

The Use of Social Media and Interprofessional Collaboration As An Intervention To Improve Population Health Outcomes and Quality of Life in WISEWOMAN Programs

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INTRODUCTION

- Heart disease is the leading cause of death for women in the United States (CDC, May, 2016).
- Cardiovascular disease is also the leading cause of death for women globally (WHO, June, 2016).
- Stephenson County is a rural northwest area of Illinois that exceeds the Illinois state average rate of cardiovascular disease (IDPH, n. d.).
- Research showed 85% of American adults owned a cell phone and 80% sent or received text messages (Pew Research Center, November 25, 2012)
- Text messaging is a simple and easy social media strategy to reach a large portion of targeted populations with supportive health messages (CDC, June 24, 2010).



PURPOSE

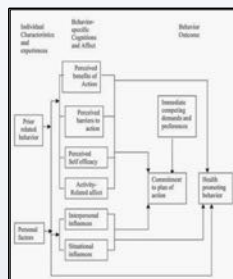
Evaluate the effectiveness of interprofessional collaboration and text messaging as a means to improve nutrition and physical activity health outcomes for a selected population of women at risk for heart disease.



OBJECTIVES

- Improve nutritional knowledge using an educational intervention.
- Improve physical activity using an educational intervention.
- Evaluate satisfaction of in-class nutrition and physical activity sessions using inter professional collaboration.
- Evaluate the likelihood that using text messages will influence health behavior.

HEALTH PROMOTION MODEL



METHOD

- Quasi-experimental pre and posttest design with a prospective cohort of six Stephenson County Health Department WISEWOMAN participants. Four participants completed the pre and post evaluations.
- Collaboration team included Advanced Practice Nurses, physician, Registered Dietitian and Physical Therapist to teach classes and develop text messages.
- The twelve-week timeframe included: 4 weeks of recruiting; 4 one hour in-class sessions weekly with nutritional and physical activity classes; 4 weeks of bi-weekly health text interactive messaging regarding nutrition and physical activity.

Table 1. Participant Characteristics

Participant Characteristics	% (n=6)
Felt somewhat or extremely physically healthy	50.0
Felt exercise was somewhat or extremely important	83.3
Participated in too much/right amount of exercise	66.7
Cooked their own meals	83.3
Drank 1-3 glasses of water daily	100
Participated in nutrition class during past year	0
Read up to 10 text messages the past week	50
Sent up to 10 text messages the past week	66.7
Preferred texting over phone call for simple message	60

RESULTS

There was a modest improvement on the Starting The Conversation: Diet nutrition questionnaire (paired t-test =2.20, df=3, p=0.115) healthy choices.

Table 2. Starting the Conversation: Diet Type of Change After Program (n=4)

Behavior Change	Pos	Neg	None
Fast food meals / snacks	2	1	1
Servings fruit daily	3	0	1
Servings vegetables daily	3	0	1
Soda/sweet day daily	0	0	4
Beans, chicken fish weekly	1	0	3
Number of sweets per week	1	1	2
Saturated fats to season foods	1	0	3

Table 3. In-class Evaluation (n=4)

In-class evaluation	Agreed or strongly agreed
Nutrition classes helped make good food choices	100%
Willingness to continue exercises post-class	100%
Learn best in group setting vs. reading	100%
Evening in-class sessions worked well	100%
Preferred a different time or day	0%

Table 4. Text Message Evaluation (n=4)

Text Message Evaluation	Agreed or strongly agreed
Text message reminders helped self-care	100%
Felt text messages improved health by the text messages given	100%
Text message meeting reminders were very helpful	100%
Text messages found useful and plan to text more as a result of program	100%

CONCLUSION

- Participants accepted text messaging as an effective instrument to communicate health information.
- Interprofessional collaboration combined with health text messaging demonstrated a positive trend in nutrition behavior and knowledge and a potential improvement in primary cardiovascular risk factors.



NURSING IMPLICATIONS

- Continued research is needed regarding the benefits of a diverse multidisciplinary health professional team for primary care prevention.
- Expand research on text health messaging for other modifiable cardiovascular risk factors.
- Further evaluation of health text messaging directly in clinical practice as a tool that can quickly communicate health information.

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