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## BACKGROUND AND AIM

- The use of technology and social media platforms has gained traction and popularity in the realms of teaching and learning of medical students in the last decade<sup>1</sup>.
- UCC HealthVine is a resource created by the UCC School of Pharmacy students. This resource uses various types of social media platforms such as Facebook®, Snapchat® and Instagram® to share health information and promote awareness for health-related issues to the wider population of UCC and indeed, the global online community.
- At a time where students can become increasingly sexually active, they can be overwhelmed by the excessive choices of contraception available. The aim of this study was to assess the impact of a registered Pharmacist discussing various contraceptive options through the medium of "Facebook Live" on the HealthVine Facebook® page.

## METHODS

- A new online medium entitled "Facebook Live", frequently utilised by musicians to promote their music at gigs, was investigated to disseminate a public health message to University students. The Pharmacist provided explanations of the different types of female contraceptive options over a 15-minute period via the medium of "Facebook Live" on the HealthVine Facebook® page. All 1,000 followers of the HealthVine Facebook® page, mostly University students, automatically received an immediate notification on their mobile phone or computer Facebook® app which stated the topic of the video, and that the video tutorial was then live to watch in real-time.
- The success of this initiative was measured through the responses of HealthVine followers (Table 1) and by thematic analysis<sup>2</sup> of comments/questions posted by viewers.

## RESULTS

Table 1 - Descriptive Results as of 01/02/2018

Likes on video	190
Shares of video	21
Comments/Questions	43
Views of video	~12,000

### Suitability

"Which pill is best for those who have Endometriosis? I've tried Ovranette®, Qlaira® and currently on Yasmin®."

"Why is the pill Dianette® not suitable for diabetics?"



UCC HealthVine shared their live video.

8 April 2017 · 🌐

Did you catch our Facebook Live Q&A on contraception? If not, it's definitely worth a watch!



<https://www.facebook.com/UCCHealthVine/videos/1316914828384103/>

"I am going on a flight to Canada in 3 weeks. My doctor told me to come off my pill and wait until I return to go back on it. He said this will reduce my risk of clots. However, I really want to stay on it as I don't like using the barrier method approach. What do you think?"

### Travelling

"What contraception should I bring to Portugal?"

"I sometimes get very bad migraines and my doctor recommended Cerazette® for me. He said I wasn't suitable for the vast majority of other pills. Why is this?"

### Co-morbidities

"I normally get very bad chest infections in the winter and spring time. My pharmacist always tells me to use a barrier method during the treatment course and for 7 days afterwards. Is this really necessary?"

"A friend of my daughter's was diagnosed with epilepsy 2 years ago. Now she is in a relationship the last 4 months. She's not sure which form of contraception to use. What do you think?"



## CONCLUSIONS

- The novel use of this online medium "Facebook Live" has proven to be a useful tool in the dissemination of a public health message to an University audience. It demonstrates the power of social media in teaching and how accessible and quickly students can respond to such an online feature. Further exploratory research is required to elucidate how such technologies, online platforms and various types of social media can be extrapolated into the teaching and learning of healthcare students.
- Despite unclear regulatory guidance, this video also signifies that Pharmacists need not shy away from using social media platforms appropriately to educate others.

