers might be best suited to a blog; subverting tobacco advertising and promotion might be achieved by a satirical Tumblr account. Consider the different levels in defining objectives: individual, social, organisation, cultural, political, as well as the reach, impact and interactivity capabilities that will be needed to achieve the aims of the project.
Recognise that using social media does mean giving up control over brand and messaging

By its very nature, social media means the people and communities you engage will digest and modify your content as they share it. This aspect of social media can create hesitation for many organisations which have traditionally exercised tight control over their brand and messaging. However, the benefits are that social media allows direct and immediate communication, and instant feedback which allows projects to be amended or redesigned as necessary. It should be seen as an opportunity - the public have always been able to ridicule or ignore messages, but social media provides visibility for how information is modified and repackaged as it passes through networks. The viral nature of communities also means that success can happen quickly.

Avoid ‘web 1.0 project delivered by web 2.0 means’

This is a common characteristic of many projects which present as using social media. Often such projects have simply taken advantage of the lack of infrastructure costs for social media platforms, without incorporating the unique characteristics of social media into how the project is delivered. Given that social change is at the heart of tobacco control (and public health more generally), the interactive, collaborative nature of social media should be fully exploited by the tobacco control community. Tobacco control policies typically have a high level of popular support; social media offers the opportunity to build on this. It also offers the opportunity to monitor how tobacco control media coverage and policy discussion are perceived by the public in real time.

Resource it properly

The high level of interaction on social media means that content can’t be just published and left for consumption. The reach and dissemination needs to be monitored, and more importantly as content is repackaged and/or passed on with commentary, it requires engagement to ensure that messages are not distorted and result in incorrect facts. This is particularly the case for projects that may reach groups who are also exposed to pro-smoking views. A great deal of incorrect information regarding tobacco use and smoking is available via social media, as well as sites administered by tobacco companies or industry front groups.

Ensure you have the right people for the medium

At least one evaluation noted the need to have ‘social media natives’ to drive implementation of a project. Peer education is a well established approach in health promotion, and the principles behind it are equally applicable to social media. There are several platforms that can be somewhat mystifying for unfamiliar users, while others are easy to learn. Particularly where the language and conventions of a platform are important, involving (or hiring) a team member who understands this will be important for engagement. For example, it may be appropriate to have a social media newcomer running a blog that is aimed at generating serious policy discussion; on the other hand, a project aimed at reaching ‘hip young kids’ through Tumblr is likely to require somebody who is experienced at using it.

Harness the potential for collaboration

One of the greatest benefits of social media is the ability to accumulate ‘assets’ that can be shared and used beyond the original purpose. For example, with the August 2012 plain packaging high court win in Australia, the Current TV documentary ‘Sex, Lies and Cigarettes’ about the tobacco industry in Indonesia, the Cancer Research UK video showing children reacting to cigarette packs, and the Thai Health Promotion ‘got a light’ ad were all highlighted in the Australian media and used for in-depth reports about the state of tobacco control in the region. The Cancer Research UK video was used by the Health...
Minister and Attorney General at the start of their press conference to demonstrate why plain packaging is an important initiative. Each of these videos had been produced at least several months prior to the high court win and circulated internationally, but to the Australian media they were considered a fresh take on a topic of current interest. Social media – particularly Youtube - provides the opportunity for products to be used beyond their original markets and publication.

Meet people ‘where they are’

It is important to meet people ‘where they are’, rather than simply building a social media site and expecting people to find it and consume content. Particularly for programs that are aiming to change behaviour, they are unlikely to engage intended targets by simply putting information out on social media, and hoping that people will join. Social media reaches people based on what they seek out; in order to reach them, content needs to be present where they will find it. An approach which embeds itself in the communities of interest of its target group is more likely to generate engagement than one which is disseminated as a stand-alone initiative.

Project ideas

This section is intended to provide potential examples and ideas for discussion about how SEATCA partners may be able to effectively utilise social media to achieve both national and regional goals in tobacco control.

Crowdsourcing strategies

Utilising crowd sourcing technologies could be a good approach for building new alliances and facilitating a wide range of input beyond traditional tobacco control advocates to develop new initiatives. This may be particularly effective for developing strategies that support ASEAN-wide initiatives (for example a common approach to tobacco pricing and taxation, or a health warning label standard).

‘Envoys for tobacco control’

Similar to the United Nations Special Envoy for Malaria project, this idea would see high profile figures recruited to support tobacco control. It could include a range of public figures such as religious leaders, celebrities, sports stars, journalists and politicians (where appropriate). In order to be invited to be an envoy, the person would need to have a sufficient profile to be influential, would need to be credible, and would already have a social media profile. The premise would be simple: that the envoy publicise support for tobacco control initiatives on a regular basis through social media. This could be used to complement other advocacy and awareness campaigns. The advantage of a strategy such as this is that it is a cost free way of publicising tobacco control and reaching a wide number of people. Because it is a relatively small effort on the part of the envoy, it may be easier to recruit support than it would be for a project where the person is being asked to donate to, or be the ‘face’ of a cause.
‘Check in to support a smoke-free ASEAN’

Based on the ‘Where did you wear it project’, this approach could be used to publicise and generate support for tobacco control policies such as smoke-free public places or restrictions on tobacco sales outlets near schools. People could be asked to use mobile phones and a designated social media website to check in and register their support by location. This would be a good way of creating awareness, expressing ‘silent majority’ support for tobacco control, and would also provide a powerful visual endorsement for policy makers.

‘Hello smoke-free living’

Taking the ideas of the ‘Hello Sunday Morning’ project, this project could challenge people to have one smoke-free day per week and blog about the experience (using short videos if a written blog is impractical). It would likely be helpful for challenging smoking as a cultural norm, particularly in countries where smoking prevalence is high. This type of project is also an effective way to collect qualitative insights into the experiences and perceptions of smokers, and challenges in the experience of going without cigarettes.

Go smoke free for a month to raise money for a popular cause

Similar to the idea for ‘Hello smoke-free living’, and taking inspiration from ‘Dry July’, this could be a challenge to go without cigarettes for a month as a way to raise money for a locally popular cause. The main aim of the challenge would be to raise funds, not to quit smoking. However, participants would be asked to blog about their experience of being smoke free and reflect on what it means in their life.

Depending on the fundraising cause, it could also raise awareness of the link between the cause and tobacco use as a risk factor.

Partnering with maternal and child health projects and/or other projects compatible with tobacco control which already use social media

Given the resourcing and investment required to develop good quality social media projects, an ideal approach would be to identify projects that are already successfully using social media and which would be complementary to tobacco control. Among the case studies highlighted in this report, the UNICEF project to promote breastfeeding would be a good example of a compatible project. If a similar project existed in the ASEAN region, it would offer the opportunity to provide additional credible advice to a community with an interest in child health, would be reaching engaged and aware health consumers.
Additional resources

• Crowdfunding platforms for social good
  Discusses different platforms and the most appropriate ways to use them. Useful summary for tobacco control organisations looking to maximise and add value for scarce resources, and for developing initiatives with a regional approach.

• Social media use in health promotion (report of South Australian Government), June 2012
  Excellent report which analyses the reasons for using social media in health promotion, and provides ideas for strategies and evaluation frameworks.

• CDC social media toolkit
  US centric and with CDC case studies, but a good basic overview of many types of social media and ‘how to’ guide.

• Literature review on effectiveness of social media for Peel Public Health
  Scholarly overview of how social media can be effectively harnessed and some of the key barriers.

• Unicef using social media to eradicate neonatal tetanus (article)
  Available at: http://blogs.telegraph.co.uk/technology/shanerichmond/9776477/Unicef_using_social_media_to_help_eradicate_neonatal_tetanus/
  Note that this type of approach brings together fundraising and support = more buy-in, likely also support that adds value beyond mere $$

• Save the Children UK malnutrition campaign
  http://www.guardian.co.uk/voluntary-sector-network/2012/mar/05/global-tweet-chat-charity-worldwide-audience
  Save the Children recently launched its first ever multi-lingual global tweet chat, spanning 14 hours and 12 time zones, creating one conversation about the hidden crisis of child malnutrition. The tweet reach for this event topped 5 million.

• Act now, save later – UNDP campaign
  Joint initiative of UNDP and UNOCHA to create awareness of the cost effectiveness of investing in disaster preparedness and call on member states to increase funding in the lead up to World Ministerial Conference on Disaster Reduction.
  Good example of creating a groundswell of support and pressure to influence a key decision-making event.

• mHealth booming but riddled with challenges (article)
  http://www.deveex.com/en/news/mhealth-is-booming-but-riddled-with-challenges/78683?mtk_tok=3RkM MJ1WWF9wsRoiaMZan6IrkfX66%2B4vX7Hn0 8Yy0EZ5vUnJEUWy2osBTdQhrQouuEwcWGo8xAI0H%2Fg%3D
  Rapid increase in use of mobile technology globally is prompting investment in the use of mobiles for public health and medicine. Useful for promotion, information and data collection (eg breast screening in Bangladesh, service for pregnant women in Tanzania). The article notes that there is increasing donor interest in projects with a mobile component. A key challenge identified is the different approaches and priorities of computer scientists and public health researchers.

• Top 10 articles on social media, mobile technology and public health

• Social media and aid (article)

• UN – one billion messages (article)
  http://www.huffingtonpost.com/2012/08/19/beyonce-i-was-here-video-world-humanitarian-day_n_1808498. html?ncid=edlinkusaolp00000003

• Social media as a catalyst for social change (article)