

THE FANPAGE OF THE BRAZILIAN VIRTUAL HEALTH LIBRARY OF PREVENTION AND CANCER CONTROL AND TOBACCO CONTROL

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INTRODUCTION

Communication and Health are two fields intrinsically linked. Particularly nowadays, when we have to pay attention to the quality of information we are getting. It is a vast, fast and complex world. So, the area of Communication and Health has an important role in this world. It is not only about spreading the right information to the specific public. The idea is to go far, it is to engage people in their own health promotion by making people to acknowledge the necessity of taking the actions in order to maintain good health. In other words, it is to ensure collective participation in the Health choices and even in public health.

Thinking about the role of a public library, its objective is exactly to spread knowledge to all people. It is only logic to imagine that a library should use communication tools in order to guarantee that the information is going to reach as far as it can go.

The Brazilian Virtual Health Library (BVS) of Prevention and Cancer Control is formed by a set of institutions well known in Brazil by its work on prevention and cancer control. The Library aims to disseminate information about the control of this disease. It works through a portal in the internet. Besides the portal, BVS of Prevention and Cancer Control has launched a facebook fanpage in 2013.

The idea, then, was simply to disseminate the Library, increase the visibility and attract more people to use it. But, soon, the fanpage became a tool to engage partners, people who work and study the field, to spread information about cancer and tobacco control, since tobacco is one of its most current, and popular, subjects.

OBJECTIVES

The aim of this work is to demonstrate how social media can be a tool to work on tobacco control by getting partners together and spreading quality information to the right people.

METHODS

Case study of the BVS of Prevention and Control of Cancer facebook fanpage and its posts about tobacco control.

RESULTS

The facebook fanpage of the BVS Prevention and Cancer Control is the sixth of its kind in number of "likes". It is important to say that the target of the BVS is way smaller than the other similar fanpages. Our public is the person who is looking for information based on scientific evidence. So, it is a person that is interested in the general information on the tobacco control area but it is, also, a person that has at least some knowledge in the field.

Each post on the BVS Prevention and Cancer Control facebook fanpage has about 600 engaged people. The ones about tobacco control reach as much as 2100 people. And more than that, the right people, the ones working and studying the area.



Página	Total de curtidas n.	desde a semana	Publicações esta	Envolvimento esta semana
1	1.9m	▲ 1,2%	33	189,6K
2	263K	▲ 0,1%	8	1,5K
3	211,3K	▲ 0,1%	26	3,5K
4	22,7K	▲ 1%	9	758
5	9,7K	▲ 0,1%	2	70
VOCÊ	3,2K	▲ 0,3%	4	37

DISCUSSION

Social media is proved to be a communication tool very effective in engaging people on subjects and that is why it was the choice when planning the communication of the BVS Prevention and Cancer Control. As said before, Communication in Health is about making people work in a collective towards their own health promotion. And although facebook has potential to have a wide range, it is possible to direct the information to the people who are willingly to search that subject.

The focus of the BVS Prevention and Cancer Control's facebook fanpage was initially to disseminate, through posts, subjects related to cancer control in order to attract the public interested in the subject and make it aware of the BVS itself. However, after only six months, it became obvious that the fanpage should show more about the BVS portal, such as events and publications. Today, when there is an event in which BVS has some participation (Congress, Seminar or a Fair, for instance), it is shown this participation in photos and short texts.

There are two posts on the facebook fanpage of BVS Prevention per week. This number is a suggestion of the Social Media Manual from the Presidency Communication Secretary. Eventually, when there is an important date or event, there are more posts. In general, the posts are:

- ❖ Health tips: always a tip about cancer prevention.
- ❖ Search tips: the search in the BVS Prevention and Cancer Control Portal can be trick if the person is not familiar with the search mechanism. So, this kind of post may present a database or clarify how a search can be refined.
- ❖ Publications: this post presents a publication that is cataloged in the BVS database, with a brief summary of the publication and the image of its cover.
- ❖ Events: there are two types of posts relating to events. One aims to take people to know the area of events in the BVS's portal. This one is a short text about a Congress, Seminar or Course that is listed in this events area and the link is to this specific page of the portal. The other type is made when the BVS team is participating of an event and we show this participation.
- ❖ News: this is the most common type of post in the BVS's facebook fanpage. It is some news about prevention or cancer control. Usually the link is to a newspaper, magazine or portal of the big media.

It is important to highlight that tobacco control is a subject that is inserted in all kinds of posts.

CONCLUSION

In a communication plan, the work with social media, especially facebook fanpages, can be the right choice when the main point is to not simply to disseminate information, but to engage the right people.

Specifically talking about the information based on scientific evidence, it is possible to mix posts targeting a wide range of people - posts with common information – with posts with scientific information – about researches, publications and other kinds of scientific information.

We conclude that the use of this communication tools are perfect when we are dealing with health issues and the facebook fanpages are a good choice for the work on the tobacco control. It is a way of spreading information in a quick way, because a simple click on the "share" button can disseminate information for a great number of people. It is also possible to respond quickly when people make questions.