Social Media: The Scientific Water Cooler

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No Relevant Financial Relationship: None

Relevant Financial Relationship: ____________________________________________

Name of conflicting business, organization or individuals:

_____________________________________________________________________

_____________________________________________________________________

Nature of Conflict: ________________________________________________
1. Why I use social media (professionally)
2. Where I am on social media
3. How I use social media (professionally)
4. Pitfalls, cautions
I saw Janice at happy hour last week and she was…

Did you see that new study showing an association between sedentary behavior and cancer?

I’m having problems with the new stat software…have you figured out how to...?

I’m thinking about submitting a grant proposal on weight management strategies for breast cancer survivors – are you willing to meet to brainstorm?

I’m looking for a consultant with expertise in studying the built environment and physical activity...know anyone?

Are you going to the noon seminar...the speaker is great!

Have you heard the news about Ed and Diane?
Where am I on Social Media: Twitter

Karen Basen-Engquist
@K_BasenEngquist

Director of Center for Energy Balance in Cancer Prevention and Survivorship at MD Anderson. I tweet on diet, exercise, healthy lifestyle, & cancer survivorship.
Houston, TX : bit.ly/15qdxXb

Tweets

Karen Basen-Engquist @K_BasenEngquist
Looking forward to the AICR meeting this week! For Cancer Researchers, A Social Media Wake-Up Call | AICR Blog ow.ly/qtA0D

Deanna Hoelscher @daannahoelscher
Can we market broccoli like junk food? Broccoli's Extreme Makeover, via @nytimes nyt.ms/1ag3S15

Retweeted by Karen Basen-Engquist
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Exercise for cancer survivors: A great way to boost your health

By Cancerwise Blogger on June 28, 2013 9:13 AM | Comments (0)

By Karen Basen-Engquist, Ph.D.

Earlier this month, during Cancer Survivorship Week, we had our first exercise flash mob here at MD Anderson. The music began, and doctors, nurses, research staff and survivors spontaneously began dancing.

It was a lot of fun, but that's not the only reason we did it. We wanted to send the message that exercise can be both fun and beneficial for cancer survivors.

Why should a cancer survivor exercise?
Cancer survivors should exercise for the same reasons the rest of us should. Exercise reduces the risk of chronic diseases like cardiovascular disease, diabetes, arthritis and cancer. It can help prevent weight gain and improve your mood.

But there aren't the only reasons cancer survivors should exercise.

Exercise also curbs fatigue and other symptoms in cancer patients and survivors. In addition, several studies have shown that breast cancer and colon cancer survivors who exercise are less likely to have a recurrence of their cancer. Another recent study showed that prostate cancer survivors who exercised were less likely to die from prostate cancer.

What exercise should I do?
Research shows that exercise is safe and beneficial for most cancer patients and survivors. The American Cancer Society has published these exercise recommendations:

- Avoid inactivity and return to normal daily activities as soon as possible following your cancer diagnosis.
- Do 150 minutes of moderate intensity aerobic exercise or 75 minutes of vigorous intensity exercise per week.
- Include strength building exercise at least 2 days per week.
Grow the evidence based information in the Twitterverse!!!
Promoting Center Activities

• Links to content on website
• Announcements about upcoming events
• Study recruitment
Facebook Recruitment

- **Neuroendocrine carcinoma of the cervix**
  - 1% of all cervical cancers
  - Fewer than 100 cases are diagnosed annually in the US
- Online support group on Facebook
- Survey posted for 30 days, 57 patients responded
- First published data on QOL of patients/survivors with this tumor type

Zaid,...Frumovitz, Use of Social Media to Conduct a Cross-Sectional Epidemiologic and Quality of Life Survey of Patients with Neuroendocrine Carcinoma of the Cervix: A Feasibility Study. Gynecologic Oncology, accepted for publication.
Learning

• Ask questions
• Follow other experts in your field
• Follow experts outside your field
• Networking with colleagues
**Question**

Can someone suggest a good internet resource for information on basic statistics?

This is for a summer student who is interested in analysis, but with little stat background.

Jul 10, 2013 · Modified Jul 12, 2013 by an editor

**TOPICS**

- Technology
- Biostatistical Methods
- Technology
- Statistics

**POPULAR ANSWERS**

**Manuel Weinkauf** · 22:27 · 10:13 · University of Tuebingen

How about those two:

Michael Wood's "Making Sense of Statistics: a Non-mathematical Approach", a nice collection Excel sheets with explanations:

http://woodm.myweb.port.ac.uk/nms/

And the online version of John McDonald's "Handbook of Biological Statistics":

http://udel.edu/~mcdonald/statintro.html

3 / 0 · Jul 11, 2013 · Flag
Karen Basen-Engquist @K_BasenEngquist 21 Oct
K. Courneya Flw up of START trial-trend toward longer recurrence free interval in breastcancer pts in exercise arm. #SIO2013Vancouver
Expand

Karen Basen-Engquist @K_BasenEngquist 21 Oct
K. Courneya Both high volume aerobic & combined aerobic-resistance training decr endocrine symptoms in breast cancer pts. #SIO2013Vancouver
Expand

Karen Basen-Engquist @K_BasenEngquist 21 Oct
K. Courneya Resistance exercise for breast cancer patients results in higher proportion of treatment received. #SIO2013Vancouver
Expand

Dr. Sharon Gurm ND @drgurm 20 Oct
RT @DrLCohen: Dr. Lutgendorf: Stress impacts the tumor microenvironment triggering processes that lead to cancer growth #sio2013vancouver
Expand

Lorenzo Cohen @DrLCohen 20 Oct
Dr. Linda Carlson: Mind-body intervention buffers telomere shortening in cancer survivors @Integrativeonc #sio2013vancouver
Expand
Cautions and Pitfalls

• Check out your institution’s social media policy
• IRB approval of study recruitment messages
• When tweeting about research results
  – Make sure they’re ready for public release
  – Understand what you’re tweeting about
  – Communicate information accurately – if you can’t do it in 140 characters, write a blog
• Time management
Questions?

Should I Workout Today?

Yes

Go workout.

No

Yes you should.