

Social Networks and Telehealth: enlarging access to health promotion

Telehealth UERJ - Brazil's experience in preventing childhood obesity at schools

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Abstract

Introduction and aims: Telehealth at Schools is a project developed through the integration of health professionals, school staff, students and UERJ's Telehealth Center team intending to provide educational materials and interactive games for children. In this project, in view of the seriousness of the epidemic of childhood obesity in the world, a site was developed for remote access. The objective of this work is to present the importance of social networks as an effective and rapid dissemination of this site information.

Methodology: On August 2011, the site was launched as "Coloring the plate and moving the Shoe" [<http://www.telessaude.uerj.br/colorindo-e-movendo/>]. Since then, a social networking was implemented and a customized tool was developed for analyzing the website access. **Results:** During the period of observation 31,551 hits were carried out to the site, with an average of 5.3 minutes of connection. **Conclusion:** social networks have proven effective in the rapid dissemination of the site, facilitating the diffusion of its content.

Introduction

Telehealth at Schools is a project developed through the integration of health professionals, school staff, students and UERJ's Telehealth Center[1] team. Its main goal is promoting the use of internet as a means to share educational materials for schools' staffs and families and offer interactive games for children. It also provides a monthly interactive teleconference by health professionals to remote communities. In this project, in view of the seriousness of the epidemic of childhood obesity around the world, a site was developed for remote access. The objective of this work is to present the importance of social networks as an effective and rapid dissemination of this site information.

Methodology

On August 2011, the site [2] was launched as "Coloring the plate and moving the Shoe" (Figure 1). Since then, a social networking was implemented and a customized tool was developed for analyzing the website access. This project was funded by the Research Foundation of the State of Rio de Janeiro (FAPERJ) [3] and is part of the activities of the Brazilian Telehealth Networks Program [4].

Results

During the period of observation, 31,551 hits to the site were carried out, with an average of 5.3 minutes of connection. The teleconferences disclosure started one week prior the event date, and is increasing progressively since then. The users are making questions and sending comments about the discussions related to childhood obesity prevention.

Conclusion

Social networks have proven to be one of the most powerful and effective tools for the rapid dissemination of the site facilitating the diffusion of its content and activities.

REFERENCES

- [1] Telehealth Center of State University of Rio de Janeiro (UERJ). Accessible in www.telessaude.uerj.br
- [2] Coloring the plate and moving the Shoe. Accessible in <http://www.telessaude.uerj.br/colorindo-e-movendo/>
- [3] Research Foundation of the State of Rio de Janeiro FAPERJ. Accessible in <http://www.faperj.br/>
- [4] [2] Telehealth Brazil Networks Program. Accessible in <http://www.telessaudebrasil.org.br/php/index.php>



Figure 1: The website "Coloring the plate and moving the Shoe" [2]