

Pilot Project: Delivering critical information through trusted voice

Problem Statement

Birth to age 5 is regarded as the most critical time in a child's life. Researchers, medical professionals, and child development organizations have established numerous best-practices, resources, screening tools, and intervention strategies, yet dissemination can be difficult as caregiving settings vary widely. A common touchpoint is the annual well-visit with a pediatric medical provider. Often the medical home provides families with a trusted source of information and guidance, albeit packed into a 15-minute visit once a year. For questions that do not necessarily warrant a call to the nurse line, today's parents most often turn to the Internet. This scenario, of course, describes caregivers with requisite education to even know to ask certain questions. To that end, we propose a technological solution that amplifies the trusted voice of the medical home allowing pediatric providers to more-readily support, guide, and educate their patients between office visits with little to no additional effort. To be effective, this project connects parents to verified public health messages through the medical provider on social media platforms already populated by parents.

Solution Pilot

Share 15+ public health message posts through 10-20 pediatrician or clinic-owned Instagram accounts. Solicit engagement from patients and families through in-clinic posters and/or appointment reminder cards. The posts will be shared over a 10-week period running from mid-April to the end of June.

Pediatrician Ask

- Share access to Instagram account to post approved public health messages. (we will help create one too).
- Display "Follow Me" posters and/or use appt cards.
- Allow 12-15 posts to be shared publicly
- Respond to survey questions and 20-min interview

Incentives

- Instagram Analytics report on your posts
- Project Report
- Chance to win 1 year subscription to Social Cascade (aug 22 - aug 23)
- Chance to win a \$250 Visa gift card
- Chance to win a \$100 Amazon gift card
- Chance to win a \$50 Starbucks gift card

Video overview of Social Cascade: <https://www.socialcascade.co/video>.

Please send participation interest or questions to info@socialcascade.co.

Thank you for your consideration!

How Social Cascade works



Sample Follow us poster



sample appt reminder cards



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