Digital Education - The WFPI Perspective

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NO RELEVANT FINANCIAL RELATIONSHIPS, DISCLOSURES OR CONFLICTS OF INTEREST
WE WILL DISCUSS:

• Why do we need social media for education?
• How we have fared so far..
• What can you do to help?
• Future directions
WHY?

• Doctor derives from the Latin word “Docere” = to teach
• Responsibility to teach & pass on skills
• Acute need in area
  • with shortage of specialists
  • shortage of training opportunities
• Low cost of Social Media education
• Unlimited scalability
WFPI EXPERIENCE WITH #SOMED & #FOAMED - FACEBOOK

video Library

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Video Views Date Added

Case of the day - What are the possible diagnoses in this 4 year-old with a new... 159 Mar 12, 2017 at 9:16am Sanjay Prabhu

CT of Pediatric Bowel Obstruction New video by Prof. George Taylor on the CT of... 568 Dec 18, 2016 at 11:49pm Sanjay Prabhu

Ecografía cerebral en el neonato a término WFPIS second Spanish lecture Prof... 334 Sep 20, 2016 at 11:27pm Sanjay Prabhu

Ultrasound in the Pathology of the newborn WFPIS second Spanish lecture Prof... 324 Sep 25, 2016 at 12:25am Sanjay Prabhu

Primer on reading pediatric chest radiographs. Reading pediatric chest radiographs... 837 Apr 12, 2016 at 10:07pm Sanjay Prabhu

WFPI 1 Apr 12, 2016 at 9:50pm

Myelination on MRI in children - a primer A ll you wanted to know about assessing... 1,678 Sep 30, 2015 at 9:20pm Sanjay Prabhu

Excellent video lecture on Necrotizing Enterocolitis by Cicero Silva, Associate Pro... 340 May 12, 2015 at 10:42am Sanjay Prabhu

Powerpoint presentation to YouTube Converting a Powerpoint 2010 presentation... 161 May 9, 2015 at 1:48am Sanjay Prabhu
WFPI EXPERIENCE WITH #SOMED & #FOAMED - YOUTUBE

- 897 subscribers
- 19 videos
- 49,287 views
- 16,003 minutes
- Top video - 23,583 views! (in Spanish!)
OTHER OUTLETS

- Twitter - 332 followers
- Figure 1 - 47 cases, 277 followers,
- Instagram
WHAT IS THE NEED? - WFPI DIGITAL EDUCATION PANEL SURVEY

- Top ten pediatric imaging topics radiologists in their region would like to learn about?
- What are the top ten topics YOU think they should know?
- Methods of communication- If via social media, what channels do they use?
- How do they become aware of new online content of interest?
- How is educational content consumed and are there preferred formats?
- Devices used? Is connectivity a problem?
- What other educational assistance from WFPI would be useful to your efforts at home or with outreach?
- Use of the Image Gently website and educational materials for your own learning, staff teaching, and/or patient education about radiation and dose? If yes, what materials are most useful?
- is information about radiation safety and dose minimization important to your audience? If yes, what information is most relevant and useful? Are there additional radiation safety topics that you need to have addressed for your educational efforts?
- Varied needs
  - Top topics: radiation safety, “how to” topics (US, IR, radiographs, MRI, fluoro), focused topics (e.g. hydrocephalus), airway disease, non-accidental trauma, HIE, brain tumors, seizure imaging
  - Media used/requested: Whatsapp, Wechat, Facebook, email, newsletters, Webinars
  - Read out sessions with visiting faculty
  - CDs and USBs loaded with content
  - Training on organizing result based outreach programs
  - Help establishing pediatric fellowship training centers
  - Video based lectures
HOW CAN YOU CONTRIBUTE?
- INDIVIDUAL LEVEL

CONTENT CREATORS/ENABLERS
- Create and share content regularly
- Cross post from personal media channels
- Publish pdfs of presentations to reach wider audience
- Create short “how to” videos
- Workshops on creating social media content
- Volunteer expertise in content creation, peer review or technical knowhow
- Recognize & support creators
- Formalize involvement & delegate projects e.g. ASNR, ASPNR
- Donate to the WFPI

CONTENT CONSUMERS
- Constructive feedback re content (i.e. peer review on social media)
- Spread the word re content and WFPI
- Crosspost on personal education accounts
- Fact check
- Request topics for future sessions
- Publicize visits of outreach programs
- Invite faculty for read out sessions (in person or online)
- Set up webinar infrastructure & record lectures or read out sessions
HOW CAN YOU CONTRIBUTE?- SOCIETY LEVEL

• Establish formal social media education committees with clear aims and targets
• Cross posting & collaboration between societies e.g. SPR/WFPI, WFPI/ASPNR, WFPI/ASNR, WFPI/Radiopaedia etc.
• Workshops on creating social media education content
• Demystify social media for content creators
• Fund social media-based education programs
• Fund and resource result-oriented visiting faculty programs
• Help consumers build & maintain infrastructure for content consumption
FUTURE DIRECTIONS

• Facebook Live
• Whatsapp
• YouTube Live
• Online readout sessions
• Lectures on DVDs and USBs
• Hands on workshops
• Simulations of procedures using realistic models e.g. cranial ultrasound
SUMMARY

• Social media is a powerful tool for medical education
• WFPI report card so far
• How you can help (individual and societal level)
• Future directions
THANK YOU!

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