



NORWEGIAN **CANCER** SOCIETY

European perspective on the use of social media in supportive care

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Heidi Skaara Brorson: Use of
social media

Broad effort in the fight against cancer

1. Support cancer research
2. Provide health information on the prevention and treatment of cancer
3. Provide support to cancer patients and their next-of-kin
4. Political lobbying and other activities to increase public awareness; influence authorities, support, and where needed bring about changes in the public health and social welfare services in Norway
5. International collaboration

Looking ahead towards greater control over, and
meaningful ownership of personal health = empowerment



Empowerment requires:

- Access to, and knowledge about what kind of help is available
- Communication between various authorities
- Social media as a tool for empowerment

Social media

- The Norwegian Cancer Society has used social media as an integrated part of its community outreach and cancer support programs for more than 3 years.
- This has proven successful, and an efficient way of reaching both existing and new demographics with information and support

Proactive use of social media



- Reach out to more people
- Inform about our Cancer Help Line
- Facilitate peer-to-peer support
- Inform about cancer prevention
- Motivate and increase support for the cancer cause

How can we make good choices?



Moving on with new technology

- We have made a Facebook application of our anonymous Cancer Help Line chat, to use without leaving Facebook.
- This makes the process from thinking about contact, to actually engaging, seamless.

Challenges

- Disclosure
- The nurses were skeptical
- Training
- Topic

The impact of Facebook



Blog post as a door opener

- We use our blog to open doors to conversations. There are lots of subjects people want to talk about, they just need an opportunity.
- Our blog post “Dare we talk about death”, is our most read and commented blog post today.
- Difficult subjects get easier when someone has started the conversation.

Health system/patient: Guess who's who!



The challenge:

- To increase patient empowerment
- To simplify contact with, and within health and welfare systems

Patients begin to take more control of their own health



Meeting today's and tomorrow's needs as defined by the users of social media

Keeping up on the web



Connecting people via social media



“I cannot remove the pain. Not the pain that is about all that’s lost. But sometimes I meet people who help me with just that pain, and it’s like I get a whole new perspective on things. That makes me feel very, very good”.