

# Technology and Health Education

How they can work together to positively  
impact health behaviors.

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MaineHealth

# Welcome

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

- **Charles Darwin**

# Why This Matters



# How Colonics Can Aid In Detox and Reduce Symptoms During Treatment



CART	▼
\$0.00	/ 0 items

ABOUT ▾ SHOP TESTIMONIALS PRESS BLOG EVENTS ▾ REFER A FRIEND CONTACT



BEAUTY. HOPE. PURPOSE. SAFETY. HEALTH & WELLNESS.



ALTERNATIVE THERAPIES AND LIFESTYLE



A Blog by Britta Aragon

## OUR MISSION

CV Skinlabs' roots started with Cinco Vidas. Founded by Britta Aragon, cancer survivor, natural beauty expert, makeup artist, detox coach, and author. Created to fill the gap between the doctor's office and everyday...

“In my observation, clients who have a true detox see a reduction in symptoms, and sometimes they will actually reverse and heal”

# Learning Objectives

- Understanding the value and benefits of technology use for your organization's objectives
- Determining which digital platform is right for your health messaging

What's changed in  
health education?

# Technology!





• 87% of U.S. Adults Use the Internet •



• Use Multiple Social Media Sites •



• 56% of Online Adults  
65 and Older Use Facebook •



Are we there to join them?



# Patient Engagement

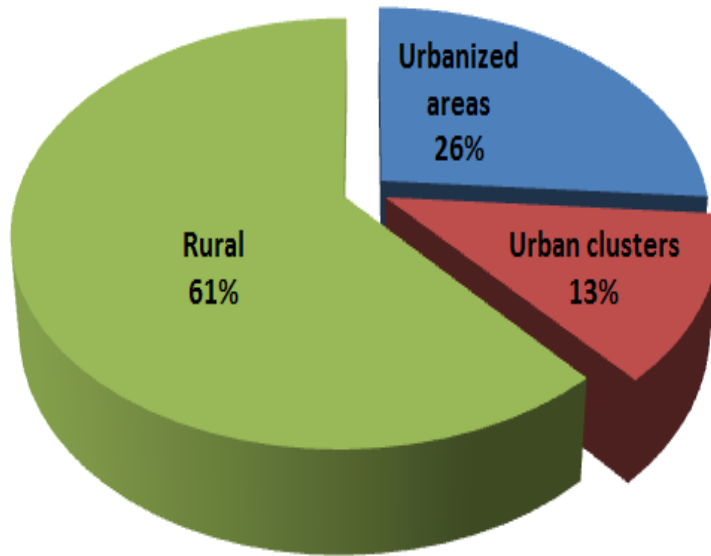


# Patients are being asked to:

- Partner with their doctors in decision making for treatment options
- Be more informed about their health care choices
- Understand their health conditions
- Understand their options
- Gather health information and be prepared

# Maine's Population

Maine Urban-Rural Population Distribution  
2010





- Least densely populated state in the American northeast
- Average: 41.3 people per square mile

# Driven to digital



**Ask Us Your  
Health Question**

Let our Health Educators  
help you find resources.

-  Call Us
-  Live Chat
-  Email Us

# Our Digital Strategy



## Learning Resource Center

### How can we help?

Our staff is here to help you find the information you need to live a healthy life. We have two centers (Scarborough and Falmouth) available for you to come in meet with a health educator, browse our books or take a class. We develop and carry out strategies to improve the health of individuals and communities. We create, coordinate and offer health education programs. Our dedicated staff also offers resources and information to promote healthy living and prevent disease, along with connecting people to credible information, resources and local help. Find reliable information through contacting one of our health educators for answers to your specific health questions. You can also visit our website pages, online library or attend one of our health classes.



Figuring out how to be healthy shouldn't be hard. We are here to help you take charge of you health. Start today by asking us your health question, signing up for a class or using one of our other free services.

### Have a Health Question?

Connect with a Health Educator today, and ask your questions.

We're here for you. We can help.

Email Us

## Upcoming Classes & Events [View All](#)



### Noon Yoga Rockland

Aug 28, 2017 | Rockland ME

Escape and refresh on your lunch break with our certified yoga instructors in this gentle yoga class. Each hour-long class will help you stretch...

[Read More >](#)



### Cooking for Health Series Practical Plant Based Cooking Lincolnville

Jul 17, 2017 | Lincolnville ME

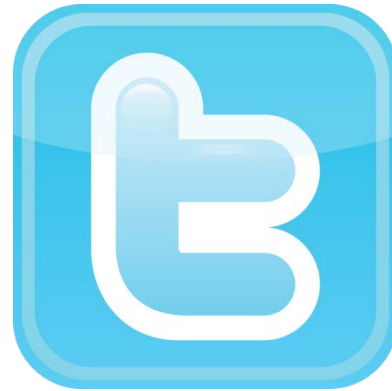
Are you curious about what it means to eat a plant-based diet? It does not mean that you are a vegetarian. Join us to explore the ease and health...

[Read More >](#)

## MaineHealth Learning Resource Center

Health Matters e-Newsletter

# Social




# Help a Health Educator

Post Details Reported stats may be delayed from what appears on posts X

**MaineHealth Learning Resource Center**  
November 14, 2014 · 🌐

Help a Health Educator Contest Day Two  
Help! Our health educator Jess cannot control her snacking! What can she do to fend off the 3pm munchies? Comment on the photo below with your suggestion to be entered into a raffle to win a \$100 gift card to L.L. Bean!



6,532 people reached View Results

Like · Comment · Share · 👍 27 🗨️ 106

6,532 People Reached		
137 Likes, Comments & Shares		
27 Likes	27 On Post	0 On Shares
110 Comments	106 On Post	4 On Shares
0 Shares	0 On Post	0 On Shares
391 Post Clicks		
158 Photo Views	0 Link Clicks	233 Other Clicks 📍
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	



# Contagious Content



Maine Medical Center

September 23, 2015 · 🌐

A few cases of viral meningitis have recently been reported in Maine. Get the facts about the disease from the [MaineHealth Learning Resource Center](#) website.



## Viral Meningitis in Maine - MaineHealth Learning Resource Center

You may have heard in the news that there have been a few confirmed cases of viral meningitis in Maine. The Maine CDC has stressed that there is no need for...

[MAINEHEALTHLEARNINGCENTER.ORG](http://MAINEHEALTHLEARNINGCENTER.ORG)

- 15,874 people reached
- 166 shares
- 1,257 post clicks 885 link clicks

MaineHealth  
Learning Resource Center

Our Impact\*



1,398

books and videos  
loaned

1,048

requests for information  
filled



8,941

patron impressions



421  
class  
registrations

89%

learned new  
information to live  
a healthier life

95%

said our classes  
are important to  
them

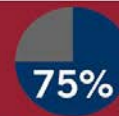
\$6,370

scholarships  
awarded



99%

said our services  
are helpful



75%

said our services  
helped them manage a  
health condition



98%

said they were likely  
to use our services  
in the future



104,926  
web hits

206,961  
pages viewed

36,996  
blog views

14,000  
Facebook reactions

# What it Takes



# Making it Work

- Planning
- Work with marketing
- 6 month work plan
- Content calendar
- Review analytics
- Adjust plan

# Where to Start?



- Focus on one
  - Audience
  - Goals
  - Message
  - Experience

# Questions?

