



“Sharing Hope and Healing”: A Culturally Tailored Social Media Campaign to Promote Living Kidney Donation and Transplantation Among Native Americans

Health Promotion Practice

Available at: <https://pubmed.ncbi.nlm.nih.gov/33267677/>

One-Sentence Summary: The authors examine a community-based participatory research (CBPR)–driven and culturally tailored social media campaign to promote living kidney donation and transplantation (LKDT) serving Native American (NA) communities who are disproportionately burdened by kidney failure.

Reviewer: Amiya Fellows

Methods: The Sharing Hope and Healing (SHAH) campaign facilitated community conversations about LKDT. Along with employing an interpersonal approach that used social media and integrated the community’s oral tradition of storytelling. Lastly, it discussed evidence-based LKDT education and behavioral theory to make open discussions of LKDT culturally acceptable among the broader NA community. The social media campaign promoted and provided education about LKDT to medically underserved NA posting on Facebook, Twitter, and Instagram daily or near daily basis, over an 8-month period. Prior work with NA communities emphasized the need for culturally sensitive communication, education, and the desire for hope to remain a predominant theme in future campaign content. The project received approval from several review boards before developing its campaign materials, which were adapted from multimedia content from an existing patient-centered educational program. Posts were made on a daily or a near daily basis and no paid advertising was used so all user activities were organic with the goal being to share videos, graphics, links, and status updates about LKDT. Stakeholders provided their input, and the researchers were invited to participate in tribal council meetings to give updates to local community member meetings.

Main Findings / Recommendations:

- The primary assessment of the social media project was engagement reflecting a collaborative effort among numerous stakeholders that emphasized the value of health promotion and education in promoting LKDT among NA communities.
- The content of each post made for the campaign was coded based on the presence or absence of different attributes, the process resulted in a total of 14 codes.
- A majority of the community engagement was conducted via Facebook. As expected, patterns were somewhat inconsistent as some posts garnered far more attention than others. Code 1, about success stories, was the only code that received significant engagement than the other 13 codes.

Potential Issues:

- Viewers who engaged with the SHAH campaign were not surveyed due to limits in the scope of tribal approval for this project. As a result, there was no demographic information.

Useful Summary Stats, Quotes:

- “On average, however, approximately 22.20 users engaged with each post.”
- “Code 1, which corresponded to the use of success stories about LKDT in the post, was a statistically significant predictor that resulted in increased engagement, $\beta = .223$, $t(197) = 3.034$, $p = .003$.”





Reviewers Opinions:

	<i>Strongly Disagree (1)</i>		<i>Strongly Agree (5)</i>		
	1	2	3	4	5
Impactful for Indian Country?			X		
Novel?		X			
Trustworthy?				X	

Reference:

Britt, R. K., Britt, B. C., Anderson, J., Fahrenwald, N., & Harming, S. (2021). "Sharing hope and healing": A culturally tailored social media campaign to promote living kidney donation and transplantation among Native Americans. *Health Promotion Practice*, 22(6), 786–795. <https://doi.org/10.1177/1524839920974580>

