

How informed decision making can be supported by online communication and social media – experiences from the German mammography screening programme

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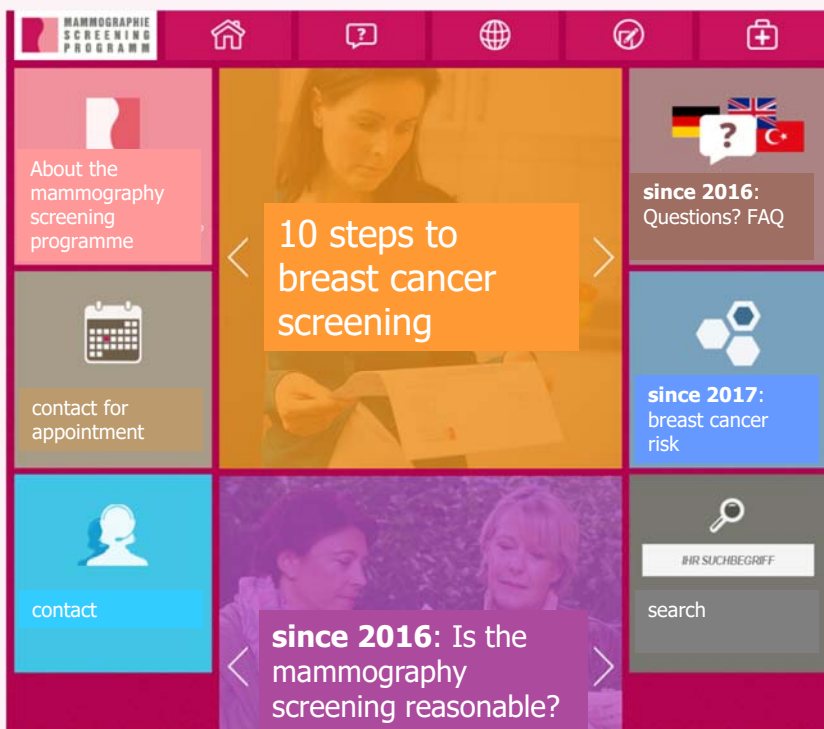
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informed decision making in Germany

- German mammography screening programme aims at over 10 million women (age 50 and 69), screening intervall is 24 months
- it is the first organized cancer screening programme in Germany (established nationwide 2005 - 2009)
- women receive written invitation with appointment date and time
- invitation letter includes an **information leaflet** issued by the responsible governmental **decision-making-body** (leaflet in english: http://www.mammo-programm.de/download/downloads/broschueren/GBA_MAMMO_ENGLI_20160310_web.pdf)
- **but, utility of an information leaflet ist limited**

**All information has to follow the
guidance on breast screening communication
and support an informed choice.**



- Information on
- breast cancer,
 - screening procedure, and
 - possible benefits and harms of mammography screening

Continuous further development with several amendments

100,000 visits and 363,000 site views (2016)

www.mammo-programm.de

Public discussion and new regulation resulted in an increased need for information (increased requests via hotline and email):

- Ongoing critical (predominantly negative) scientific and public discussion about mammography screening (benefits and harms)
- „Patientenrechtegesetz“ (act on patient rights)
 - Jan. 2016 new information leaflet
 - Jul. 2016 information meeting (personal consultation with a screening physician) up front mammography
 - Nov. 2017 new information leaflet (decision aid)
- Missunderstanding and missinterpretation of „new“ terms such as overdiagnoses and false-positives (often communicated als false diagnoses)



new content

Welcome!

Do you have questions about mammography screening? We'll be glad to help you.

Here you will find the most frequently asked questions concerning mammography screening. And our answers. Please use our contact options for specific questions. We'll gladly provide answers.



Do you have questions about these topics?

Your query



Who is this program aimed at?



Possibilities and Limitations



Invitation and appointments

new content



Informational meeting and waiver



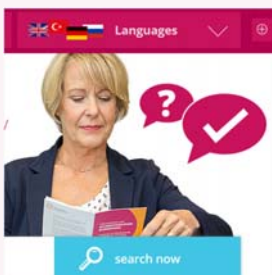
Examination



Diagnosis and what's next

new content

FAQ | user statistics 2016 (July – December)



FAQ: 10,000 visits with 27,000 site views

- 40 % / FAQ
„Invitations and Appointments“ & „Who is the programme aimed at?“ (all the TOP TEN FAQs within these topics)
- 10 % / FAQ
„Possibilities and Limitations“
- 5 % / FAQ
„Informational meeting and waiver“

Learnings:

Our visitors are women

- in the screening age group
- with „screening“ experiences
- who feel „well informed“ (with respect to benefits and harms)
- who have a **predefined position** towards or against screening

Need to **contact women earlier** (40 +), when they start thinking about breast cancer screening

web portal | FAQ

New topic
„breast cancer risks“

Facebook

Posts with information on benefits and harms (for younger target group and women 50-69)

Intensified use of medium: video

facebook + YouTube + web portal

FAQ | user statistics 2017 (February – May)



FAQ: 22,000 visits with 48,000 site views (+ 100 %!)

- 35 % / FAQ
„Breast cancer risks“ (all TOP TEN FAQ within this topic)

but!

- 10 % / FAQ
„Possibilities and Limitations“

Learnings:

- information on breast cancer (risks) lead to many more younger users on web portal (FAQ), but not to more users on other FAQs
- click rate provide hints whether a subject is of more or less interest



fans: 24 000 (99 % femal, 98 % from Germany)

by age groups (relevant)

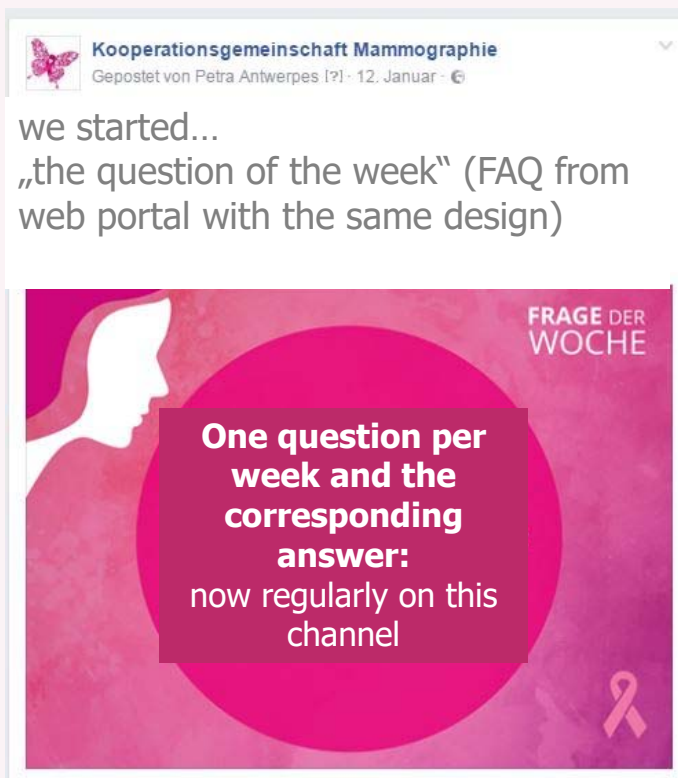
- 35-44 = 14 %
- **45-54 = 40 %**
- **55-64 = 31 %**
- 65+ = 11 %

activities: 3-7 posts per week

users: as many as 50,000 facebook users

interactions: as many as 1,800 per post

Facebook 2017 | one FAQ per week (since January 2017)



25.972 Erreichte Personen		
874 Reactions, Comments and Shares		
714 👍 Likes	689 Zu einem Beitrag	25 Zu geteilten Inhalten
9 ❤️ Love	9 Zu einem Beitrag	0 Zu geteilten Inhalten
3 😡 Wütend	3 Zu einem Beitrag	0 Zu geteilten Inhalten
74 Kommentare	68 Zum Beitrag	6 Zu geteilten Inhalten
74 Geteilte Inhalte	71 Zum Beitrag	3 Zu geteilten Inhalten
565 Clicks on post		
256 Fotoaufrufe	1 Klicks auf Links	308 Andere Klicks 📄
NEGATIVES FEEDBACK		
3 Beitrag verbergen	3 Alle Beiträge verbergen	
0 Als Spam melden	0 Seite gefällt mir nicht mehr	



introducing text + link to FAQ on web portal



high engagement

- 1,218 Clicks on post
- 600 Clicks to FAQ

Works for different post options:

- teaser or full text
- with or without link
- link to own FAQ or link to third party web page



introducing text & link to FAQ on web portal



high engagement

- 3,400 Clicks on Post
- 1,700 Clicks to FAQ

but: critical discussion (175 comments), many women criticized the arguments in FAQ



new content in FAQ

Video

possibilities an limitations
(including overdiagnosis & false positive results)



views

- 6,645 YouTube
- 138,000 Facebook

Video

screening procedure
How does mammography screening work?



views

- 5,400 YouTube
- 76,000 Facebook

Video

examination
Does getting a mammogram hurt?



views

- 3,500 YouTube

videos about all topics are very well accepted | the most successful channel is Facebook

learnings

Facebook channel and video

- Facebook posts with information on benefits and harms are effective (many interactions, many clicks to post or web portal)
- a good graphical presentation of information (visuals for FAQ) leads to more acceptance (specifically for facebook channel)
- videos are very well accepted (high click rates) and are an efficient modality to communicate complex content
- **discussion on facebook between women and their comments provide valuable feedback whether posts/subjects are interesting and answers are comprehensible and comprehensive.**

we can show...

- social media can be utilized to communicate complex information and to support informed decision making
- but for that we need excellent graphical presentation (images, videos) and an emotional wording



BWatch - die Aktion zum Brustkrebsmonat
Mach mit - setze ein Zeichen!

BWATCH.DE

Mehr dazu



We do not need fact boxes only, but rather evidence-based information with much sentiment...

„We do not think risk; we feel it.“

Rosenbaum L (2014): Invisible Risks, Emotional Choices – Mammography and Medical Decision Making, N ENGL J MED 371;16: 1549-52

All information on the programme

ALLE INFORMATIONEN ZUM MAMMOGRAPHIE-SCREENING:

FÜR
FRAUEN



www.mammo-programm.de

FÜR
MEDIEN



newsroom.mammo-programm.de

FÜR
INTERESSIERTE

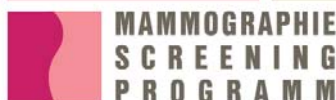


www.mammographie-blog.de

FÜR
EXPERTEN



fachservice.mammo-programm.de



JETZT PRESSE-NEWSLETTER ABONNIEREN!
newsroom.mammo-programm.de/NL



...thank you for your attention!