

University Name

Community Health and Population -Task 1

Social Media Campaign

(B) Problem Description

- **Primary prevention topic:** Obesity
- **Target population:** Hispanics and African-Americans residing in Bronx County (Bronx County population 1,455,720)
 - **Population size and demographics:**
 - Hispanics (account for 56% of the Bronx totaling approximately 815,203 individuals)
 - African-Americans (account for 43.7% of the Bronx totaling approximately 636,149 individuals)
 - **Demographics:** Urban area/Borough located in New York City
 - **Area Size:** 42.03 mi²
 - **Physical and Social Environment:** The Bronx is one of five boroughs located in New York City. It is an urban area with parks and greenery sparsely located through out the Bronx. One of the challenges that the Bronx borough faces is the fact that it is one of the most impoverished counties in the United States. The Bronx has also been referred to as a “food desert” and the casual observer can spot in many low-income neighborhoods located throughout the Bronx that there are more affordable fast food options as opposed to restaurants that feature vegetables, fruits and nutritious meals on their menus.

The availability of fast food options are also apparent on most of the billboards advertised through out the Bronx showcasing fast food joints and their proximity/directions to there locations (Example: McDonald’s billboard on Fordham Road will advertise a burger that is promoted to appear appealing [cheese melted, bright green lettuce, huge fluffy sesame seed burger bun] with an arrow pointing in the direction to the nearest McDonalds 3 blocks away).

Advertisements like this are just a small proportion of contributing factors to the obesity prevalence in the Bronx amongst other causes discussed in more detail in sections C1 and C2.

(C1) Health Inequity/Disparity

The Centers for Disease Control (CDC) website reports that more than one third of adults in the United States are obese. Unfortunately, the CDC also reports that the populations that have the highest incidence of obesity are Non-Hispanic Blacks (48.1% nationally) followed by Hispanics (42.5% nationally).

Shape Up NYC and the New York Public Library (NYPL) are both primary and community resources that are available to Bronx residents as well as New York City residents, however are under utilized due to lack of publicity and marketing strategy. Further discussion regarding primary community and prevention resources available to Bronx residents will be detailed in section C2.

Contributing Causes

Lack of Education: The CDC reports that the incidence of obesity decreases as level of education ascends; adults without a high school degree have the highest incidence of obesity (35.5%) percentages decrease as individuals with educational credentials increase reflective by the following high school graduates (32.3%), adults with some college (31.0%) and college graduates (22.2%) (www.cdc.gov, 2018).

Lack of Financial Resources: The Furman Center at New York University has found that 52% of Bronx residents are living in high or extreme poverty (Conde, 2017). With limited financial resources not only is affordable/healthier food options a struggle, but allocating money to a gym membership wouldn't top the list of priorities to most individuals living in high or

extreme poverty. In an article titled *Poverty and Obesity in the U.S.* written by James A. Levine, people who live in the most poverty dense counties are the most prone to obesity (Levine, 2011).

Lack of Access to Affordable/Healthier Food Options: The casual observer could go to various low-income neighborhoods throughout the Bronx and note that locations with multiple businesses within one strip will have several fast food places and few “healthy” option eateries. The Bronx has been previously identified as a food desert given the dearth of affordable healthy foods such as fruits and vegetables (Rivera, 2016).

The Food Trust (a nationally recognized non-profit organization dedicated to ensuring every community has access to affordable and nutritious food) has identified in their published article called *The Grocery Gap* that “decreased access to healthy food means people in low-income communities suffer more from diet-related diseases like obesity and diabetes than those in higher income neighborhoods with easy access to healthy food, particularly fresh fruits and vegetables.” (The Food Trust, 2010).

Communication Barriers: An issue with both the Hispanic population as well as the African-American population is when English is learned as a second language in terms of learning and grasping concepts. The Center for an Urban Future noted that many immigrants realize that English proficiency is critical to a better economic future and research has also shown that the Bronx has been one of the top ten counties in New York state to host an influx of immigrants in which there is a lack of English proficiency. I can also say that my first hand experience as a Registered Nurse working in the Emergency Room of a hospital that serves a large population of ESL (English as a Second Language) speakers, I am a witness to how teaching can get lost in translation. Often times, the same Spanish speaking patient that was discharged 2 days ago will return to the Emergency Room after having had numerous

interactions with 3-4 Spanish speaking medical personnel, yet return confused due to teaching concepts not being entirely comprehended.

Some may argue that lack of English proficiency does not play a role as a contributing cause to obesity, but unfortunately it does. When immigrants come to this country, a majority of the time they do not realize that their diet may lead to obesity in the future, but how can someone convey or elaborate on that if there's barrier to communication? How can two people communicate if they do not speak the same language? When concepts such as nutrition, weight management, blood pressure and cholesterol values come into play, how can you do an in-depth and meaningful teaching when there is a language gap? Understanding and comprehension does not take place to it's fullest and the importance of living a healthy lifestyle in preventing obesity isn't honed in.

(C2) Primary Community and Prevention Resources

Shape Up NYC is a wonderful community resource that offers various free fitness classes to residents of all ages throughout the five boroughs. The city launched the program with the intention of addressing the health inequalities that exist throughout the city. Unfortunately, the existence of this program is overlooked by many of the cities residents due to lack of publicity or advertisement. Shape Up NYC offers multiple class offerings ranging from, but not limited to High Intensity Interval Training, Aerobics, Yoga and Body Conditioning. Shape Up NYC affords many New Yorkers including Bronx residents the ability to attend gym-like classes without having to pay a gym membership. Classes are not only held in the Bronx, but the other 4 boroughs of New York City as well 7 days a week at various times to fit the needs of different individuals (www.nycservice.org, 2018).

An often-overlooked resource available to residents is also the New York Public Library (NYPL). In addition, to offering books the library also offers a vast variety of magazines and DVD's (digital versatile disc/digital video disc) that promote and provide strategies to prevent obesity in addition to in person classes offered at various NYPL locations. The NYPL has 92 locations (88 neighborhood libraries and 4 renowned research libraries) located throughout the Bronx as well as the boroughs of Manhattan and Staten Island. A wonderful yet, sometimes under-utilized benefit of the NYPL is that they offer an online reservation system that allows cardholders the ability to reserve content whether it be a book, DVD or even digital content that can be downloaded to PC's [personal computers], laptops, tablets and smartphones from their collection of choices for a window of time. Once a cardholder places a reservation in the NYPL online reservation system they also have an option of placing a hold on content that is not physically available in the neighborhood library and can have the content delivered to their neighborhood library free of cost.

The beauty of this benefit is that workout DVD's, books to perfect form when working out as well as workout plans with diets designed to achieve the results that an individual desires whether it be to shed fat, build muscle or sculpt a leaner look are available in the NYPL catalog. Imagine having a workout class in the comforts of your own home on a rainy day or a snow day? The endless choices of workout DVD's and books make this possible through the NYPL catalog. The additional benefit is that a cardholder can rotate through different workouts making it difficult for the body to plateau and also keeps routines fresh so an individual is less likely to become "bored" with the same routines.

The ease of online reservation and free cost of having the content delivered offers easy access of reliable information to Bronx county residents. One could also argue that due to lack

of knowledge of how to use a computer, this alone can act as a barrier however library personnel make themselves available in teaching cardholders how to use computers as well as the NYPL reservation system and how to maximize search results when searching for content informative of strategies to preventing and combating obesity (www.nypl.org, 2015).

(C3) Underlying Causes

Lack of education, financial resources, affordable/healthy food options and communication barriers were listed as contributing causes to obesity specifically for the targeted population of Hispanics and African-Americans in section C1. Obesity is a complex issue at hand due to the combination of causes that are not just limited to dieting and exercise habits; the CDC also recognizes that genetics, certain illnesses and prescribed medications can also lead to obesity (www.cdc.org, 2018).

Due to the reduced quality of life and leading causes of death in the U.S. that obesity is linked to, the topic of obesity is a serious concern that needs to be addressed. The more informed the population is regarding community resources that available to prevent obesity from happening, the higher the likeliness that the obesity statistics for those affected will begin to decrease. In turn, decreasing the occurrence of obesity should have a positive impact on lowering other occurrence statistics including, but not limited to hypertension (high blood pressure), type 2 diabetes, coronary heart disease, hyperlipidemia (high cholesterol), sleep apnea and stroke.

(D) Evidence-Based Practice (Lesson 4 in your Cos)

Data compiled from the Robert Wood Johnson Foundation as well as the University of Wisconsin Population Health Institute concluded that Bronx County ranked last in a listing of New York State counties in health standing making the Bronx the unhealthiest county in New

York State (Edwards, 2017). New York City is comprised of 5 boroughs (The Bronx, Manhattan, Queens, Brooklyn and Staten Island) also making the Bronx the unhealthiest borough in New York City.

It is common knowledge that physical activity in addition to consuming nutritious meals can help maintain a healthy weight. The Department of Health and Human Services recommends 150 minutes of moderate aerobic activity a week *or* 75 minutes of vigorous aerobic activity a week. A general goal for each individual should be to aim for 30 minutes of physical activity a day, however when the goal is to lose weight a more balanced approach to diet and exercise may be necessary to attain those results (Laskowski, 2016).

Increasing the popularity of Shape Up NYC / NYPL initiative puts this evidence based practice into motion by the Shape Up NYC fitness courses being offered 7 days a week and having fitness resources provided by the NYPL for residents to follow in the comforts of their own home, both services being free of cost.

(D1) Identification of Data

As mentioned earlier, the CDC reports that more than one third (36.5%) of the United States (U.S.) population is afflicted by obesity. The CDC also reports that 25% to less than 30% of the New York state population suffers from obesity. Data compiled by the Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute concluded that 30% of the Bronx population is obese and that number is rising (www.nbcnewyork.com, 2017).

(E1) Social Media Campaign Objective

The Social Media Campaign Objective is to increase class participation so that at least 5% of the Bronx residential population is participating in either Shape Up NYC fitness classes or utilizing NYPL health related content resources or both. While 5% seems like a small number,

the population of the Bronx accounting for over 1 million should be considered. 5% of the Bronx's population would equal to over 70,000 participants in the Shape Up NYC program. However, in information obtained during my community field experience, according to Pascale Pierre, a certified fitness instructor for Shape Up NYC the city's program does not get the participation it needs to keep the program alive. According to Pierre, "The program doesn't have the advertisement that it should, some days I'll get 30 [participants] in a class, most days I'll get 10" (Contact information provided in the references section). Participation is also what keeps the sponsorships active, however with struggling numbers reflecting participation, class availability dwindles as participation trends determine the demand for classes.

Spreading the word to the community about the availability of Shape Up NYC will increase participation as well as educate the community on strategies to incorporate physical activity as a regular routine to prevent as well as combat obesity and the health complications that ensue as a result of it. In addition, the NYPL can also serve as another primary resource to turn to when looking for evidence-based information in an individual's approach to losing weight or choosing to live a healthier lifestyle in a sensible manner. The benefit of choosing the Library over surfing the web is that NYPL staff can help you determine what information it is that you're searching for, ensuring that the information you are searching for is credible, while maximizing your search results – all free of cost.

First Social Media Intervention: Build an interactive website in English and Spanish featuring Shape Up NYC and the NYPL as available community resources for preventing and combating obesity. The website will allow users to build a profile, track their weight progress as well as BMI (Body Mass Index) levels and have links to stay connected with other Shape Up

NYC participants via Facebook, Instagram, Snapchat and Twitter. The website will also educate the public regarding the topic of obesity and how to prevent it as well as reverse it.

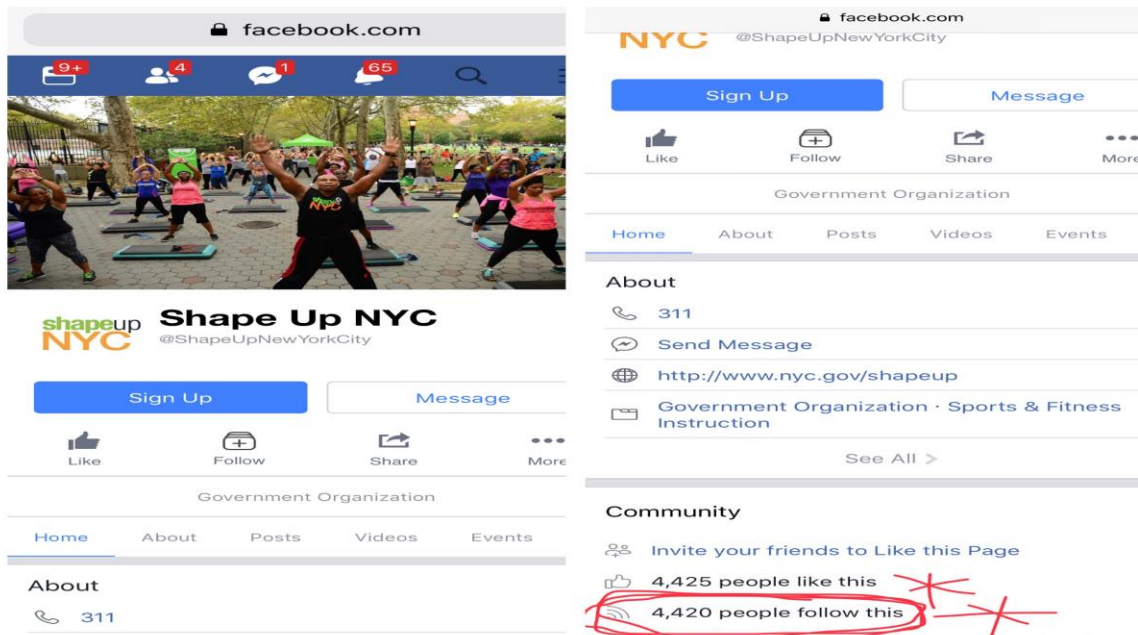


Figure 1: Screenshot of Shape Up NYC's current Facebook page, only 4,420 people follow this page as of 3/20/2018, however as reported by the United States Census Bureau via Google; New York City's population is 8.538 million. The Shape Up NYC following does not even account for 1% of the Bronx population alone, let alone New York City. Their marketing plan should be re-strategized.

Second Social Media Intervention: Filming quick 3-5 minute videos on the availability of

Shape Up NYC and the availability of the NYPL featuring before and after's of participants who have had success with the Shape Up NYC program as well as incorporating the NYPL into their journey. A YouTube channel dedicated to both primary community and prevention resources in which the videos can be shared on the social media platform of Facebook as well as the interactive website for Shape Up NYC and NYPL can tie into the first Social Media intervention listed earlier.

(E2) Social Marketing Interventions

Collaboration with a graphic designer or individual that is savvy in web design would be needed in making the Shape Up NYC / NYPL web site user friendly. Ensuring that the web site

will be easy to navigate will make the message not only more appealing, but will entice users to return to the site.

(E2a) Rationale

The proposed social media interventions will advertise and aim increase popularity to obesity prevention resources that are free and open to the public, however if there is not enough publicity for these resources it will be difficult for Bronx residents to utilize services that they are not aware that they exist. Both interventions are also meant to educate the public (as well as the targeted population) regarding the topic of obesity and how to prevent it or reverse it.

(E3) Social Media Platforms

- Facebook - YouTube - Snapchat - Instagram - Twitter

(E3a) Benefits of Social Media Platforms

The benefits of utilizing a social media platform such as Facebook, YouTube, Snapchat, Instagram and Twitter is that participants get to stay connected with each other. Each of these social media platforms support media sharing such as posting pictures and sharing videos, bringing another dimension to staying in touch and fostering camaraderie especially when an individual decides to embark on a journey of becoming “fit and healthy”.

- *Facebook:* A dedicated Shape Up NYC / NYPL Facebook page offers the ability for users to interact across different ages, cultures and locations given Facebook’s popularity. Shape Up NYC / NYPL participants have the ability to take pictures while they’re in their fitness class and share the picture along with their location, this not only advertises the free class to their friends, but leads by example. A person showcasing the fact that they’ve exercised for free and looks like they’re having fun while doing it will give others the inspiration to follow suit.

- *YouTube:* YouTube has become so commonplace and a staple for education; Yale University, New York University and New York–Presbyterian Medical Center each have their own channels. Western Governors University even has their own channel for informative purposes to prospective students as well as motivational videos posted for current students regarding success stories of graduates. YouTube can serve the same purpose for prospective Shape Up NYC / NYPL participants not only spreading word of the free community resource, but sharing the success that participants have had to current participants. The dedicated Shape Up NYC / NYPL channel can also serve as an education hub sharing valuable health and nutritional tips. YouTube has direct links in which YouTube videos can be shared via Facebook and Twitter.

- *Snapchat:* Snapchat offers Shape Up NYC / NYPL participants an opportunity to share pictures, 30 second videos in addition to “stories” which are a compilation of 15 second videos which can last up to a maximum of a minute. Snapchat was one the first social media platforms to introduce filters (a feature that can enhance a photo and/or videos by, but not limited to lightening eyes, brightening a background or highlighting colors), therefore giving the participants an ability to show themselves in what they want the world to perceive as their “best light”. Sharing pictures and videos of participants before, during and after use of Shape Up NYC and NYPL resources will assist in increasing the resources popularity. Snapchat content can be shared via Facebook and Twitter.

- *Instagram:* Instagram is a social media platform that can share photos and 1 minute videos that also feature the ability of applying filters to shared media content. Shape Up NYC / NYPL can create a page dedicated to increasing Bronx as well as New York City resident

participation in addition to disseminating information regarding health and nutrition. Instagram posts can be shared through the mobile application or website as well as Facebook and Twitter.

- *Twitter:* Utilized by ABC News, BBC News and the New York Times, Twitter offers up to date news in real time. Twitter offers quick updates in which users can search “tweets” (a composed message limited to 160 characters from a user) that was shared and check to see which updates are trending (popular/relevant) to your area. Twitter gives the Shape Up NYC / NYPL initiative an opportunity for users to share live updates of upcoming classes and locations that can include pictures and videos popularizing the Shape Up NYC fitness classes and NYPL services. For example a tweet can be shared and appear something like this: “I’m wearing black as a funeral for burning off my fat!!! Come join me at my fitness class, follow the link ---> [Here](#) #LetsGetFit #ShapeUpNYC #NYPL #PreventObesity”.

Tweets and trending topics can be searched for by hashtags (#); in the tweeted example above note that I wrote “#ShapeUpNYC #NYPL”, users can search for trending news by hashtags and then associate it to a topic and apply it to an area. Twitter would give the ability of sharing the availability of Shape Up NYC and the NYPL initiative New York City wide acting as a catalyst in boosting its popularity.

Most people do not realize that in order to be in control of weight and handle a firmer grasp on their health requires a lifestyle change which to some can seem overwhelming, however engaging with other users on social media offers support in knowing that “you are not alone”. The second benefit is that this initiative can bring Bronx residents closer together and also has the potential to form new friendships while also building bridges of support.

(F) How the Target Population will Benefit from My Health Message

I believe the target population will benefit from the Health Message in numerous ways, being in control of your weight has endless health benefits such as, but not limited to controlling blood pressure and blood sugar levels, elevating libido, reducing risk of cancer, minimizing chances of stroke or myocardial infarction [heart attack]. Being in control of one's weight also boosts self-esteem, which in turn can also help with mood management.

(G) Best Practices for Social Media

A Shape Up NYC / NYPL webpage can be launched on Facebook as a Facebook page dedicated to the cause of preventing obesity before it starts. This page can also be a resource for those who find themselves in the category of overweight or obese to be used as a tool Facebook interface allows for the page to be shared, sharing amongst friends will have word spreading regarding the resource that the community has.

The emphasis on *NYC* in the Facebook page of Shape Up NYC is meant to target New Yorkers, as well as the *NY* in the NYPL. A Facebook page of Shape Up NYC and NYPL can also be featured in Spanish to help reach the Spanish speaking Hispanic population as well. From a marketing standpoint, I believe that it is imperative that all races (or as many as possible) be represented in the Shape Up NYC / NYPL website, YouTube videos and Facebook page. While the target populations are the Hispanic and African-Americans for this project, in order to reach a higher participation overall for both sections (Shape Up NYC and NYPL) all races should be represented for inclusivity. This marketing approach I believe will increase Shape Up NYC and the NYPL's popularity.

In section H2, it is recommended that a partnership take place with CUNY so that their Media Communications majors as well as their Public Relations majors can apply marketing strategies to the Shape Up NYC / NYPL initiative and develop a promotion plan before

launching a Shape Up NYC / NYPL website as well as a Facebook page. Facebook's interface allows for pages to be shared amongst its user, whoever manages the page should also use analytics to track the traffic going to the Facebook page as well as the dedicated website.

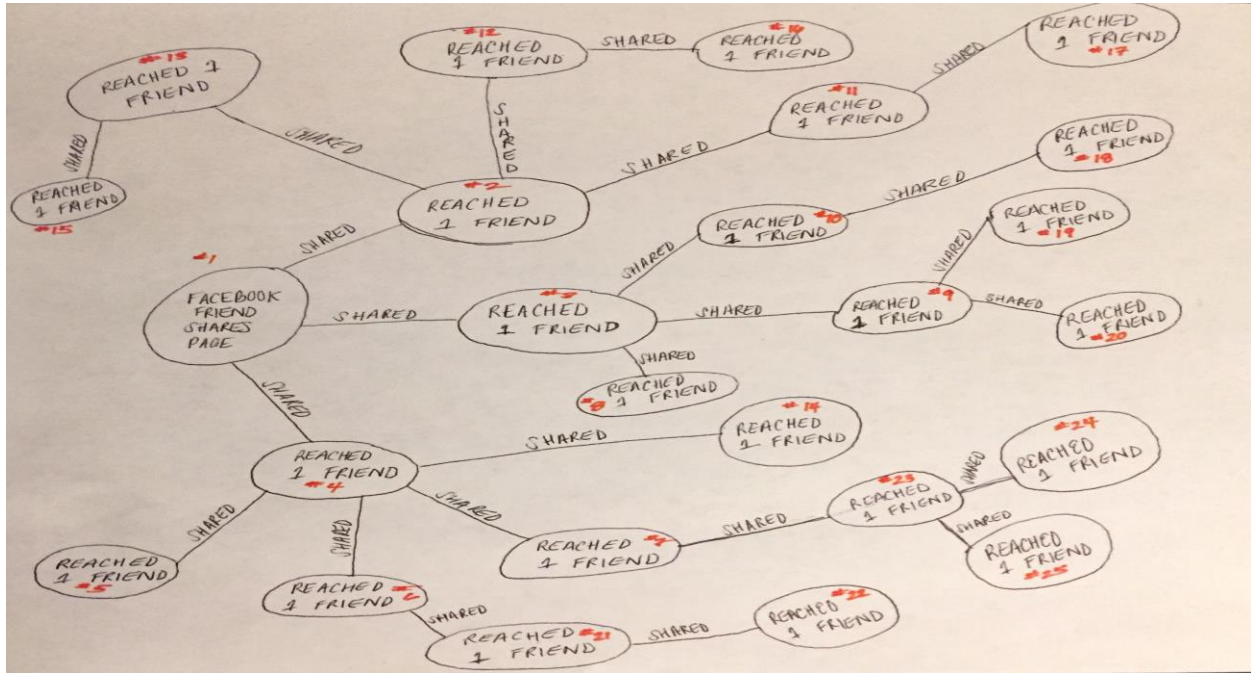


Figure 2: Illustration of Facebook page sharing drawn by Jerlenny Pérez, 2/19/2018

It imperative to keep in mind that those creating the foundation to the first social media intervention as well as the second media intervention should keep these rules in mind; defining a purpose in having a dedicated Facebook page and YouTube channel must be apparent to the participant. The main health messages that need to be conveyed to the audience should be clear and concise, brainstorming, as a group with majority consensus will help attain that goal. Videos should be edited and shared with content that will connect with the target audience, having a few mock trial runs with showcasing potential videos to a mock audience to critique the relatability and effectiveness of the marketing strategy will also prove valuable in carrying out best practices for social media.

(H1) Stakeholder Roles and Responsibilities

Primary Care Physician: Primary care physicians also known as PCP's have very much to contribute as well as gain from their role in educating the population on how to prevent obesity from occurring as well as how to reverse it once it is diagnosed. Annual physicals play a large role in identifying risks that can either be precursors or predecessors to obesity such as hypertension, diabetes and certain types of cancer.

PCP's play pivotal roles in assessing weight as well as evaluating labs results reflective of whether a patient's health is in control by reviewing labs such as Cholesterol HDL and LDL levels, Hemoglobin A1C levels as well as fasting glucose levels. It is the PCP's responsibility to highlight issues that may result in obesity or other health complications down the road and have a conversation with the patient in regards to any concerns the PCP may have.

Registered Nurse: Registered Nurses (RN) play an educator role and also reinforce teachings that the PCP may have given to the patient. In some settings, Registered Nurses have more interaction with the patient than the PCP or treating provider (whether it be the Nurse Practitioner or Physicians Assistant). Time spent with patients measuring vital signs, the patient filling out questionnaires, the nurse finding out the nature of the visit prior to the treating provider seeing the patient as well as the nurse carrying out orders, whether it's labs to be drawn, medications to be administered whether oral, inhalation or injection – these are all prime teaching opportunities the RN can utilize to learn what the patient's habits are. In this time, the RN can determine which habits are healthy and which habits need to be modified so that they are conducive to the patient living a healthy lifestyle and stopping obesity in its tracks.

Health Insurance Stockholders: Health Insurance companies stand to make fiscal gains when their expenditures are targeted towards prevention as opposed to treatment. In other words, companies stand to make financial gains when they pay their insured individuals

incentives like gym membership reimbursement as opposed to paying out a hospital bill in which the admitting diagnosis is secondary to or a complication stemming from obesity. Most gyms such as 24 Hour Fitness, Blink Fitness, Planet Fitness as well as Yoga Centers are happily obliged to provide attendance information to their gym attendees.

It is also well known that, individuals who are in control of their weight and participate in regular physical activity are less likely to rely on medications such as those to control cholesterol levels, glucose levels as well as blood pressure. Which in turn is saving the insurance company money if they are not paying for these prescribed medications if they are not needed, earning more dividends to their stockholders.

(H2) Potential Partnerships

Big companies and corporations stand to benefit from a Shape Up NYC and NYPL partnership in numerous ways since this is a program that is targeted towards improving not only the health of Bronx residents, but of all New Yorkers. Montefiore Medical Center has a network of hospitals and outpatient offices located throughout the Bronx, Lower Westchester and a small part of Queens that stands to benefit from the Shape Up NYC partnership. Participants may gravitate towards having their primary care needs fulfilled with a medical center that cares about the health of New Yorkers. The New York Yankees are also a potential partnership to grant the city funding for Shape Up NYC as well as the NYPL.

City University of New York (CUNY) is a network of junior (2 year/community) colleges and senior (4 year) colleges spanning over the 5 boroughs of New York City. CUNY should have a partnership with the Shape Up NYC / NYPL initiative so that they can incorporate a portion of managing the program to students who are Media and Communications majors, Public Relations majors, Graphic and/or Web Design related majors and students majoring in

Health studies (such as, but not limited to Public Health, Health Science, Health Education and Health Services Administration).

Specialized internships can pose as a way to help manage the program without having to pay out those managing the program, instead the experience gained in managing the program can be added to a working portfolio upon graduation and open to doors to networking and gaining future employment through connections made throughout the program.

(H3) Implementation Timeline

Month one, Week 1-2: Select a team of individuals from different disciplines: 2 representatives from the New York City Department of Mental Health and Hygiene, 2 students from CUNY colleges majoring in Media and Communications, 2 students from CUNY colleges majoring in Public Relations, 2 students from Graphic and/or Web Design related majors and 3 students from CUNY colleges majoring in Health related majors. All of the students will be from a specialized internship program to help boost/maintain popularity in the Shape Up NYC / NYPL obesity prevention initiative. This team will total 11 individuals to round out the group maintaining the program.

The team as a group will build the dedicated website to the Shape Up NYC / NYPL obesity prevention initiative and strategize a marketing plan to boost participation in not only the targeted population, but as a citywide initiative for New York City.

Month one, Week 3-4: The campaign launches as a Citywide initiative and the dedicated Shape Up NYC and NYPL website goes live to the public. Baseline numbers in Facebook page likes, Facebook page and website traffic patterns (how many people are visiting the website and spending time on it), Shape Up NYC participation and content borrowed history in the NYPL are recorded for comparison in the latter part of the program.

Survey and health profile building also goes live on the website to seek what participants are looking for in the Shape Up NYC / NYPL obesity prevention initiative/program. Health profiles will have an algorithm set up in the website to prompt participants to do monthly check-ins (weight, blood pressure and mood) with reminder emails sent to email accounts associated with registration to website.

Month two-six: Adjustments to the website will be made according to survey responses, participation in the Shape Up NYC fitness classes will continue to be tracked as well as the content borrowed history from the NYPL. Health profile check in reminders will be announced during the live Shape Up NYC fitness classes. Reminders to participate in other social media platforms associated with Shape Up NYC / NYPL obesity prevention initiative will also be announced.

Month seven-nine: Participation statistics are finalized, reflection survey will go live on dedicated website to gauge participation, needed adjustments to the Shape Up NYC program and health profile responses will be trended to determine if obesity and it's complications are truly being prevented and/or addressed.

(H4) Evaluation

Month seven through month nine is the prime time to perform evaluations, compare numbers and trends since enough time has elapsed to compare baseline numbers. To reach the goal of the initiative, we want to see participation numbers increase for the Shape Up NYC fitness classes as well as for NYPL health related borrowed content and NYPL health related class registrations increase as well. It is also good to note if weight for registered user in the dedicate Shape UP NYC / NYPL website are trending down to normal BMI levels or are at least

trending out of the obese range for most registered participants. Noting all these trends will ensure that both proposed social marketing initiatives are reaching their goals.

(H4a) Measurable Tools

Shape Up NYC utilizes attendance sheets to track participation in numbers, comparing participation numbers in a six to nine month period from when the social media campaign is started is a good way to gauge attendance improvement. The NYPL processes cardholders as they borrow content, a short survey question such as “Are you taking out this book/DVD/magazine as part of the Shape Up NYC / NYPL health initiative?” can be added to the checkout process to determine if health content that is being borrowed is being helpful or if a cardholder needs assistance in finding content more suitable to their needs with the assistance of a Librarian or NYPL staff. Borrowing history and answers to the survey can be used to assess whether the NYPL social marketing intervention is reaching Bronx residents beyond the website created for the Shape Up NYC / NYPL initiative. The numbers in these trends can help determine if the 5% mark in overall participation is being reached.

Profiles built on the website could also serve as a good measurement in gauging weight management progress as well as blood pressure management progress (participants can be educated that if they lack a blood pressure monitoring machine in their home that most pharmacies have machines that perform blood pressure readings for free).

(H5) Cost of Implementation

Most of the costs associated with this initiative would be for site maintenance, websites such as www.wix.com offer website/webpage building and templates in which plans range from \$14/month to \$25/month for buying a domain (such as a website address). The upper range of the monthly prices/cost are geared towards expanding site/brand awareness, which is the goal of

the Shape Up NYC/NYPL initiative which will in turn boost popularity and program participation. For a nine-month span, the cost would estimate \$225 for the project's length. An additional \$300 can be set aside for the analytical services needed to track the traffic going to the dedicated website in addition to the Shape Up NYC / NYPL dual initiative Facebook page.

Shape Up NYC already has its own budget set up to pay their instructors and have their fitness classes hosted in several New York City Parks and Recreation centers as well as New York City Housing Authority sites located through out the five boroughs.

(I) Reflection on Social Media Marketing

Any social media that features Shape Up NYC and the NYPL as primary community and prevention resources will aim to do so in a positive light so that little to no negative connotation can be associated with these initiatives. A comment policy will be established and enforced for both the dedicated website and the Facebook page so that individuals are not deterred by others due to negative or inappropriate responses that can be posted on either site or other social media platforms being incorporated into the initiative such as YouTube, Instagram, Snapchat and/or Twitter.

(II) Reflection on Future Nursing Practice

When images and videos are carefully written, thought out and the content shared is backed by evidence-based information, future nursing practice has so much to gain from this manner of delivering information. Social Media has become so common place in many different forms from Facebook to YouTube as well as, but not limited to Instagram, Snapchat and Twitter, that being the owner of a smartphone is not the only sole manner in which health information is accessible, information is so attainable that it is literally resting in the palm of your hand.

The proper use of social media can open doors for nursing and future healthcare in general, setting the platform for conversation between the nurse and the patient, providing teaching opportunities to transpire and unfold.

SAMPLE

References

- Center for an Urban Future. (2015, January). New York State's Language Barrier. Retrieved March 19, 2018, from <https://nycfuture.org/data/new-york-states-language-barrier>
- Centers for Disease Control and Prevention. (2018, March 05). Overweight & Obesity. Retrieved March 18, 2018, from <https://www.cdc.gov/obesity/data/adult.html>
- Conde, E. G. (2017, June 08). Over 50% of Bronx Neighborhoods Experiencing High or Extreme Poverty. Retrieved March 22, 2018, from <http://www.welcome2thebronx.com/2017/06/08/over-50-of-bronx-neighborhoods-experiencing-high-or-extreme-poverty/>
- Community Field Experience, Interview with Pascale Pierre, Certified Fitness Instructor for Shape Up NYC, (917) 557-1547
- Edwards / NBC News 4 New York, J. (2017, March 30). This Is the Most Unhealthy Community in NY: Study. Retrieved March 18, 2018, from <https://www.nbcnewyork.com/news/local/unhealthy-worst-health-county-health-ranking-new-york-bronx-417448013.html>
- Google. (n.d.). The Bronx / Land Area. Retrieved March 22, 2018, from [https://www.google.com/search?q=Bronx county sqaure miles&ie=utf-8&oe=utf-8&client=firefox-b-1](https://www.google.com/search?q=Bronx+county+sqaure+miles&ie=utf-8&oe=utf-8&client=firefox-b-1)
- Laskowski/The Mayo Clinic, M. E. (2016, August 20). How much exercise do you really need? Retrieved March 20, 2018, from <https://www.mayoclinic.org/healthy-lifestyle/fitness/expert-answers/exercise/faq-20057916>
- Levine, J. A. (2011, November). Poverty and Obesity in the U.S. Retrieved March 20, 2018, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3198075/>

PolicyLink / The Food Trust. (2010). The Grocery Gap. Retrieved March 20, 2018, from http://thefoodtrust.org/uploads/media_items/grocerygap.original.pdf

The New York Public Library. (2015, January). The New York Public Library At A Glance. Retrieved from <https://www.nypl.org/sites/default/files/Fact Sheet0109 V3 0126.pdf>

NYC Service. (n.d.). Shape Up NYC: About This Initiative. Retrieved January 22, 2018, from https://www.nycservice.org/initiatives/index.php?bitinitiative_id=15

Rivera / The Huffington Post, M. (2016, March 09). The Bronx: Dying from Lack of Nutritious Foods. Retrieved March 19, 2018, from https://www.huffingtonpost.com/migdalia-rivera/the-bronx-dying-from-lack_b_9350482.html

United States Census Bureau. (2017). QuickFacts: Bronx County. Retrieved February 13, 2018, from

<https://www.census.gov/quickfacts/fact/table/bronxcountybronxboroughnewyork/PST045217>

United States Census Bureau / Google. (2016). New York City / Population. Retrieved from [https://www.google.com/search?q=Population of New York City&ie=utf-8&oe=utf-8&client=firefox-b-1](https://www.google.com/search?q=Population+of+New+York+City&ie=utf-8&oe=utf-8&client=firefox-b-1)