

# #DoneWithYou

Using Social Media to Advance  
Health Messages from the LA County Department of Public Health

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Division of Chronic Disease and Injury Prevention  
February 4, 2014



# Social Media Handles

- @DPH
- @Choose Health LA
- @LA Quits
- @EraseDoubt



# Social Media Handles

- @DPH

Facebook

Twitter

YouTube



# Social Media Handles

- @ChooseHealthLA

Facebook

Twitter

YouTube

Flickr



# Social Media Handles

- @LAQuits
- LastDragLA

Facebook

Twitter

YouTube

Flickr



# Social Media Handles

- @EraseDoubt

Facebook

Twitter

YouTube



# @DPH

- To share breaking news, public health alerts, recalls, awareness months/days
- Latest news from the department
- English and Spanish content
- Opportunity for department programs to provide content



# @ChooseHealthLA

- Healthy eating and active living tips
- Program campaign launches
- Program updates: Choose Health LA Restaurants
- News







# JOIN CHOOSE HEALTH LA!



## RESTAURANTS

### EAT HEALTHY

Access to healthy food choices can help build a foundation for a healthier lifestyle.

### MOVE HEALTHY

Safe opportunities for physical activity and exercise can boost your day-to-day routine.

### LIVE HEALTHY

Healthy places to live, work, learn and play will help make the healthy choice the easy choice.

### MULTIMEDIA

Get started with a healthier lifestyle with these interactive resources.

**Communities working together to help make LA County a healthier and more satisfying place to live, work, learn and play.**

### TWITTER FEED

Follow @ChooseHealthLA for news, tips and resources to kick-start your healthier lifestyle.



We are pleased to welcome Mama's International Tamales as a new partner in Choose Health LA Restaurants! <http://t.co/XDAAdoNcDA>



We are pleased to welcome Barney's Beanery as a new partner in Choose Health LA Restaurants! <http://t.co/XDAAdoNcDA>

# @LAQuits

- Quit smoking tips
- Words of encouragement
- News
- PSAs and commercials

LA Quits shared a link.  
January 27

If you're pregnant or thinking about becoming pregnant, quit smoking now to improve your health and the health of your baby.

Learn more about how tobacco impacts pregnancy:  
<http://women.smokefree.gov/before-your-baby-is-born/6-reasons-why-quitting-matters-when-you-are-pregnant.aspx>

**6 Reasons why quitting matters when you are pregnant**  
women.smokefree.gov

1. Women who smoke may have more trouble getting pregnant than nonsmokers. The good news is that your

Like · Comment · Share

**Be You LA Quits** are yall still giving out free nicotine patches?  
January 27 at 4:24pm · Like

Write a comment...



# @EraseDoubt

- Safe sex
- Testing sites and information
- Program campaign launches and updates



# Choose Health L.A. YouTube Channel

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Featured video

Playlists by topic



Live links to social media

Full description

<http://www.youtube.com/user/ChooseHealthLA>





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ChooseHealthLA.com

# Choose Health LA

**Subscribe** 204

About

ChooseHealthLA is an effort by the Los Angeles County Department of Public Health to build a healthier, more satisfying place to live, learn, work and play for all residents.

The obesity epidemic is one of the most significant public health threats facing Los Angeles County. Obesity rates continue to rise among adults, school-aged children and kids as young as 3 to 4 years of age. Approximately 58% of adults in Los Angeles County are overweight or obese and more than 20% of kids in grades 5, 7 and 9 suffer from obesity.

Being -- or at risk of becoming -- overweight or obese dramatically increases the risk for high blood pressure, heart attack, stroke, diabetes and cancer. These health conditions are expensive to treat and manage. Health care costs associated with overweight- and obesity-related illness and lost productivity totaled \$12 billion in 2006 in Los Angeles County alone.

[ChooseHealthLA.com](http://ChooseHealthLA.com)

**204** subscribers  
**56,695** views



# Video Features



Food Portion Size Matters - Portion Control by Choose Health LA

0:19 / 0:32

Fish - What is the Right Portion Size? Choose Less - Weigh Less - ...

Choose Health LA · 50 videos · 638 views

Published on Oct 3, 2012

When eating fish, portion size matters. 2,000 calories per day is all most adults need to eat (children need even fewer), but you're probably eating even more. With bigger portions come more calories, and consuming extra calories can lead to obesity, diabetes, heart disease and some cancers. But a simple way to start being healthier is to choose to eat a little less.

Small changes can make a big difference when you're trying to lose weight or maintain a healthy weight. Knowing the right portion size for different foods can help you keep your calorie count lower. Find out the proper portion size for snack foods like steak.

Portion size matters for weight loss and healthy eating. Choose less, weigh less.

For more healthy eating tips and to find out how many calories you should be eating, visit <http://www.choosehealthis.com/eat-less-...>

Category: People & Blogs  
License: Standard YouTube License

Show less

"About"



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<http://www.youtube.com/watch?v=q>

All Comments

Comments are disabled for this video.

Social sharing



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Video statistics Through Jan 20, 2014

Views	637	TIME WATCHED	4 hours
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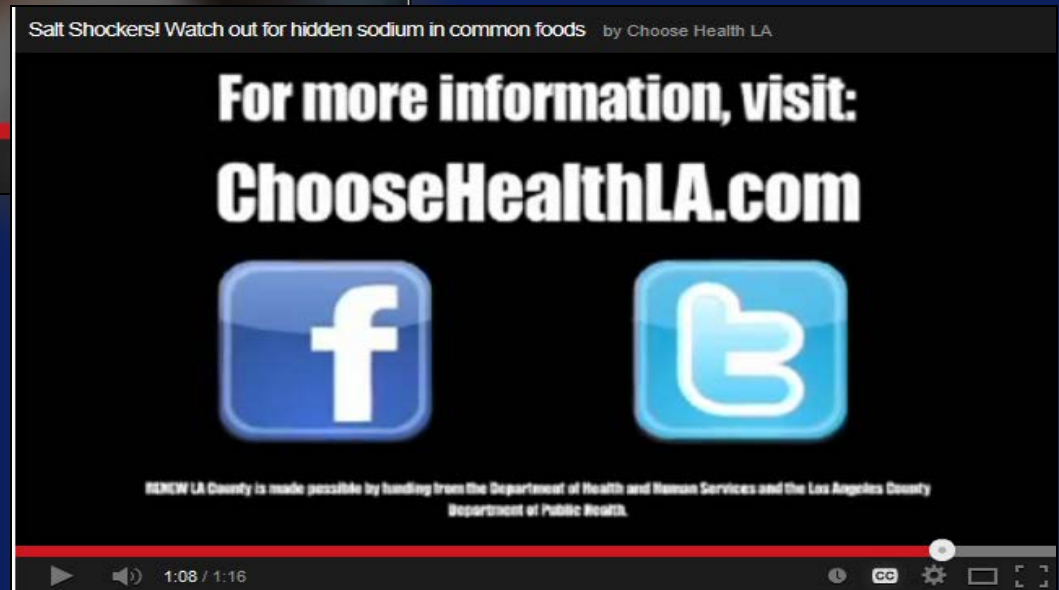
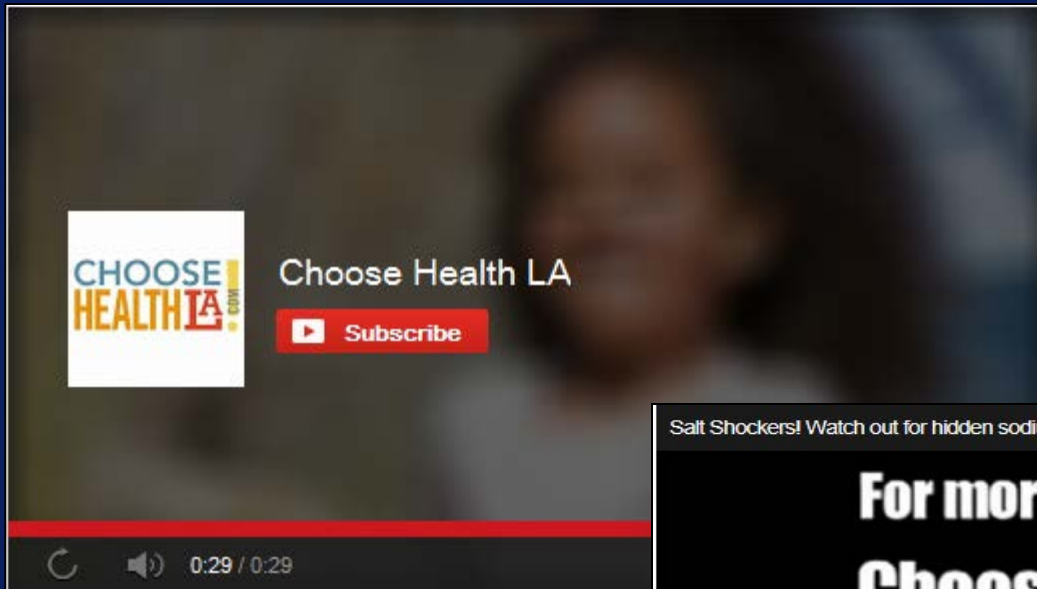
Cumulative Daily



Built in metrics



# Help Your Audience Take a Next Step



# #DoneWithYou

- “Breaking Up with Tobacco” public education campaign targeting LGBT populations
- Break Up Squad
- Social interaction, visual display to have a conversation regarding smoking
- #DoneWithYou: Twitter and Instagram





**YOU'VE  
BURNED ME  
TOO MANY  
TIMES.**

**IT'S TIME TO BREAK UP WITH TOBACCO.**

**FREE HELP. NO EXCUSES.**

**LastDragLA.com**

**1-800-NO-BUTTS**

**#DoneWithYou**



# YOU'RE TOO CLINGY.

**IT'S TIME TO BREAK UP WITH TOBACCO.**

**FREE HELP. NO EXCUSES.**

**LastDragLA.com**

**1-800-NO-BUTTS**

**#DoneWithYou**



# GET YOUR BUTTT OUT OF MY LIFE.

**IT'S TIME TO BREAK UP WITH TOBACCO.**

**FREE HELP. NO EXCUSES.**

**LastDragLA.com**

**1-800-NO-BUTTS**

**#DoneWithYou**



**OUR  
RELATIONSHIP  
HAS BECOME  
TOXIC.**

**IT'S TIME TO BREAK UP WITH TOBACCO.**

**FREE HELP. NO EXCUSES.**

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**#DoneWithYou**



# Challenges

- Time
- Staff
- 24/7 job
- Content creation
- Building an online community
- Using the right tools
- Having access to social media at work



# Solutions

- Provide content ideas to DPH
- Spend time becoming familiar with the tone and content
- Observe how online conversations take place:
  - TwitterChats
  - Facebook posts
  - #Hashtags
- Length of videos **KEY** to keeping audience engaged



# Thank you

