

# CIC 2014 CCI

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2 - 4 décembre  
OTTAWA

Canadian Immunization Conference  
Conférence canadienne sur l'immunisation

## #Measles: A local public health unit's experience with social media during a measles outbreak

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# Disclosure Statement



- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

# Outline

- Background on outbreak
- Objectives
- Target groups
- Social media activities
- Deliverables
- Challenges
- Conclusions

# Background

- March 2014: small outbreak of measles in Ottawa
- Index case (imported) in unimmunized school-aged child
  - 3 additional cases
- As part of broader communications strategy, Ottawa Public Health (OPH) used social media:
  - Facebook, Twitter, Tumblr, YouTube

# Background (2)

- OPH is early adopter of social media in public health
- Use of Hub and Spoke approach to social media
- One staff member dedicated to coordinating social media activities with support from various staff
- Employees encouraged to use social media as work tool

# Objective

- To describe:
  - OPH measles social media activities;
  - The reach of the messaging.

# Target groups

- Ottawa residents potentially susceptible to measles
  - Particularly:
    - Young people
    - Parents/caregivers of young children
    - Parents of children at affected school
- Media

# Activities

## ■ Twitter

- Tweeted 87 messages
- Responded to 30 questions



Ottawa Public Health @ottawahealth · Mar 5

#Measles can spread easily from person to person. Ensure your family's vaccinations are up-to-date. [ow.ly/uHM9R](https://ow.ly/uHM9R)





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Notifications

 **Ottawa Public Health** @otta... 19m  
@ Thanks for your patience, and let us know if you have any other questions. ^Kate

 **Ottawa Public Health** @otta... 20m  
@: Q3-Generally, persons already protected do not carry the measles virus & cannot transmit to another.

 **Ottawa Public Health** @otta... 20m  
@: Q2: Yes, the measles virus can live up to 2 hours on surfaces. Info via @cdcgov [ow.ly/uiYh1](http://ow.ly/uiYh1)

 **Ottawa Public Health** @otta... 21m  
@ r Hi, Answers: Q1- Ontario now follows the 12mo & 4-6yr immunization schedule, it changed a few yrs ago [ow.ly/uiZu4](http://ow.ly/uiZu4)

# Activities

## ■ Facebook

- 22 posts on OPH Facebook page
- Live chat with parents from affected school

The screenshot displays the Ottawa Public Health Facebook page. The top navigation bar includes the Facebook logo, the page name "Ottawa Public Health", a search icon, the user profile "Catherine", and navigation links for "Home", "Messages", "Events", and "Settings".

The main content area shows a post from Ottawa Public Health dated March 27. The post text reads: "VIDEO! Do you still have questions about the measles vaccine?". Below the text is a video player showing a woman, Dr. Lewis, speaking. The video title is "Dr. Lewis Answers Common Questions About Measles". The post has 4 likes and 1 comment.

On the left side, there is a sidebar with three posts:

- October 31 at 11:22pm: "How long after having a terrible cold with fever, can an adult get a... See More" (1 like, 2 comments)
- October 15 at 11:17am: "I have a question: Are children under the age of 5 who are receiving... See More" (2 comments)
- October 9 at 10:40pm: "We need better public education about mental..."

On the right side, there is a "Create Page" button and a "Recent" dropdown menu showing a year list from 2014 down to "Started".



## HealthSante Ottawa

Hi, I am sitting with a Public Health Nurse. We are now available to answer any general vaccination or measles-related questions, please post in the comments below. We ask that you please do not share any personal information about yourself or the case to respect privacy.

Like · Comment · March 6 at 12:00pm

 5 people like this.

 Seen by 91

 View 40 more comments

Only if the son was not vaccinated...which she said he was. My comment re: feb 24th was for non immune people....vaccinated people need not worry. Again...only for the non immune.

March 10 at 5:33pm · Like

There is only a 1% chance of contacting it if immunized.

March 10 at 5:34pm · Like

Sorry, I meant to write exposed, not infected. So yes, those who are not immune (unvaccinated) now need to worry about more than just Feb 24th.

March 10 at 5:38pm · Edited · Like



Write a comment...



# Activities

## ■ Tumblr

- 3 blog posts

The screenshot shows a Tumblr blog post from Ottawa Public Health. At the top, there are navigation links: 'FOLLOW ON TUMBLR', 'ASK ME ANYTHING', 'RSS FEED', and 'ARCHIVE'. On the right, there is a 'Follow ottawahealth' button and the Tumblr logo. The main content area features a teal icon of a notepad and the title 'Confirmed case of measles in Ottawa'. The text describes an investigation into a lab-confirmed case of measles in an unimmunized child, acquired during travel to the Philippines. It lists notification locations and times: Med-Team Clinic (Feb 25, 8:45 a.m. - noon), Active Care Clinic (Feb 27, 9:30 a.m. - 1 p.m.), and CHEO emergency department (Feb 28, noon - 2:20 p.m.). It also mentions the child attends St. Stephen Catholic School and provides contact information for the Ottawa Public Health Information Line (613-580-6744). A sidebar on the right contains navigation links (HOME, ABOUT, CONTACT US, CONTRIBUTING AUTHORS), the Ottawa Public Health logo, the text 'Healthy Ottawa', and social media icons (Email, Facebook, Pinterest, Twitter, YouTube, Globe). Below the icons is a search bar labeled 'SEARCH POSTS' and a 'FEATURED POSTS' section.

FOLLOW ON TUMBLR ASK ME ANYTHING RSS FEED ARCHIVE

+ Follow ottawahealth **tumblr.**

### Confirmed case of measles in Ottawa

Ottawa Public Health (OPH) is investigating a lab-confirmed case of measles in an unimmunized child. The patient acquired the illness during travel to the Philippines, which is currently experiencing a significant and widespread measles outbreak.

OPH is notifying persons who were present at the following locations during these times and were potentially exposed to the child, and inquiring about their immunization status:

- February 25, 2014, 8:45 a.m. - noon: Med-Team Clinic, 103-99 Kakulu Road
- February 27, 2014: 9:30 a.m. - 1 p.m.: Active Care Clinic, 1108 Klondike Road
- February 28, 2014: noon - 2:20 p.m.: CHEO emergency department

The child attends St. Stephen Catholic School in Stittsville. OPH is working with the school and school board to notify and inform potentially exposed students and staff.

OPH is advising all of these individuals to seek medical attention if they develop symptoms of measles and to tell their health care practitioner that they have recently been potentially exposed to measles. Individuals can also contact the Ottawa Public Health Information Line at 613-580-6744 for further information.

Although measles has been eliminated in the Americas, cases related to travel continue to occur, putting the local population at risk. OPH is alerting health care practitioners and hospitals of the case and is asking them to ensure all patients' immunizations are up to date and to increase their awareness of possible symptoms of measles. Despite the rarity of this disease in Ottawa, it is very important for all residents to keep their vaccinations up to date and remember to [report to OPH](#) every time your child is vaccinated.

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En français : ottawasante.tumblr.com

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SEARCH POSTS

FEATURED POSTS

# Deliverables / Uptake

## ■ Twitter

- 258 retweets and 24 likes

## ■ Facebook

- 270 likes, 257 comments, 199 shares and 424 clicks on links

## ■ Tumblr

- 2,339 views

# Deliverables / Feedback

- Parents appreciated information provided during live Facebook chat.
- City councillor from affected area praised OPH on use of social media.
- Monitoring social media:
  - OPH developed FAQ video





## HealthSante Ottawa

Hi, thank-you to everyone for your questions today. We need to wrap up the Q&A. Parents, please do not hesitate to contact us to speak with a public health nurse: 613-580-6744 or email [healthsante@ottawa.ca](mailto:healthsante@ottawa.ca). I will not be able to monitor this group for further questions, but we can be reached generally on our facebook page: [facebook.com/ottawahealth](https://facebook.com/ottawahealth) Thank-you, Kate

The header for the Ottawa Public Health Facebook page features a blue and green background. On the left is the Ottawa Public Health logo, which includes the word "Ottawa" in a stylized font above "Public Health" and "Santé publique". To the right of the logo, the text "Ottawa Public Health" is displayed in white, followed by "Government Organization" and "9 ratings" with five stars. Below this, there are small profile pictures of several people and the "Ottawa" logo. On the far right, there is a "Liked" button with a checkmark.

Like · Comment · March 6 at 12:57pm

4 people like this.

Seen by 90

Thank you Kate and Ottawa Public Health. I am very impressed to see your reaching out to the community to address our concerns via social media. It makes sense!

March 6 at 8:17pm · Unlike · 2



Write a comment...



# Challenges

- Employee buy-in
  - Comfort level using social media
  - Time
- What can and can not be communicated through social media
- Documentation of interactions
- Evaluation



# Conclusions

- OPH's measles social media posts were well-received
  - Appeared to help gain public trust
- Social media changes how we disseminate and receive information
  - Helps reach a wider audience
  - Disseminates information quickly
- Need to keep on top of social media
  - Counter misinformation

# Thank you

**Stay connected with us**  
OttawaPublicHealth.ca | HealthSante@ottawa.ca  
613-580-6744 | TTY: 613-580-9656

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