

UConn

CENTER FOR MHEALTH
AND SOCIAL MEDIA

ANNUAL REPORT 2019



MISSION

The mission of the **UConn Center for mHealth and Social Media** is to increase UConn's capacity for behavioral and public health research leveraging digital technologies, create research collaborations with universities around the world, facilitate industry-academic partnerships, and to become an international leader in the use of technology for health behavior change. The Center's priorities are in the areas of research methodology and training. This report includes activities and accomplishments of the Center from July 2018 to August 2019.

mhealthcenter@uconn.edu

mhealth.inchip.uconn.edu

   @UCONNmhealth

JOIN OUR LISTSERV

Join our listserv to stay up to date on the Center's activities. Faculty in the eHealth/mHealth Research Interest Group within InCHIP regularly send information about special events and opportunities for professional development in digital health research.

To join: <https://chip.uconn.edu/request-to-join-inchip-research-interest-groups/>

TEAM

The Center is directed by Dr. Sherry Pagoto (Professor, Allied Health Sciences) and Dr. Molly Waring (Assistant Professor, Allied Health Sciences) directs the Methodology Core. Dr. Ran Xu (Assistant Professor, Allied Health Sciences) is an Affiliate Faculty. Jessica Bibeau is the Program Director and Jessica Deojay is the Program Assistant. Nargis Kalia is the Data Manager/Analyst.

The Center employs full-time research staff Kaylei Arcangel, Joseph DiVito, and Katherine Hibert as well as graduate assistants Jared Goetz, Kelsey Arroyo, Brooke Libby, Valeria Herrera, Laurie Groshon, and Matthew Schroeder. For the 2019/2020 year, we have undergraduate students Sarah Barney and Lauren Barber.

ACKNOWLEDGEMENTS

The Center for mHealth and Social Media would like to thank UConn InCHIP and the Department of Allied Health Sciences for their continued support.

T E A M



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 @DrSherryPagoto



MOLLY WARING, PhD

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JESSICA BIBEAU, MA, PMP

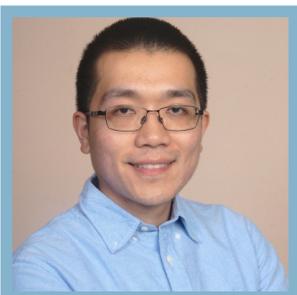
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TEAM



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KATIE HIBERT, MS, RD, LDN

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UNDERGRADUATE AND HIGH SCHOOL INTERNS

The Center faculty provided internships for undergraduates Sarah Barney, Lauren Barber, Daniel Muteba, Valeria Herrera, Marta Holovatska, Caitlyn Sward, Victoria DeTrolio, Kayla Hope, Brittany Nunes, Julie Pham, Paige Piera, Lauren Rudin, Brittany Safo, Morgan Jankowics, Lauryn Tetreault, Jamasia Williams, Mathis Yaeger, and Emily Zimmer.

Through the Young Senior Scholars Summer program, the Center mentored high school interns Mercy Campbell, Alicia Argueta, and Divya Nivani.



Center staff, faculty, and students at
the 40th Meeting of the Society of
Behavioral Medicine. Washington, DC
March 2019

GRADUATE STUDENTS

FALL 2018



JARED GOETZ, BA

PhD Candidate, Health Promotion Science

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KELSEY ARROYO, BS

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BROOKE LIBBY, MPH, LCL

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FALL 2019



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VALERIA HERRERA, BS, RD

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Advisor: Waring

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R E S E A R C H

SUBMITTED

Mentoring in mHealth and Social Networking Interventions for CVD Risk Reduction (PI: Pagoto)
K24 HL124366-01A1 (under review) 04/07/15-03/31/20

Randomized Trial of a Social Media-Delivered Intervention Targeting Indoor Tanning Users
Diversity supplement to 1R01CA218068-01 (under review) 08/01/19-07/31/20

Building an Evidence Base for Commercially Available Technology (PI: Pagoto)
NCI GRANT12919346 4/1/2020 – 3/31/2021

Reaching Parents on HPV Vaccines for Adolescents via a Social Media Campaign (PI: Buller)
R01 (scored, to be resubmitted Nov 2019) 09/01/19-08/31/23

Likes Pins and Views: Engaging Moms on Teen Indoor Tanning Thru Social Media
Administrative Supplement to R01 CA192652 (not funded) 09/01/18-08/31/19

FUNDED

Facebook Intervention for Young Onset Melanoma Patients and Families (PI: Manne,
Subcontract PI: Pagoto)
R01CA221854 **\$422,460** 07/01/18-06/30/23

Communication and Coping: Addressing Mothers' Needs to Improve Outcomes in Adolescents
with T1D (PI: Jasper, Subcontract PI: Pagoto)
R01DK115545 **\$384,589** 07/01/18-06/30/23

How mothers evaluate and spread info related to child nutrition on social media (PI: Waring)
USDA/CAHNR Capacity **\$59,994** 10/01/19-09/30/22

ONGOING

LikesPinsViews: Engaging Moms on Teen Indoor Tanning Thru Social Media (PIs: Pagoto/Buller)
R01 CA192652-01A1 **\$817,470** 06/01/15-05/31/20

Get Social: Randomized Trial of a Social Network Delivered Lifestyle Intervention (PI: Pagoto)
R01 DK103944-01A1 **\$1,992,953** 09/25/15-07/31/19

RELAX: A mobile application suite targeting obesity and stress (PI: Pagoto)
R01 HL122302-01A1 **\$1,952,780** 12/01/14-11/30/18

RESEARCH

ONGOING

Delivering a Post-Partum Weight Loss Intervention via Facebook vs In-Person Groups: A Feasibility Pilot Trial (PI: Waring)

R34HL136979 **\$731,438**

05/15/17-03/31/20

Randomized Trial of a Social Media-Delivered Intervention Targeting Indoor Tanning Users (PI: Stapleton, Subcontract PI: Pagoto)

1R01CA218068-01 **\$780,895**

07/15/17-5/31/22

Using Technology to Scale-up an Occupational Sun Protection Policy Program (PIs: Buller/Walkosz, Subcontract PI: Pagoto)

R01CA210259 **\$115,766**

08/01/17-7/31/22

Using a Narrative-Based Approach to Reducing Indoor Tanning (PI: Pagoto)

1R21CA226133-01 **\$383,072**

04/01/18-03/31/20

Mentoring in mHealth and Social Networking Interventions for CVD Risk Reduction (PI: Pagoto)

5K24HL124366-02 **\$491,310**

04/07/15-03/31/20

Development of an Instagram-delivered gestational weight gain intervention (PI: Waring)

InCHIP Faculty Seed Grant **\$15,000**

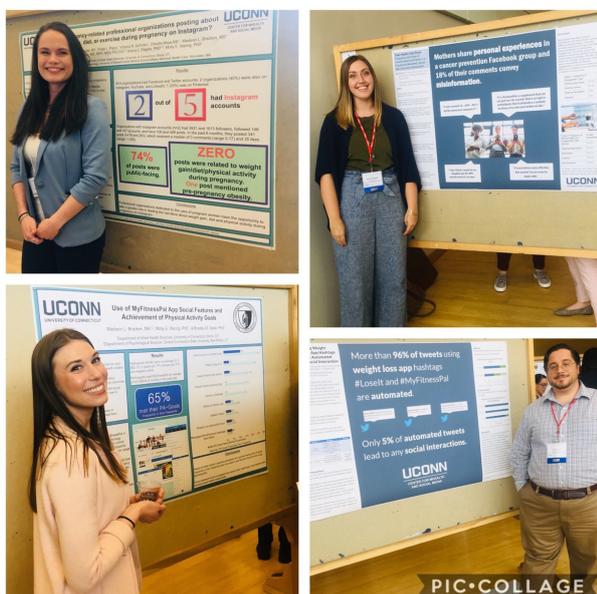
07/01/18-06/30/20

Supporting the development of healthy eating in toddlers through a coordinated, clear and consistent communications programs (the 4 C's) in one low-income Connecticut community

(PIs: Duffy/Harris, Co-investigator: Waring)

Children's Fund of Connecticut **\$64,982**

10/01/17-09/30/19



Graduate students from Dr. Waring and Dr. Pagoto's labs present their posters at *Social Media and Health*, May 16, 2019.

PUBLICATIONS

SCIENTIFIC PUBLICATIONS

In the past year, Center faculty published five scientific papers in peer-reviewed journals on the topic of digital health.

1. Buller DB, Walkosz BJ, Berteletti J, Pagoto SL, Bibeau J, Baker K, Hillhouse J, Henry KL. Insights on HPV vaccination in the United States from mothers' comments on Facebook posts in a randomized trial. *Hum Vaccin Immunother*. 2019 Feb 20. doi: 10.1080/21645515.2019.1581555. [Epub ahead of print]
2. Pagoto S, Nebeker C. How scientists can take the lead in establishing ethical practices for social media research. *Journal of the American Medical Informatics Association*. Apr 1 2019; 26(4):311-313. doi: 10.1093/jamia/ocy174
3. Waring ME, Baker K, Peluso A, May CN, Pagoto SL. Content analysis of Twitter chatter about indoor tanning. *Translational Behavioral Medicine*. 2019; 9(1): 41-47. PMID: 29474700.
4. Arigo D, Jake-Schoffman DE, Wolin K, Beckjord E, Hekler EB, Pagoto SL. The history and future of digital health in the field of behavioral medicine. *Journal of Behavioral Medicine*. Feb;42(1):67-83. doi: 10.1007/s10865-018-9966-z.
5. Coups E, Manne S, Pagoto S, Criswell JR, Goydos JS. Facebook intervention for young onset melanoma patients: A pilot and feasibility study. *JMIR Dermatology*. In press.

ONLINE ARTICLES/BLOGS

In the past year, Center faculty authored three articles in popular media on the topic of digital health.

1. Conroy D, Pagoto S. How to build up your workout in small steps. Published November 16, 2018, *Washington Post*. https://www.washingtonpost.com/national/health-science/how-to-build-up-your-workout--and-your-health--in-small-steps/2018/11/16/155acbd8-e765-11e8-a939-9469f1166f9d_story.html
2. Waring M, Arigo D. 8 tips for choosing a health app. *Society of Behavioral Medicine, Healthy Living*. Published online 10 June 2019. <https://www.sbm.org/healthy-living/8-tips-for-choosing-a-health-app>
3. Downs DS, Krukowski B, Huberty J, Waring M, Dahl A, Mailey E. Tips for a healthy pregnancy. *Society of Behavioral Medicine, Healthy Living*. Published online 10 April 2019. <https://www.sbm.org/healthy-living/tips-for-a-healthy-pregnancy>

PUBLICATIONS

IN THE MEDIA

Dr. Pagoto and Dr. Waring's work and comments have been featured in numerous online articles. Below is a sampling.

<https://thriveglobal.com/stories/sit-less-prioritize-exercise-tips/>

<https://elemental.medium.com/the-neuroscience-of-cravings-bef091c67c1d>

<https://www.pbs.org/newshour/science/the-homemade-sunscreen-you-find-on-social-media-is-a-recipe-for-sunburn>

https://www.washingtonpost.com/national/health-science/tanning-beds-may-be-popular-in-gyms-but-theyre-unsafe/2018/10/19/d2e6aacc-b075-11e8-a20b-5f4f84429666_story.html

<https://www.forbes.com/sites/brucelee/2019/06/15/nih-director-no-more-manels-how-to-make-panels-more-diverse/#59198d9c20d6>

<https://www.nbcconnecticut.com/news/local/Researchers-Look-for-New-Moms-Looking-to-Lose-Weight-for-Study-494789161.html>

<https://www.goodmorningamerica.com/wellness/story/mediterranean-diet-protect-symptoms-depression-link-diet-mental-63152130>

<https://www.sbm.org/healthy-living/5-tips-for-healthier-grocery-shopping>

<https://www.nytimes.com/2019/03/10/opinion/letters/diet-health.html>

https://www.salon.com/2018/07/21/health-clubs-using-tanning-beds-to-attract-members-despite-cancer-risks_partner/

<https://medicalxpress.com/news/2018-07-people-tan-gyms-addictively.html>

<https://today.uconn.edu/2018/07/tanning-beds-carcinogen-gym/>

Dr. Molly Waring's Healthy Moms Study is featured on NBC Connecticut, October 2, 2018.

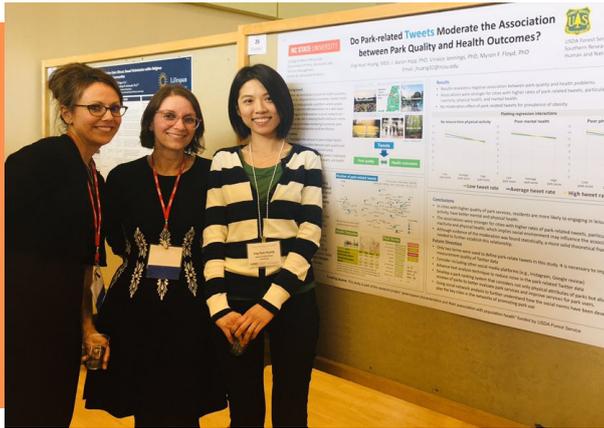


ANNUAL CONFERENCE

SOCIAL MEDIA AND HEALTH

May 16, 2019

The Center's third annual conference focused on the science behind social media as a tool for health behavior interventions, observational research, research ethics, public health campaigns, online patient communities and more. Pre-conference workshops addressed social media delivered interventions and social media research ethics. Panel discussions addressed methodological issues in social media research and intervention development.



Best Poster by a Student

Do Park-related Tweets Moderate the Association between Park Quality and Health Outcomes?
Jing-Huei Huang, North Carolina State University (pictured)

Best Poster by a Non-student

Determining optimal social media use in relation to risk for conduct disorder during early adolescence.
Tessa Fagle, UConn Health

SPEAKERS

David Cavallo, PhD, Case Western Reserve University

Michael Amato, PhD, Truth Initiative

Christopher Carroll, MD, PhD, Connecticut Children's Medical Center

Sherry Emery, PhD, NORC at University of Chicago

Cesar Gabriel Escobar-Viera, MD, PhD, MPH, University of Pittsburgh

Philip Massey, PhD, MPH, Drexel University

Anne Oeldorf-Hirsch, PhD, University of Connecticut

ATTENDEES

The conference hosted 110 attendees

20 institutions were represented

74% were female

31% were non-white

35% were students

44 people attended a pre-conference workshop

2020 CONFERENCE

In August 2019, we submitted an R13 conference grant proposal for our 2020 Conference, Building an Evidence Base for Commercially Available Technology

May 14-15, 2020

TRAINING

SEMINARS

“Instagram for Academics: A Nuts and Bolts Workshop on How to Use Instagram in Your Work,” presented by Paul Jasper, PhD, Res Group. 29 May 2019

“Teaching and Learning with Impact: Social Media in Higher Education Classrooms,” presented by Sarah Mojarad, MS, University of Southern California . 22 July 2019

WEBINARS

"Academy Health, RHSProj Back to School Webinar: How to Search, Communicate, and Disseminate Your Research" given by Selene Mak, PhD, Sherry Pagoto, PhD, and Christiane Voisin, MSLS. 21 August 2019

"How to Write a Successful Seed Grant," given by Sherry Pagoto, PhD and Molly Waring, PhD at UConn InCHIP. 3 December 2018

"How to Manage Your Lab Using Project Management Techniques," given by Jessica Bibeau, MA during the Society of Behavioral Medicine Webinar Series. 24 January 2019

"Measuring time spent to participate in a Facebook-delivered lifestyle intervention," given by Molly Waring, PhD. Society of Behavioral Medicine (SBM) Behavioral Informatics & Technology (BIT) Special Interest Group (SIG) 10 July 2018.

WORKSHOPS

“How to Develop a Professional Social Media Presence in Academia,” presented by Sherry Pagoto PhD at UConn InCHIP. 16 July 2018

“Ethics and IRB in Social Media Research,” presented by Molly Waring, PhD and Jessica Bibeau, MA at UConn Center for mHealth and Social Media Annual Conference. 16 May 2019

“So You Want to Do a Social Media Delivered Intervention? Tips and Tricks for Getting Started” presented by Sherry Pagoto, PhD and David Cavallo, PhD at UConn Center for mHealth and Social Media Annual Conference. 16 May 2019

“Social and Ethical Considerations of Research Using Technology and Social Media,” given by Molly Waring, PhD and Molly Land, JD at InCHIP Spring Series: Harnessing the Potential of Our Data-Rich Lives to Improve Health and Well-Being. 26 February 2019

“Using Project Management Skills in Behavioral Research,” presented by Jessica Bibeau, Julia Berteletti, Jared Goetz, Kim Massie. Society of Behavioral Medicine Annual Meeting, Washington, DC. 6 March 2019

A P P E A R A N C E S

Center faculty were invited to give 11 talks on digital health and/or social media research and presented 14 posters at national and international venues.

INVITED TALKS

Pagoto, S. A call for a science of online engagement. Invited keynote for the University College of London Center for Behaviour Change Annual Conference. April 9, 2019.

Pagoto, S. Research opportunities using social media platforms. UConn InCHIP Ideas Lab Speaker Series. March 13, 2019.

Pagoto, S. Leading the narrative: Bringing behavioral medicine to the masses. Presidential keynote address at the Society of Behavioral Medicine Annual Conference. March 7, 2019.

Pagoto, S. Peer to peer healthcare: How patients are connecting online and opportunities for the healthcare professional. Grand Rounds at the University of Pittsburgh School of Medicine. November 6, 2018.

Pagoto, S. A call for a science of online engagement. Invited keynote at the University of Pittsburgh Center for Behavioral Health and Smart Technology, 4th Integrative Conference. November 5, 2018.

Pagoto, S. What does personalized behavioral medicine look like? Connected Health Conference, Boston, MA. October 17, 2018.



In October 2018, Facebook invited Sherry Pagoto, Molly Waring, and Jessica Bibeau to their Menlo Park, CA Headquarters for consultation on their health initiatives.

In May 2019, Facebook again invited Sherry Pagoto to their NYC Headquarters.

A P P E A R A N C E S



Dr. Sherry Pagoto takes a picture with her daughter after delivering the Presidential Keynote Address, "Leading the Narrative," at the 40th Meeting of the Society of Behavioral Medicine, March 7, 2019

INVITED TALKS

Waring, M. Innovation Café Meets the Experts, Connected Health Conference, Boston, MA. October 18, 2018.

Pagoto, S. Industry-academic partnerships: A case for impact. Boston University School of Public Health Annual Symposium. October 2, 2018.

Waring, M. Social media delivered lifestyle interventions. Guest lecturer for SB800: The Obesity Epidemic: A Socio-Ecological Perspective for Promoting Physical Activity and Healthy Eating. Boston University School of Public Health. 2018.

Pagoto, S. Sun safety habit of recreational exercisers: Implications for Interventions. Exercise Science and Skin Cancer Prevention Research Meeting, National Cancer Institute. September 26, 2018.

Waring, M. Weight management among childbearing women. Guest lecturer for Critical Issues in Health Promotion, Disease and Disability Prevention. University of Connecticut. 2018

Academic-Industry Partnerships

Dr. Sherry Pagoto provides consultation for Fitbit, Inc on weight loss technology. Fostering partnerships between behavioral scientists and tech companies is an important aspect of the Center's mission.



A P P E A R A N C E S

POSTERS

Arroyo, K.** , Goetz, J.** , Waring, M., Pagoto, S. Teen Health Chat Study: Frequency and type of misinformed comments in a Facebook-delivered cancer risk reduction intervention. Poster presentation at the 3rd Annual Conference of the UConn Center for mHealth and Social Media. May 2019.

Goetz, J.** , Taylor, E.* , Arroyo, K.** , Waring, M., Pagoto, S. An Exploration of Weight Management App Hashtags on Twitter. Poster presentation at the 3rd Annual Conference of the UConn Center for mHealth and Social Media. May 2019.

Bracken, M.L.** , Waring, M.E., Waite, B.E. Use of MyFitnessPal app social features and achievement of physical activity goals. Poster presentation by ML Bracken at the 3rd Annual UConn Center for mHealth and Social Media Conference. May 2019

Libby, B.A.** , Yaeger, M.* , Piera, P.L.* , DeTrolino, V.R.* , Mejia, C.** , Bracken, M.L.** , Moore Simas, T.A., Pagoto, S.L., Waring, M.E. Are pregnancy-related professional organizations posting about weight gain, diet, or exercise during pregnancy on Instagram? Poster presentation by BA Libby at the 3rd Annual UConn Center for mHealth and Social Media Conference. May 2019

Goetz, J.M.** , Arroyo, K.** , Waring, M.E., Pagoto, S.L. How many health app companies employ experts in behavior change? Poster presentation at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, D.C. March 2019.

Libby, B.A.** , Yaeger, M.* , Piera, P.L.* , DeTrolino, V.R.* , Mejia, C.** , Bracken, M.L.** , Moore Simas, T.A., Pagoto, S.L., Waring, M.E. Are pregnancy-related professional organizations posting about weight gain, diet, or exercise during pregnancy on Instagram? Poster presentation by BA Libby at the 40th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine (SBM), Washington, DC. March 2019

Bibeau, J., Bracken, M.L.** , Libby, B.** , Moore Simas, T., Pagoto, S.L., Waring, M.E. Feedback from women on how to make a Facebook-delivered post-partum weight loss intervention more engaging. Poster presentation at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, D.C. March 2019.

Bibeau, J., Goetz, J.M.** , Jake-Schoffman, D.E.** , Pagoto, S.L., Waring, ME. African American adult's perspectives on mobile apps for weight loss: high interest in culturally-tailored app features. Poster presentation at the 40th annual meeting for the Society of Behavioral Medicine, Washington, D.C. March 2019.

Authors who were students/trainees at time of collaboration are noted with asterisks.

* undergraduate (includes undergraduate students and post-bachelor's trainees)

** graduate (includes masters students, post-masters trainees, doctoral students, medical students, and postdoctoral fellows)

A P P E A R A N C E S

POSTERS

Coups, E.L., Jake-Schoffman, D.E.**, Niu, Z., Pagoto, S.L., Parmar, V., Ray, A.E., Stapleton, J. Systematic Literature Review of Participant Engagement in Facebook Delivered Behavioral Interventions. Poster presentation at the 40th annual meeting for the Society of Behavioral Medicine, Washington, D.C. March 2019.

Holman, D.M., Nguyen, J., Pagoto, S.L., Patel, R. A social media analysis of #SunSafeSelfie on Instagram and Twitter. Poster presentation at the 40th annual meeting for the Society of Behavioral Medicine, Washington, D.C. March 2019.

Arroyo, K.**, Goetz, J.M.**, Waring, M.E., Pagoto, S. What weight loss barriers do participants talk about in online weight loss interventions? Poster to be presented at the 40th annual meeting for the Society of Behavioral Medicine, Washington, D.C. March 2019.

Jake-Schoffman, D.E.**, Waring, M.E., DiVito, J., Goetz, J.M.**, Pagoto, S.L. Getting participants to set behavioral goals in an online weight loss program: what kinds of goals matter? Poster presentation by DE Jake-Schoffman at the ObesityWeek 2018, Nashville, TN. November 2018.

Mejia, C.,** Libby, B.A.**, Bracken, M.L.**, Shanley, B., Holovatska, M. * Wanik, J., Shanley, E., Waring, M.E. Interest in digital support for diet among adults with kidney failure receiving dialysis. Poster presentation by C Mejia the Connecticut Academy of Nutrition and Dietetics Spring Meeting, Rocky Hill, CT. April 2019.

Sward, C.,* Libby, B.A.**, Bracken, M.L.**, Waring, M.E. #eatingfortwo: what are people posting about when they use this hashtag in Instagram posts about diet, physical activity, and weight gain during pregnancy? Poster presentation by C Sward the Connecticut Academy of Nutrition and Dietetics Spring Meeting, Rocky Hill, CT. April 2019.

Jared Goetz presents his poster "How many health app companies employ experts in behavior change?" at the 40th Meeting of the Society of Behavioral Medicine, March 2019.



COLLABORATION

COLLABORATION INQUIRY FORM

If you are interested in collaboration with Center faculty on grant submissions or other projects, please visit our website and complete the Collaboration Inquiry Form. mhealth.inchip.uconn.edu/contact

AFFILIATE FACULTY

You can also become an Affiliate Faculty of Center for mHealth and Social Media, please email mhealthcenter@uconn.edu your name, bio, and a headshot. Our Affiliate Faculty have a diverse range of research experience in digital health research and are invited to give Center-sponsored talks and webinars. When we receive inquiries for collaboration from investigators and industry professionals, we will match them to our Affiliate Faculty with complementary skills and research interests.

UPCOMING EVENTS

For registration info: mhealth.inchip.uconn.edu/events

WEBINAR SERIES

The 2019/2020 webinar series offers training to faculty, staff, and students on capturing social media data, managing research projects, identifying national databases on social media and health data, and leveraging social media to recruit research participants.

"BUILDING AN EVIDENCE BASE FOR COMMERCIALY AVAILABLE TECHNOLOGY" MAY 14-15, 2020

The 2020 Annual Conference will feature keynote speakers with expertise in a wide breadth of health research topics and commercially available technologies. Attendees will participate in networking sessions and workshop research questions in a sandbox style format. Post-conference sessions will take place on Friday, May 15.

Conference attendees will have assistance from keynote speakers and Center faculty in refining their research ideas and preparing an application for a Seed Grant cosponsored by the Center and InCHIP.