

## Appendix B – Social Media Examples

### Education

Examples of using social media to educate

#### Infant car seats

In recent years, third-party aftermarket products for car seats have become popular with families. These are products that did not come with the car seat when it was purchased (e.g. padded car seat bags, added padding behind the baby and harness strap covers and head support cushions).

**Middlesex-London Health Unit** ✓  
January 22, 2015 · 🌐

Keep your baby safe and warm in the car seat. Non-bulky clothing on your baby helps the harness to stay snug. Place blankets on top to keep your baby warm.



**Infant Car Seat - Winter Safety**  
Keep your baby safe and warm in the car seat.  
[WWW.HEALTHUNIT.COM](http://WWW.HEALTHUNIT.COM)

250 Likes 17 Comments 396 Shares

**Katherine Mann Rand** We just bought one of those car seT bag things and it has places for straps to go through. It is behind where the baby will be. So we shouldn't use it? Baby is due in two weeks. We got it at Walmart  
February 23, 2015 at 7:46pm · Edited

**Middlesex-London Health Unit** Hi Katherine,

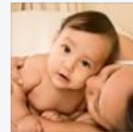
We do not recommend using the car seat bag.

In recent years, third-party aftermarket car seat products (e.g. car seat bags) have become very popular. These are products that do not come with the car seat when it was purchased.

The padded car seat bag and any added padding behind the baby can cause the harness to become loose around the baby. The extra thickness in the material can compress in a crash or sudden stop and the baby will not be safely restrained in the seat.

For more information, please call Health Connection (<https://www.healthunit.com/health-connection>) at 519-850-2280 to speak with a Public Health Nurse or visit: <http://www.healthunit.com/infant-car-seat-winter-safety>.

P.S. Congratulations! Wishing you lots of love and happiness with your baby 😊



**Health Connection — Middlesex-London Health Unit**

[HEALTHUNIT.COM](http://HEALTHUNIT.COM)

February 24, 2015 at 12:01pm



**Katherine Mann Rand** I have taken it back to Walmart and will be just using blankets over top of her after she is bucked in. I am thankful this article of your popped up on my Facebook page cause otherwise I would have used the car seat bag. Thanks for the congrats!

👍 1 · February 24, 2015 at 12:52pm

## Exposure to UV Radiation

UV radiation can cause permanent DNA damage, increasing the risk of developing skin cancer. The use of tanning equipment before age 35 increases the risk of melanoma.

**Middlesex-London Health Unit**  
June 11, 2015 · 🌐

Myth or Fact? A tan is healthy.



**Artificial Tanning**  
Common myths and facts  
[WWW.HEALTHUNIT.COM](http://WWW.HEALTHUNIT.COM)

83 Likes · 27 Comments · 65 Shares

**Marie Redgrift** Anyone who loves to tan knows the risks, chooses to tan and will take the risk.

I love a good tan. I tan a few times before vacation and regardless of what this add said.. It does protect me from burning bc my melanin gets activated to protect me when I'm away.

I wear SPF 30 when I'm traveling and SPF 15 when in Canada ..

A small fact to add to this is - ppl who are healthy and follow all the rules and feel safe .. Also get cancer.

👍 2 · June 8, 2015 at 8:08pm



**Middlesex-London Health Unit** Hi Marie,

Thanks for adding your comments. You make some important points, which many people can probably relate to and understand.

However, it's difficult for us to hear that a tan provides protection from burning, because this can lead to a false sense of security and inadequate sun safety behaviours.

Tans offer minimal protection against burning (similar to a sunscreen with an SPF of 3, depending on skin type), and a tan offers no protection against genetic damage to skin cells. Ultimately, tanned skin is damaged skin.

Furthermore, the use of artificial tanning equipment is unsafe. UVR-emitting tanning devices have been classified as carcinogenic to humans by the International Agency for Research on Cancer ([http://www.iarc.fr/.../iarcnews/2009/sunbeds\\_uvradiation.php](http://www.iarc.fr/.../iarcnews/2009/sunbeds_uvradiation.php)), causing all major types of skin cancer.

Also, studies have shown that up to 50% of cancers could be prevented by changing behavioural risk factors (<https://www.mycanceriq.ca/About/YourRisk>). If cancer still develops, however, screening and early detection are especially important and can save lives.

We all want to enjoy the outdoors, but it's important to practice sun-safe behaviours like seeking shade, wearing hats, clothing, sunglasses with UV protection and sunscreen.



### Sunbeds and UV Radiation

Web Portal for International Cancer Research:  
Cancer Epidemiology and Genetic Databases, ...  
[IARC.FR](http://IARC.FR)

👍 4 · June 10, 2015 at 7:08am

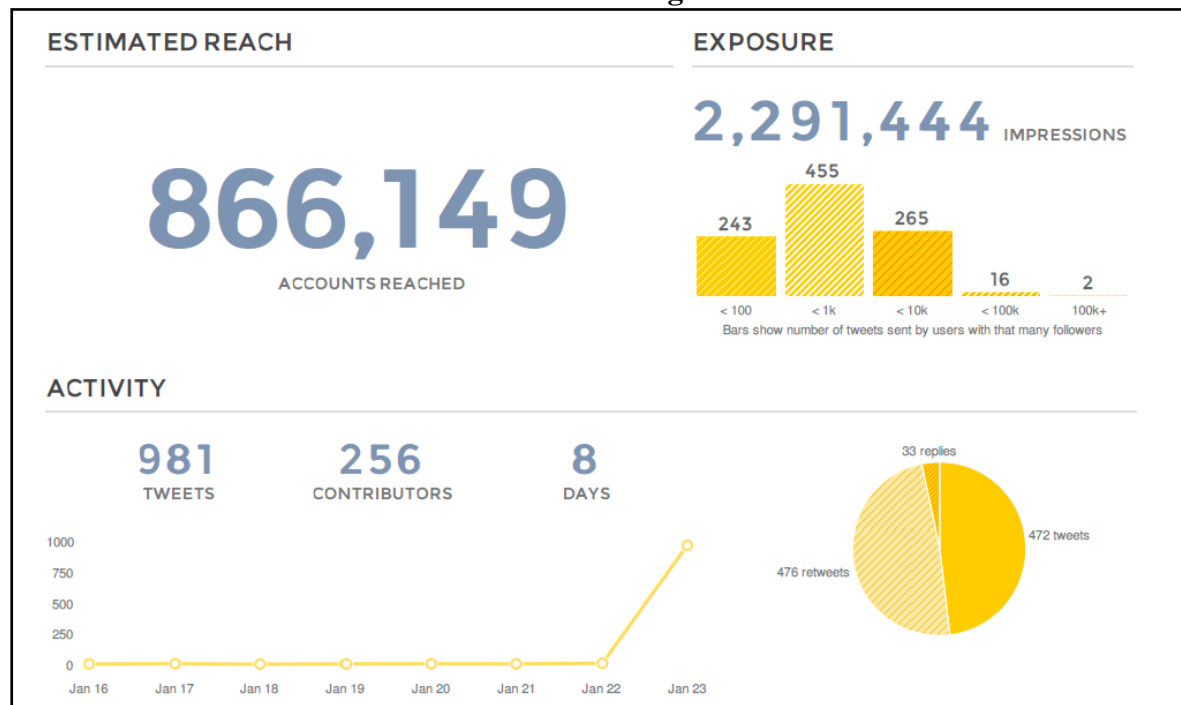
## Collaboration






Example of using social media to collaborate

### Celebrating 70 years of community water fluoridation

On Friday, January 23, 2015, the Middlesex-London Health Unit collaborated with the Ontario Association of Public Health Dentistry, Ontario public health units, Children's Dental Health Project, and international health organizations to celebrate 70 years of community water fluoridation on Twitter using the hashtag #factsfavorfluoridation.

#### tweetreach.com - #factsfavorfluoridation hashtag metrics



CONTRIBUTORS				TWEETS TIMELINE	
	Tweets	RTs	Impressions		
PublicHealth	1	19	372.1k	Jan 23, 2015 at 8:50pm UTC	
MLHealthUnit	56	24	369.6k	 OKPublicHealth Assoc. @OPHA_Health Get answers to 17 common questions about #fluoride bit.ly/1FSYogw #factsfavorfluoridation	
PapaRandilicious	1	0	317.3k	 Mary @mary01336 RT @TOPublicHealth: Did you know 1 in 5 Canadian adults has a form of tooth decay? Fluoridation can prevent it! bit.ly/1Qlvos0 #Fac...	
CDCChronic	13	19	113k	 CKPublicHealth @CKPublicHealth How does fluoride in drinking water work to help prevent cavities? Watch this brief video bit.ly/1klOeoe #factsfavorfluoridation	
Chicago_Dental	7	6	63.6k	 Envy Smile @EnvySmileDental RT @ILikeMyTeeth: Video: How tap water with the right amount of #fluoride protects your teeth from decay bit.ly/1kmoekr #factsfavor...	
theCDHA	18	28	57.3k	 OKPublicHealth Assoc. @OPHA_Health Why #fluoridation? Because dental decay can undermine learning & even our national security bit.ly/1CIPjry #factsfavorfluoridation	
SaludHEALTHinfo	3	0	56.5k		
AmerDentalAssn	2	14	55.4k		
CTDPH	6	5	53.1k		
Teeth_Matter	26	23	51.6k		
ottawahealth	2	11	49.8k		
MedicalMile	1	0	41.5k		
TOPublicHealth	2	5	34.8k		
pewtrusts	4	15	32.7k		
picardonhealth	1	0	31.4k		
KIDSDental	54	6	28.2k		

## Encourage participation

Example of using social media to encourage participation

### Sharing skin-to-skin stories

The MLHU encourages parents and caregivers to share their experiences of holding babies skin-to-skin. Twenty skin-to-skin stories are featured on the MLHU's website and social media channels.



### Nicole McCullough

The Middlesex-London Health Unit features [skin-to-skin success stories](#) on its website, [www.healthunit.com](http://www.healthunit.com). Please find Nicole McCullough's skin-to-skin success story below. Thanks for participating! To read more skin-to-skin stories, please view our [skin-to-skin story archive](#).

#### Nicole McCullough's Skin-to-skin Story

On November 30th, 2012, in order to save both our lives, my daughter Alexis had to be delivered at 25 weeks gestation weighing a mere 1lb2oz's. It would be 24 long days before I could hold my daughter, Christmas Eve 2012. Although scared of holding my tiny princess, it was the most amazing feeling in the world. My husband and I continued to hold our daughter skin to skin (kangaroo care as they called it in the NICU) every day we were able to during her 109 day NICU stay. Not only did it allow us to bond with her, it helped my milk production, her heart rate and her temperature. This picture shows my first skin to skin experience with my daughter at 24 days old.





## Advocate for change

Example of using social media to Advocate for change

### The fight for smoke-free movies

The *Ontario Coalition for Smoke-Free Movies* is made up of 39 organizations, including the Middlesex-London Health Unit, which strongly supports 5 actions to reduce youth exposure to on-screen smoking: (1) give new movies containing tobacco an adult rating (i.e. 18A), (2) require strong anti-smoking ads prior to movies depicting tobacco use in all distribution channels, (3) certify no payoffs for displaying tobacco, (4) stop identifying tobacco brands (5) and require films with tobacco imagery assigned a youth rating to be ineligible for government film subsidies.

**Russell Moran** Guys. Not to be negative but I think excessive violence or hyper sexualisation is more of a problem for a developing mind. We've had excellent public understanding of the risks of smoking for about as long as I've been alive and it's truly the persons choice to smoke or not. Plenty try out of curiosity and decide not to smoke either because of the risks or other very mature reasons. Last I heard statistically teen smoking was on the decline except for roughly 16 year old girls almost exclusively. As long as memory serves correctly and the trend has not totally flipped. And if nothing else it falls on the parents to teach their children to make informed decisions and to teach them to know the difference between fantasy and real worlds. Howeveri also feel a reduction in the prevalence of smoking in Hollywood in general wouldn't be a bad thing.

February 20 at 9:18am · Edited



**Middlesex-London Health Unit** Hi Russell,

Thanks for sharing.

You're right. Smoking rates have declined due to many factors over the past few decades (e.g. more research and a better understanding of the health risks associated with tobacco use, smoking restrictions in public places like workplaces and restaurants, increased tax on tobacco products, changes in the social acceptability of smoking, parental guidance, etc.). Also, violence, substance abuse and nudity displayed in movies can negatively impact young people. This is all true.

However, movies already receive higher ratings based on violence, substance abuse, and nudity, but tobacco use is not currently an element that is considered in the Ontario movie rating system.

Essentially, the more kids see smoking, the more likely they are to start smoking themselves. This is the major reason why we'd like the Ontario Film Review Board to classify any new films containing tobacco content with an Ontario rating of 18A.

Restricting tobacco use and exposure in youth-rated movies (G, PG and 14A ratings) is about protection, not censorship. If smoking were displayed in movies, it would receive an adult rating just like violence, coarse language and other types of substance misuse.

Join the fight! Help us protect children and youth from smoking in movies:  
<http://www.healthunit.com/smoke-free-movies>



**Smoke-Free Movies — Middlesex-London Health Unit**

Learn how you can join the fight for...

[HEALTHUNIT.COM](http://www.healthunit.com)

1 · February 27 at 7:53am



**Russell Moran** Wow. Thank you for the educated reply!!!! I honestly appreciate the campaign 1000X more now. Thank you for taking the time to make a difference for all of us

1 · February 27 at 9:23am

**One little number  
can save 100,000  
kids.**

#RateSmoking18

