



**2018**

**28-30 JUNE**  
**VIENNA, AUSTRIA**

**SUPPORTIVE CARE**  
**MAKES EXCELLENT**  
**CANCER CARE POSSIBLE**



**Cyprus**  
**University of**  
**Technology**



**Turun yliopisto**  
**University of Turku**

**Can cancer advocacy be influenced by social media...?**

**Prof. Andreas Charalambous**  
**Cyprus University of Technology and**  
**University of Turku**

**ANNUAL MEETING ON SUPPORTIVE CARE IN CANCER**



[www.mascc.org/meeting](http://www.mascc.org/meeting)



**#MASCC18**



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**A giant of soft power in a hard world!**

**Prof. Andreas Charalambous**  
Cyprus University of Technology and  
University of Turku

**ANNUAL MEETING ON SUPPORTIVE CARE IN CANCER**



[www.mascc.org/meeting](http://www.mascc.org/meeting)



#MASCC18

# Conflict of Interest

- Nothing to Declare



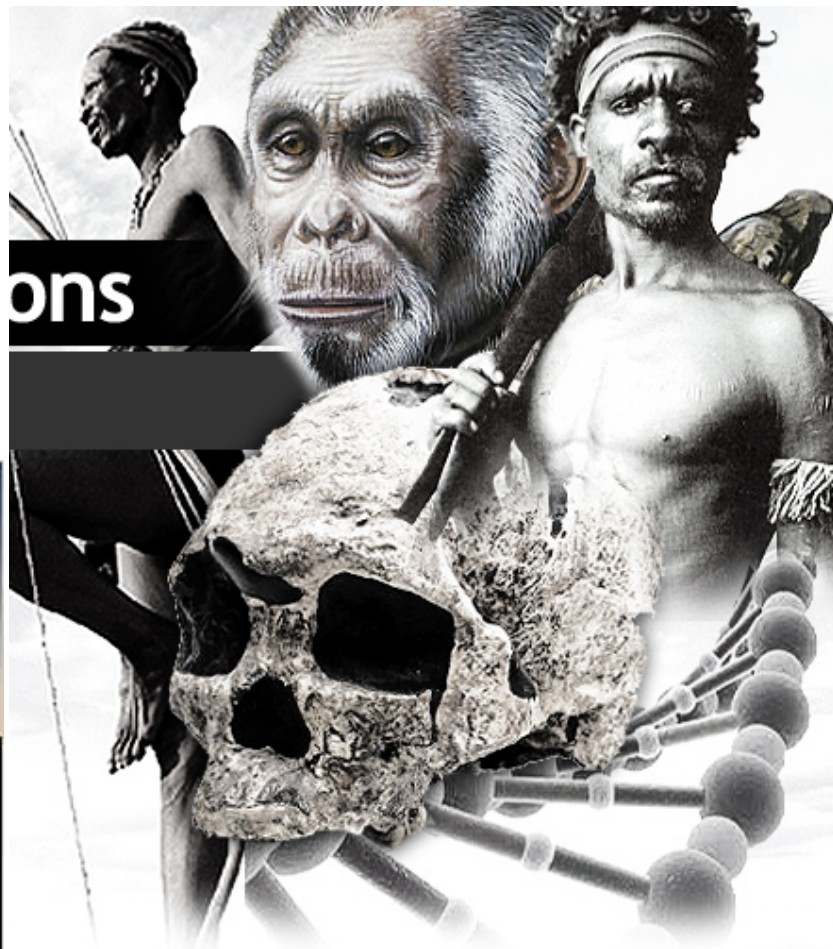
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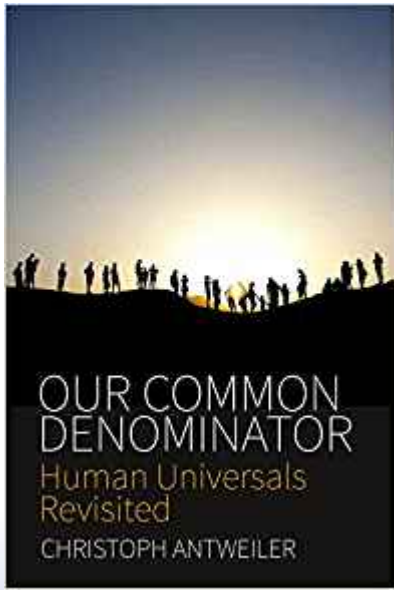
# Common denominator...



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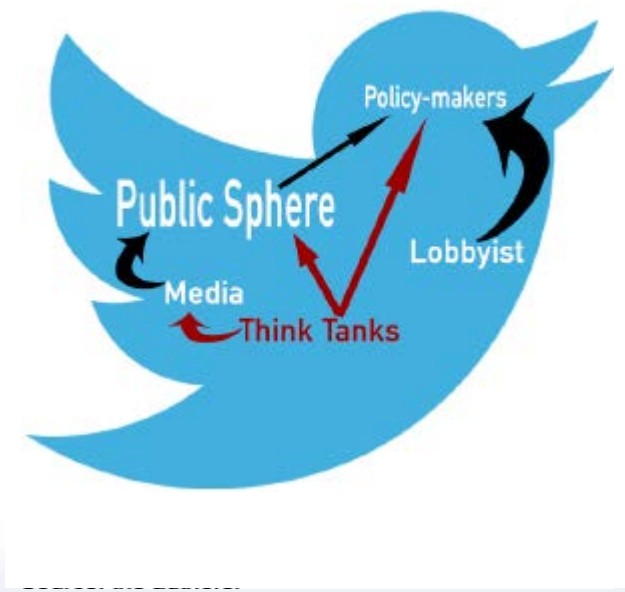
# “Adapt or Perish” to a digital era...?





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# 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>).



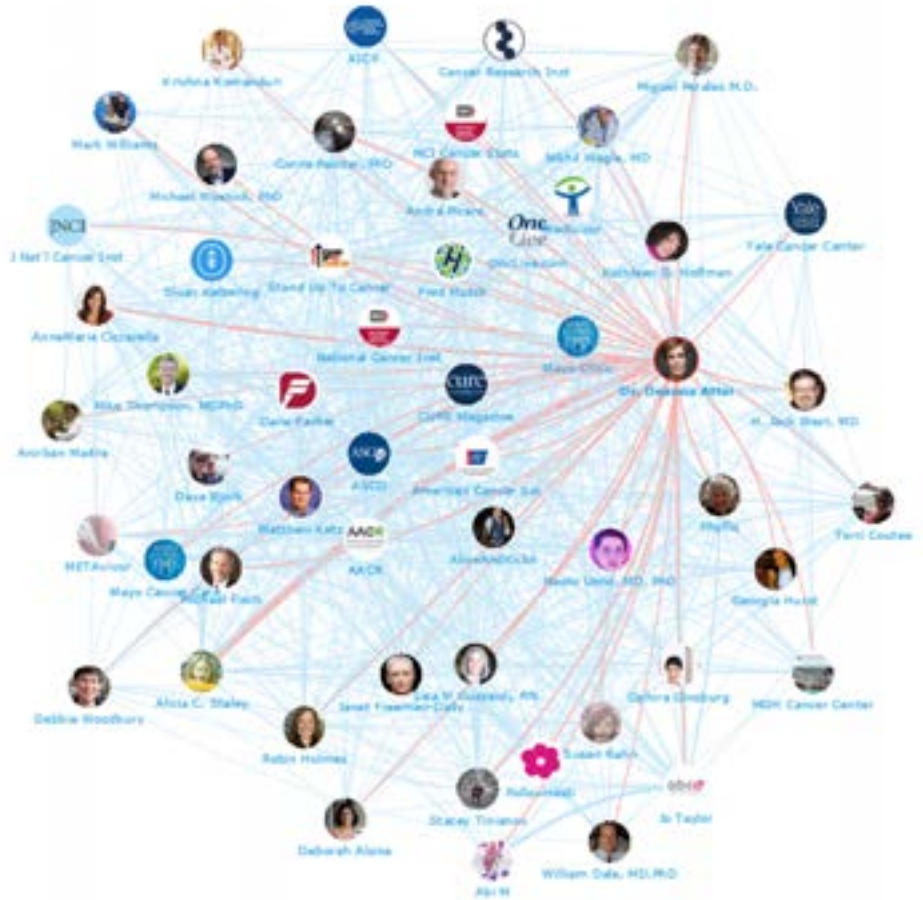
# Mapping the cancer research community...a small fraction!



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- There is a huge community of cancer related influencers and organisations discussing upcoming campaigns and successful fundraising stories







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**The translation of evidence  
into practice and policy may be  
facilitated by researchers' use  
of social media...**





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**Some advocate for an increasing need to narrow the communication gap between researchers and policy makers in the new era...**





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**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...**

Moreland-Russell S, Barbero C, Andersen S, Geary N, Dodson EA, Brownson RC. "Hearing from all sides" How legislative testimony influences state level policy-makers in the United States. *Int J Health Policy Manag* 2015;4(2): 91e8.





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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



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# 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)\*\*

- \*\*Kapp et al. Annals of Epidemiology 25 (2015) 883e887
- \*Lenoir et al J Med Internet Res. 2017 Oct 16;19(10):e344





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**Be aware...that poorly designed  
campaigns can go wrong...**





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Oprah

Tweet

Follow



**Oprah Winfrey** ✓

@Oprah

Gotta say love that SURFACE! Have bought 12 already for Christmas gifts.  
#FavoriteThings

18 hours ago via **Twitter for iPad**





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**...but equally can have a tremendous impact that can influence cancer advocacy...**



# #BeatCancer 2011 by Livestrong



POWERED BY BRANDWATCH

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.



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# Thank you...



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# References

- Grande D, Gollust SE, Pany M, Seymour J, Goss A, Kilaru A, et al. Translating research for health policy: researchers' perceptions and use of social media. *Health Aff (Millwood)* 2014;33(7):1278e85.
- Moreland-Russell S, Barbero C, Andersen S, Geary N, Dodson EA, Brownson RC. "Hearing from all sides" How legislative testimony influences state level policy-makers in the United States. *Int J Health Policy Manag* 2015;4(2):91e8.
- Kapp et al. Is Twitter a forum for disseminating research to health policy makers? *Annals of Epidemiology* 25 (2015) 883e887

