Social Mobile Media to connect, train, manage & empower health workers

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Overview and scope

- Formats, functions and role of mobile social media for health professionals
- Low / middle income settings
- Technological focus: social mobile media: social networking (e.g. Facebook) & mobile instant messaging (e.g. WhatsApp) tools
Formats of social mobile media communication

- Small-bounded groups (closed user groups, (on WhatsApp))
- Large boundary-less networks (for example a FB site)
Functions: (1) Social - professional connectedness

- Connecting professionally isolated health workers
- Across geographical boundaries
- Alleviating professional isolation
- Example: FB site with thousands of users discussing professional roles, values, experiences
Functions: (2) Knowledge - problem solving & knowledge exchange

Informal learning & problem solving

- Example: discussing more complex patient cases in closed FB groups

Formal learning

- Supporting formal training and coaching
- and the application of new knowledge after a f2f-training
Functions: (3) Organisational - managing & coordinating health work

- Joint spaces to address constraints of geographical separation and high mobility
- Help organise more complex health work and supervision in groups / networks
- Examples: organising campaigns, events and distributing drugs
Functions: (4) Political - accumulating and exercising power

- Providing a space for collective micro-political discussions
- Debating and «aggreggating» demands / needs
- Communicating them upwards the health value chain
Social mobile media in the digital health landscape

- **Complementatry role**: less structured communication among geographically mobile & distributed groups / networks

- **Sustainability**: Leveraging pre-existing resources

- **Constraints and influencing factors**
  - Digital professionalism, cost of participation, regulation and information quality …
Reading materials / sources


Further resources on [http://www.christoph.pimmer.info/](http://www.christoph.pimmer.info/)
About my work

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