

The use of social media to raise public awareness for long-term invasive mechanical ventilation: First results of the public relations campaign as part of the PRiVENT project

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Background

Despite the increasing number of patients receiving long-term invasive mechanical ventilation (IMV) and the social importance of this issue, its public perception stays low. Therefore, the German PRiVENT project aims to raise public awareness for long-term ventilation.



Fig. 1: The PRiVENT information campaign

The blog posts, podcasts and social media posts created were then published on the project homepage <https://wieder-selbst-atmen.de/>, on various video and audio platforms (YouTube, Deezer, Google Podcasts, Apple Podcasts and Spotify) and on social media (Facebook, Instagram, LinkedIn and DocCheck).

Methods

A multi-professional team of physicians, health researchers, art directors and copywriters developed an extensive information campaign, including blog posts, podcasts, social media posts and information for medical professionals or patients/their relatives and made them available to the public on a dedicated homepage and various social media platforms (Facebook, Instagram, YouTube, LinkedIn and DocCheck). In this analysis, we assessed the scope of the campaign based on the number of views or clicks measured on the various platforms.

Results

In the period from Feb. 21 to Mar. 23, a total of 48 blog posts, 556 posts on social media and 3 podcast seasons with a total of 18 episodes were published. The total reach was 2.2 million views, (Figure 2) with Facebook and Instagram being the most used platforms with a total of 324 followers. Compared to Facebook (35-44 years), Instagram users were younger (age peak 25-30 vs. 35-44 years) and more often female (65.8% vs. 60.8%), Figure 3.

Season/Episod	Topic
Season 1 #1	How the PRiVENT project wants to liberate as many people as possible from ventilation.
Season 1 #2	How PRiVENT will improve the situation of ventilated patients
Season 1 #3	When do people need ventilation and what are the risks?
Season 1 #4	Special episode - How the Corona pandemic affects work in intensive care units
Season 1 #5	How can self-help organisations support ventilated people?
Season 1 #6	On the importance and effectiveness of self-help and comprehensive patient education
Season 1 #7	How do certified weaning centres work and what advantages do they offer patients?
Season 2 #1	Update on the study
Season 2 #2	History of Mechanical Ventilation
Season 2 #3	COPD
Season 2 #4	The role of AOK Baden-Württemberg in PRiVENT
Season 2 #5	What do lung specialists actually do?
Season 2 #6	Post COVID-Syndrome - The difference between recovered and healthy
Season 3 #1	How intensive care units and weaning centres work together
Season 3 #2	Quality Circles in the Weaning Process
Season 3 #3	Invasive mechanical ventilation in children and the role of Nursing
Season 3 #4	Ventilation in children and the role of the nursing staff
Season 3 #5	Self-determined life with mechanical ventilation
Season 3 #6	"All respect! PRiVENT patient film"

Table 2: The topics of the PRiVENT podcast series

The first episode of the PRiVENT podcast was released in March 2021. The individual podcast episodes are free to listen to and can be found on popular podcast channels such as Spotify, Apple Podcast, Google Podcast, Podbean or Deezer. After a general introduction to the project in the first podcast episode, each subsequent episode has featured different guests, including patients, clinicians and project participants, who have discussed different aspects of weaning, life and healthcare for people on mechanical ventilation and the PRiVENT project.

Most popular pages according to hits	Type	Views
What is weaning and how does it work?	Blog post	24.224
What does invasive ventilation mean?	Blog post	21.517
training equipment for use in physiotherapy and respiratory therapy	Podcast	2.567
What does a respiratory therapist do?	Blog post	2.233
Exercise to strengthen and stretch the lateral respiratory muscles	Blog post	1.355
Use exercise to help combat breathlessness during exercise	Blog post	1.206
E-Learning	Study information	934
PRiVENT setup	Study information	808
Download material	Study information	762
Project contact	Study information	717

Table 2: The most popular pages by number of hits

The blog posts provide information about the PRiVENT-project and illuminate the topic of "invasive long-term ventilation" from various perspectives. In the 20-minute videos, patients, hospital staff (pneumologists, intensive care physicians, and respiratory therapists), patient support groups, and health insurance companies describe their views on long-term invasive ventilation, thus providing an insight into the complex topic.

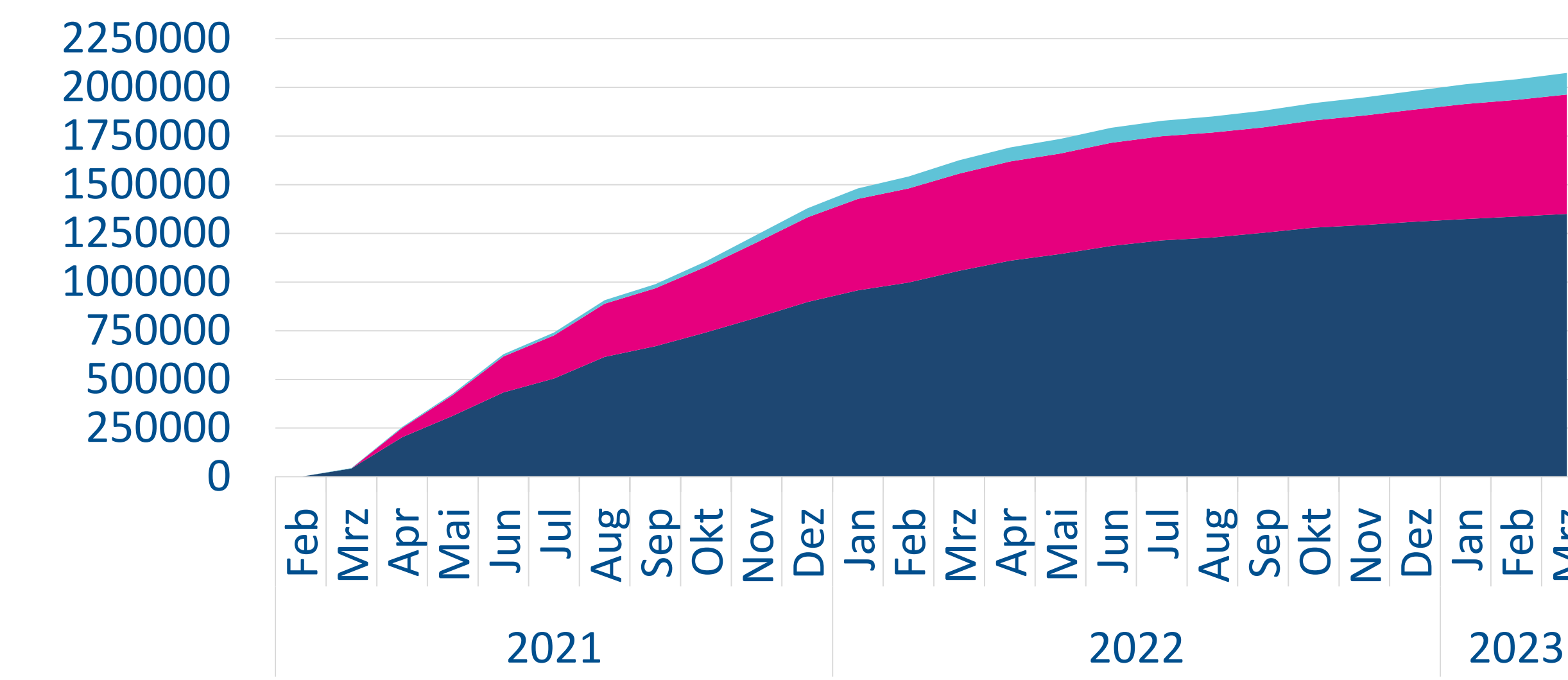
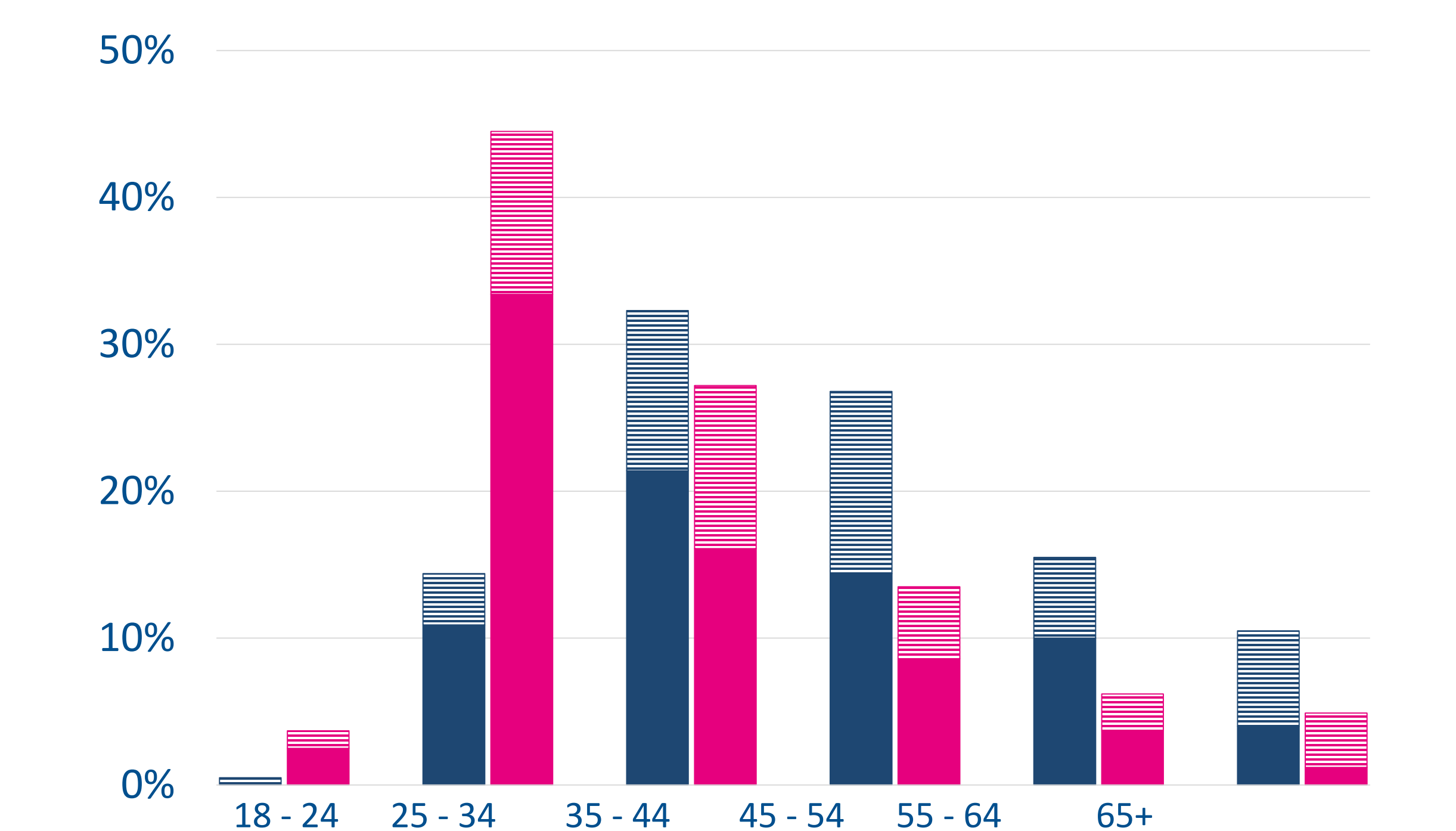


Figure 1 Social media reach over time

By the end of March 2023, the total reach was over 2 million views, with Facebook and Instagram were the most frequently used platforms. Through these two additions alone, 1.96 million views were achieved and a total of 330 followers were gained (as of 31 March 2023).

■ andere (YouTube, Podcasts, Blog, LinkedIn, DocCheck)
 ■ Instagram
 ■ Facebook



■ Instagram male
 ■ Instagram female
 ■ Facebook male
 ■ Facebook female

Figure 2 User profile

long-term IMV defined as evidence of invasive mechanical home ventilation, IMV ≥ 500h and/or readmission with (re)prolonged ventilation. Abbreviations: HMV invasive mechanical home ventilation, IMV invasive mechanical ventilation, ICD international statistical classification of diseases and related health problems, OPS official classification of operational procedures in Germany. * the specified no. 12.50.99.0002 is an AOK-BW specific code.

Conclusion

The results show that social media can be used to raise awareness of long-term IMV among a younger target audience. With an issue of such relevance, the public should be involved to empower patients and their families and to highlight the importance of ventilator weaning in the medical community and in society's perception.

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