

CDTRP MEDIA WORKSHOP ON ODT & HEALTH LITERACY

May 17, 2022



POST-EVENT REPORT

OVERVIEW

Media, and increasingly social media, significantly influences public perspectives. With policy changes taking place in the Canadian organ donation landscape (e.g. presumed consent donation in Nova Scotia, medical assistance in dying, and precision allocation advancements), policy makers must consider issues of equity, trust, and public support. Public outreach efforts must consider how to effectively interact with online spaces.

The CDTRP hosted its second Workshop, entitled "**Engaging the public online during policy change**", in collaboration with the Health Law Institute from the University of Alberta on May 17, 2022. Speakers from different backgrounds were asked to share their recent and extensive experiences engaging the public online. They discussed the complexities around hosting and moderating discussions, creating accurate informative content, and responding to misinformation. They also highlighted challenges and lessons learned.

Sharing their experiences will contribute to the ongoing discussions around how to best engage the public online for individuals, employers, and institutions.



PLANNING COMMITTEE

The Planning Committee included:

- **Dr. Marat Slessarev** - Adult Intensivist at London Health Science Centre (LHSC)
- **Dr. Sonny Dhanani** - Chief of the Pediatric Intensive Care Unit at Children's Hospital of Eastern Ontario (CHEO)
- **Dr. Aviva Goldberg** - Pediatric Transplant Nephrologist at Health Sciences Centre
- **Ms. Mary Beaucage** - Patient Partner
- **Ms. Linda Powell** - Caregiver Partner
- **Ms. Sandra Holdsworth** - Patient Partner
- **Ms. Shilpa Raju** - Patient Partner
- **Ms. Sherrie Logan** - Caregiver Partner
- **Dr. Patricia Gongal** - CDTRP Executive Director
- **Ms. Stéphanie Larivière** - CDTRP Communications Manager
- **Alessandro Marcon** - Research Associate at the Health Law Institute
- **Prof. Timothy Caulfield** - Research Director of the Health Law Institute
- **Robyn Hyde-Lay** - Executive Director of the Health Law Institute

WORKSHOP AGENDA

1. Intro and Welcome Remarks – **Alessandro Marcon**
2. Presumed consent in the UK context – **Holly Mason & Phil Walton**
3. Presumed consent in the Nova Scotia context – **Michelle Crosby**
4. Science Up First – **Sophia Belyk**
5. Discussion
6. Closing Remarks – **Dr. Lori West**

Detailed information on the presenters and moderator can be found on the [CDTRP website here](#).

HOW TO ENGAGE THE PUBLIC ONLINE DURING POLICY CHANGE

In his opening presentation, **Alessandro Marcon** set the stage by explaining that policy changes can occur in different contexts such as in organ donation and transplantation and during the COVID-19 pandemic, the two areas we will be looking at in this Workshop. The new policies need the support and trust of the public in order to be adopted. He then focused on key questions of online public engagement such as: "How best to do it?", "What should be avoided?" and "What can institutions and organizations do?"

The following two speakers, **Holly Mason** and **Phil Walton**, gave us an overview of social media management for the National Health Service (NHS) Blood and Transplant in the UK. Generally speaking, the comments and feedback on their social media platforms are quite positive and do not need to be moderated. However, some stories can spark conversations online and need to be addressed quickly in order to bring back the facts via trusted sources.

We then heard from **Michelle Crosby**, from Communications Nova Scotia about the Human Organ & Tissue Donation Act implemented in Nova Scotia in January 2021. The main goal was to inform the public of the new policy change about this Act. For this, they used social media, television, radio, stakeholder relations, and online debates. The overall reactions were fairly positive and balanced where moderators could refer people to exhaustive FAQ documents.

Lastly, **Sophia Belyk** introduced us to #ScienceUpFirst, an online initiative to fight against misinformation. She explained the difference between debunking and pre-bunking and when it should be used. She also raised the point that some sensitive topics such as children's health or fertility, need extra care. "People need good information, but they also need to know how to find good information on their own."

ATTENDEES

In total, **71 participants** registered for the Workshop from **36 different cities from Canada and around the world**. International participants came from the United Kingdom, Spain, India, Slovenia, and the United States.

The participants remained very engaged throughout the presentations and questions & answers, and contributed to active discussions with speakers and with other participants. The Workshop even had to be extended by 20 minutes to allow for further discussion.

Below is an overview of some of the comments and questions raised during the Workshop's discussions.

"Is there a public education and awareness collaboration between provinces to share resources - we saw some sharing of resources during NOTDAW and Green Shirt Day. Resources are costly and how can we leverage collaboration."

"Totally agree regarding speed! Some evidence to back that up. Even when something seems absurd (5G, microchips, etc) still need to respond. Also, treat as opportunity to speak to broader audience (as Sophia noted). I rarely "respond" to the negative voice. Rather, use it as opportunity to speak to general public."

"Many health care organizations/hospitals may have a quite conservative and risk-averse view of social media. Is this compatible with establishing a rapid, agile, and effective social media strategy?"

"For a few years now there has been better collaboration of promoting NOTDAW together. Next step would be good to have April as awareness month, 1 week is not enough."

"I think a bigger issue with new channels like TikTok is the resourcing required to create content on an ongoing basis and managing engagement within the channel."

"Yay! TikTok! I think it will shift the conversation in many ways to engage the younger generation i.e. High school students, but also younger..."

POST-EVENT

The Workshop has been recorded and posted on the CDTRP's YouTube channel. The recording has also been shared on the CDTRP social media platforms ([Twitter](#) and [Facebook](#)).

[VIEW RECORDING](#)

The next steps of the CDTRP Media Workshop Series on ODT & Health Literacy will happen in the fall - stay tuned!

Participants who would like to be kept up to date for future media events are encouraged to subscribe to the [CDTRP's weekly newsletter here](#) and follow us on social media. For any questions concerning past or future CDTRP events, you can email Stéphanie Larivière, Communications Manager at slariviere@cdtrp.ca.