CMHA Ontario Social Media Project

• Introduction and goals of the project
• Initial report on problematic internet use
• Social media and peer support
• The role of social media in quality improvement
• Discussion

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Social Networking Sites (SNS) are web based services that allow users to:
1. construct a public or semi-public profile within a bounded system
2. articulate a list of other users with whom they share a connection
3. view and traverse their list of connections and those made by others within the system.
Allows for a user to engage with other people to share, co-create or exchange information, ideas, photos or video
“Social media has become a space in which we form and build relationships, shape self-identity, express ourselves, and learn about the world around us; it is intrinsically linked to mental health.”

- Shirley Cramer, Royal Society for Public Health

#Statusofmind
• Identify risks and benefits of social networking sites for mental health from current research.
• Indicate resources and strategies to offset risk of social media to mental health.
• Increase knowledge & awareness of resources and promising practices that use SNS to deliver or enhance mental health and addictions supports.
SNS and Mental Health Series
Key Activities

• Literature review on the impacts of SNS on mental health.
• Consultation with stakeholders and service providers.
• Deliver a five part “Social Media and Mental Health” series.
• Focus on SNS use across the lifespan.
• Highlight promising practices locally and internationally.

Delivered an introductory report on social media and mental health, with a focus on problematic SNS use. The paper was released during Mental Health Week on CMHA Ontario’s website & social media channels.
Frequent SNS use can have similar neurological effects on the brain as someone who engages in other problematic behaviors (i.e.: Salience, mood modification, tolerance, withdrawal symptoms, conflict and relapse.)

For some SNS users, patterns of continued use are “capable of altering mood, motivation, concentration and producing a dissociating and disinhibiting experience.”
A bio-psycho-social perspective can provide a framework for understanding the many complex factors that can contribute to problematic use.

Outcomes may not be as severe as with problematic substance use, but can have significant impacts on vulnerable populations.

Risk factors may include age, self-esteem, interpersonal relationships or pre-existing mental health issues.
Promising Practices

• Psychoeducation within the school system
  - Ontario the first province to mandate media literacy and has implemented safe SNS use into the curriculum
• Ementalhealth.ca
  - Tools and resources for parents and caregivers Unplug and connect: Keeping Families Strong in a Wired World
• www.timewellspent.io
  - A resource developed by a former Google product manager to raise awareness with the public about problematic SNS use and the tech industry to develop social media tools that assist the user in “reclaiming our attention.”
Upcoming “Social Media and Mental Health” series:

Social Media and Peer to peer support in Mental Health and Addictions
Peer support is defined as a supportive relationship between people who have a lived experience in common.

- **Informal peer support** occurs when acquaintances notice the similarity of their lived experience and listen to and support each other.

- **Peer support within a structured clinical setting** can involve programs where peer support workers offer the opportunity for a supportive, empowering relationship.
There is increasing evidence that SNS can provide a beneficial platform for peer to peer support in mental health and addictions.

Research suggests that the following benefits of peer support using SNS:

- Minimizing social isolation
- Finding support through peer exchange and reciprocity
- Coping with the day to day challenges of severe mental illness
- Learning from shared experiences of seeking mental health care and medication use
Minimizing social isolation:

• Online peer support allows user to facilitate connections with other individuals facing similar health challenges
• Provides sense of community and belonging
• Individual autonomy to choose level of disclosure and engagement
• Allows user to process information and respond at their own pace
• Overcomes geographic boundaries and time constraints
Minimizing social isolation:

@MHchat

@BPDchat
Finding support through peer exchange and reciprocity:

• Provides platform to share story & experience without fear of stigma or retribution
• Safe community, with members defending individuals in rare cases of trolls or negative comments
Finding support through peer exchange and reciprocity:
Coping with day to day challenges of mental illness:

- Online peer support can empower individual living with mental illness as other users share coping strategies when symptoms arise
- Bolsters idea that recovery is ongoing
- User may find the act of sharing experiences and stories online to be an effective coping strategy
Coping with day to day challenges of mental illness:
Learning from shared experiences of seeking care and medication use:

- Online peer support communities may share ways to communicate with medical providers, navigate unfamiliar healthcare environments and advocate for care
- Help with overcoming fears and feeling more confident in coping with symptoms
- Learning about personal experiences of others can increase confidence and feeling of empowerment when making health care decisions
- Authentic accounts are easier to understand, makes treatment info more relevant
Learning from shared experiences of seeking care and medication use:
Risks of peer support on digital platforms:

- Exposure to misleading information due to anonymity
- Social media use also associated with negative impact on mental health: increased anxiety or confusion, unrealistic expectations or risk of social comparison
- Authenticity is crucial – artificially created networks may not yield the same benefits
Upcoming “Social Media and Mental Health” series:

Social Networking Sites and Quality Improvement in Mental Health and Addictions Services
Social Networking Sites (SNS) and Quality Improvement (QI) in Mental Health and Addictions Services:
This is an upcoming paper from CMHA Ontario that will to synthesize literature and provide examples in an effort to answer the following question:

“How can social networking sites (SNS) increase the quality of mental health and addictions services and be leveraged for quality improvement (QI) in mental health and addictions agencies?”
Social Networking Sites (SNS) and Quality Improvement (QI) in Mental Health

- The 6 dimensions (guiding principles, goals and recognized by HQO) of a high quality healthcare system is one that provides care:

1. **Safely**
2. **Effectively**
3. Using a **client-centered** approach
4. In a **timely** way
5. **Efficiently**
6. **Equitably**

Examples of **promising practices (preferably from Ontario/Canada)** of where SNS has been used to advance the 6 dimensions of healthcare quality will be noted as well as **practical tools and/or tips** for providers to assist in leveraging social media for QI.
Some examples of how SNS can be leveraged to enhance EFFECTIVENESS of service delivery:

Social Media can be a good way for providers to keep current on their practice and connecting with agencies that promote or set best practices. SNS accounts can also be used to help share successful QI work being done with other agencies that may benefit.
Some examples of how SNS can be leveraged to enhance EFFECTIVENESS of service delivery:

• For example, The Ontario College of Social Workers and Social Services Workers:
Some examples of how SNS can be leveraged to promote EFFICIENCY of service delivery:

Social Media can be used as a good communication tool between providers and clients, providing timely and relevant information. Social Media has potential to promote engagement from followers and friends - the concept of the “e-patient” (more engagement = more efficient care).
Some examples of how SNS can be leveraged to promote EFFICIENCY of service delivery:

- For example, Cancer Care South East hosts twitter chats to engage with patients in their region:
Participant questions:

• Have you ever used SNS to promote or enhance quality of services in your agency? Are you aware of others that do?
  • Think about the 6 dimensions of quality care: safe, effective, client-centered, timely, efficient, and equitable.

• What resources would be useful for you to assist in leveraging SNS for QI and/or peer support work in your organization, with your staff, clients and families?
Comments / Questions?
Exercise: Identify Your Goals

What are your goals in using social media?

- Inform your community about local/provincial mental health news
- Create relationships with community partners
- Monitor how your community is feeling about your org & mental health
- Increase dialogue with teens/youth
- Increase your volunteer and board recruitment
- Increase donations
- Share broader messages from your org or cause
- Drive traffic to your website
- Provide real-time updates about your branch
- Promote a specific program (specify): ____________
- Promote specific services (specify): ____________

- Other: ____________________________________________________
  __________________________________________________________
The Bergen Facebook Addiction Scale (2012) is a series of questions that is based on the six key symptoms of substance and behavioural addiction: Salience, Euphoria, Tolerance, Withdrawal Symptoms, Conflict, Relapse.

Participants are asked to give one of the following 5 responses to each statement:

(1) Very rarely, (2) Rarely, (3) Sometimes, (4) Often, and (5) Very often.

• You spend a lot of time thinking about Facebook or plan use of Facebook.
• You feel an urge to use Facebook more and more.
• You use Facebook in order to forget about personal problems.
• You have tried to cut down on the use of Facebook without success.
• You become restless or troubled if you are prohibited from using Facebook.
• You use Facebook so much that it has had a negative impact on your job/studies.

According to the BFAS, a score of “often” or “very often” on at least four of the six items may suggest that you have a problematic relationship with Facebook or other social media sites.

**Take the quiz online:** https://psychcentral.com/quizzes/facebook-addict.htm
Exercise: Use Social Media Consciously

Four tips from Time Well Spent:

1. Allow Notifications from people, not machines.
   Turn off all notifications except those from real people— apps like WhatsApp, FB Messenger or Messages.

2. Put Unconscious choices at a distance.
   Limit your first screen on your phone to just the "tools" you use for in-and-out tasks— like Maps, Camera, Calendar, or Notes. Move all the rest away from the first page and into folders.

3. Launch apps by typing.
   Make opening an app a conscious choice.

4. Charge your device outside the bedroom.
Thank You!

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