



# Your facilitators

Colleen Young



SharingStrength  FortesEnsemble

Kathy Kastner



# “I don’t know, but I can try to find out”

- default setting for people with health questions



Fox, Susannah, [The Social Life of Health Information](#),  
The Pew Internet & American Life Project, May 12, 2011

# People seek health info online

- **80%** looked online for specific disease or treatment information. This translates to **59% of all adults**.
- **34%** read someone else's commentary or experience about health or medical issues online. (**25% of adults**)
- **62%** use social network sites. (**46% of adults**)
- **15%** of social network users have gotten health information via their networks. (**7% of adults**)

# Facebook useage in Canada



Breikss, Chris, [Mind Blowing Canadian Facebook Usage Statistics](#), 6S Marketing, May 2011

**Social networking is here to stay.**

**People will continue to learn and share about their health online.**

**And we think you should  
be there because...**

# Health librarians





# SharingStrength

A Canadian online resource and community for women with breast cancer

Member Sign in Email

Password

Sign in

Not a member yet? Join now!

Forgot your password?

→ Français

## Quick Start

### Resource Library

- .. Browse by Topic
- .. Search by Keyword
- .. Organization Locator

### Editor's Desk

- .. Editor's Feature
- .. Editor's Blog

### News Sources

### Community Circle

- .. Discussion Forums
- .. Bulletin Board
- .. Stories

### About SharingStrength

## Request a Journal



Order your **FREE** SharingStrength Journal.

## Join SharingStrength



Get involved. Share your voice. Become a member today!



## Learn and Share

Visit the Community Circle

## Quick Start

Not sure where to start? Let us help. Choose a category.

Detection

Diagnosis

Treatment

Recovery

Survivorship

→ Learn about breast cancer and its symptoms, about lowering your risk and screening for breast cancer.

## Resource Library

Credible, relevant and reliable breast cancer resources.

Go to Library

## Notable Resources from the Library

Updated: 15 Mar 2011



In an email to our members on March 15, 2011, we announced the winding down of SharingStrength. Our plan includes archiving the SharingStrength.ca | FortesEnsemble.ca websites and joining a larger cancer community on the Canadian Cancer Society's CancerConnection.ca. You can read the full letter [here](#).

### SharingStrength Transition

Here's how we plan to make the transition as smooth as possible.

## Editor's Desk

By Colleen Young




## Editor's Feature

'E' is for Empowered


Are you an e-patient?

## Editor's Blog

Read, raise and respond to issues that matter to you.

An orange vertical bar is located on the left side of the slide, extending from the top to the bottom.

Why do you want to engage  
with people online?

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What tools do you have to reach people online?

# Kathy's journey

## Archive for the 'Blog: Whose health is it anyway?' Category

### I'm one of them: Non-compliant.

Posted in [Blog: Whose health is it anyway?](#) [Decisions](#) on June 5, 2011 by kathy

I just realized: I'm one of those people I read about. People who willfully lead unhealthy lifestyles. The ones who could (and by all accounts really should) control and be on top of things like taking their meds, exercising regularly, eating properly, drinking 8 glasses of water daily and managing stress. Those people. Us people. [...]

[Continue reading](#)

### 5 Steps to a Patient Centered Hospital

Posted in [Blog: Whose health is it anyway?](#) [Communicating](#) on February 26, 2011 by kathy








Although filled to the brim with patients, hospitals were created to support doctors, not us patients. Historically, their organizational structure focused on doctors' needs and doctors' requirements. The concept of centering hospital care on patient needs and requirements is a relatively recent development.

How can a hospital switch from being provider-centered to patient-centered? Shifting such a [...]

[Continue reading](#)

### Mentions

KathyKastner

-  Natural = no pain meds, no symptom management RT @aliciabloom: @KathyKastner really? tell me more about your interpretation... #hpm  
KathyKastner, [+] Wed 18 May 21:26 via TweetDeck
-  Nice! RT @KathyKastner: Im working on something like that: educate/help choose eol options. #Hpm  
• drpipa, [+] Wed 18 May 21:26 via TweetChat
-  @KathyKastner really? tell me more about your interpretation... #hpm  
• aliciabloom, [+] Wed 18 May 21:26 via TweetChat in reply to
-  TY RT @Pallimed: Resuscitation on television: realistic or ridiculous? for @KathyKastner #hpm <http://hpm.md/1AL4WY>  
KathyKastner, [+] Wed 18 May 21:21 via TweetDeck
-  @KathyKastner #hpm I think a lot of the medical dramas are unrealistic, but it's on TV, so easy for families to believe and relate to.  
• HumpbacksRule, (RT by KathyKastner), [+] Wed 18 May 21:21 via TweetDeck
-  ah. Thnx 4 clarification. I thot family caregivers RT @equijada: @kathykastner rather than saving caregivers... [Read more](#)

## Hashtags

## Tweet Chats

## Conferences

### About this project

The goal of the "**Healthcare Hashtag Project**" is to make the use of Twitter more accessible for providers and the healthcare community as a whole. By lowering the learning curve of Twitter with a database of relevant hashtags to follow, we hope to help new and existing users alike to find the conversations that are of interest and importance...[Read More!](#)

Missing a Hashtag?

### Last Contributors

- @amcunningham
- @CHEOhospital
- @mteresaleiva
- @PennMedicine
- @colleen\_young
- @Aida\_Porras
- @MaverickNY
- @drpenzesjanos
- @TheGr8Chalupa
- @nonosrobeis

### Newly Added



- #sapc11
- #CHEOchat
- #aritmiasD
- #WellnessACC
- #eHealth2011
- #OMPI2011
- #asco11
- #efp
- #hcsmvac
- #medical



480



29

## Healthcare Hashtags

Click to discover descriptions, related hashtags, influencers and stats.

- #eprescribing
- #1care
- #ACOchat
- #acupuncture
- #agedcare
- #AHRQIX
- #ALF
- #Allergist
- #Allergists

## Find Hashtags by Subject

Click to see hashtags related to these healthcare topics.

- "but you don't look sick"
- accountable care organizations
- aco
- ADHD
- Agency for Healthcare Research and Quality
- ahrq
- Allergist
- alternative health
- alzheimers

## Hospital Social Networking List

In researching social media in Canada, I discovered there were few resources on its use in hospitals. Certainly, I couldn't find anything as useful as the [monthly-updated list of American hospitals](#) published by Ed Bennett.

The research involved in trying to find every Canadian hospital blog, Twitter account or Facebook page is pretty substantial. So we'll be taking it slowly and asking for help. I'm sure that we'll need to make some corrections and add some additional references. If you see any mistakes or omissions, please let us know and we'll update it at the end of each month.

Update as of May 2011:

The total number Canadian hospitals which are represented by either a Facebook page, Twitter account, YouTube channel or blog is — 261!

Let's look at the breakdown:

- There are 91 Facebook accounts nationally, representing 193 different hospitals
- There are 57 Twitter accounts representing 201 hospitals
- There are 48 YouTube channels, representing 69 hospitals
- BC has the most hospitals represented by social media pages/accounts/channels, but Ontario has the largest number of *unique* pages/accounts/channels.

### Categories

- [Boundaries](#)
- [Hospital Social Media lists](#)
- [Measurement and Monitoring](#)
- [Patient perspectives](#)
- [Privacy](#)
- [social media policy](#)
- [Social media strategy](#)
- [social media tools](#)
- [Twitter](#)
- [Uncategorized](#)

### Archives

- [May 2011](#)
- [April 2011](#)
- [March 2011](#)
- [February 2011](#)
- [January 2011](#)

# #hcsorca

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## All you need to know about #hcsorca

#hcsorca hosts a **tweet chat** every Wednesday at 1 pm EST.

#hcsorca conversations can also be found on **Facebook** and **LinkedIn**.

## Why #hcsorca?

#hcsorca is a vibrant community of people interested in improving the patient and provider experience. We share and learn, and together we are making health care more open and connected. In time the community will draft a tailored mission appropriate to its constituents.

Health Care Social Media Canada #hcsorca was inspired by the success of #hcsorca and #hcsorcaeu.

## Who will want to take part in #hcsorca?

Anyone and everyone delivering and receiving health care who is interested in **open conversation** to help improve quality, access, value and effectiveness of health care. This includes: patients, caregivers, patient advocates, healthcare professionals, not-for-profit health organizations, educators, health content providers, health institutions, health administrators, health systems and networks, government and health policy makers.

# Connect with us

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