expressed satisfaction about the intervention and 97.3% of them wanted to recommend mScreening program to their friends, indicating excellent acceptability and feasibility of the intervention. Conclusion: Mobile technology can be a promising tool to increase both knowledge and receipt of cervical cancer screening. This study provides evidence on the feasibility and satisfaction of the mScreening intervention. Given the widespread use of mobile phones among young adults, a mobile phone–based health intervention could be a low cost and effective method of reaching hard-to-reach populations with tailored individual messages that cover broad content areas and overcome restrictions to place and time of delivery. Our developed model could be expanded to different age groups of Korean American women, additional types of cancer screening (such as colonoscopy or mammogram), and other underserved minority groups. The low cost and broad reach of delivering the intervention using mobile phone technology could be a valuable health promotion resource for managed care organizations.

How Twitter Is Used in International Health Events: World Aids Day Case Study

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Track: Research
Topic: Blogs, Microblogs, Twitter
Presentation Type: Poster presentation
Single Presentation

Background Twitter is an Internet micro-blogging social media service that allows users to post short messages (140 characters) about facts, feelings and opinions. Twitter has been proposed by several studies as a means to track public health trends such as influenza outbreaks and swine flu and by analysing user messages it is possible to measure different population features and interests. However, more information is needed about the potential health applications and public health purposes of Twitter. Objective To analyse the impact of health events on Twitter messages activity to propose its potential usefulness in education and public health. Methods An observational study based on monitoring Twitter messages posted between November 19 and December 5, 2011 was carried out. This period of time included the World Aids Day that takes place every year on 1st December. Messages were obtained using keywords such as “AIDS” in English

and "SIDA" in Spanish via the Application Programming Interface (API) Twitter search engine, generating a data file in .json format, containing the different fields of data previously selected. The variables studied were: total and daily number of tweets, language (English and Spanish), tweet content, re-tweets, posting device, user's id and location. SPSS statistics software was used to analyze the content of the messages database created. Results More than 1.1 million tweets (1,127,152) related to AIDS in English, Spanish and other languages were posted between the 19th November and the 5th December on Twitter (51% of them were posted on Thursday 1st December). The information about the location of users was not usual because it was not included in the profile on Twitter. Mobile and smart phones were the devices more used to post the tweets. Tweets included links with general information about AIDS and the World Aids Day, and jokes represented the most numerous re-tweets. There were over 0.7 million unique users and the majority of them posted only one tweet related to the topic. Conclusions 1. Health events generate an important interest and big impact among users on Twitter taking into account the significant increase of activity in number of tweets related to the topic about AIDS. 2. Twitter and Social Media platforms in general, could be used as a means to spread news and health information of general interest with public health applications. 3. Mobile phones are used extensively and for that reason (m-Health) they have the potential to be used as a means for developing educational and public health activities. 4. More analysis and qualitative studies are needed to better know users' profile and the semantics of the messages for Twitter to be developed as an effective healthcare and public health tool.

The Electronic Discharge Letter Mobile App

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Track: Practice
Topic: Mobile & Tablet Health Applications
Presentation Type: Rapid-Fire Presentation
Single Presentation

Clinical handovers, and in particular discharge letters, are very important issues to consider when ensuring the continuity of patient care. The fact that the patient itself frequently acts as the carrier of his/her discharge information between hospitals and general practitioners, combined to the absence of a widely adopted standard to guarantee the semantic interoperability in such exchange,