

YOUTUBE PRESENCE OF AN ADDICTION MEDICINE SERVICE WHAT WORKS ?

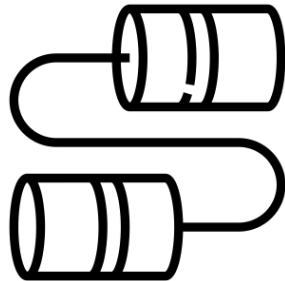
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Gerard.Calzada@hcuge.ch
@gerardcalzada

Summary

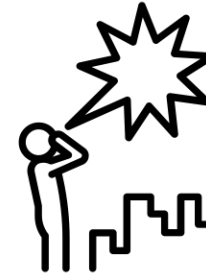
- The use of YouTube to inform and promote destigmatization
- The use of YouTube to teach and learn
- Experience
- Analytics
- Conclusions : What works ?

Use of YouTube to inform and promote destigmatization



Communication tool by health delivery organizations

- communicate efficiently
- engage with stakeholders
- demonstrate the success of their work

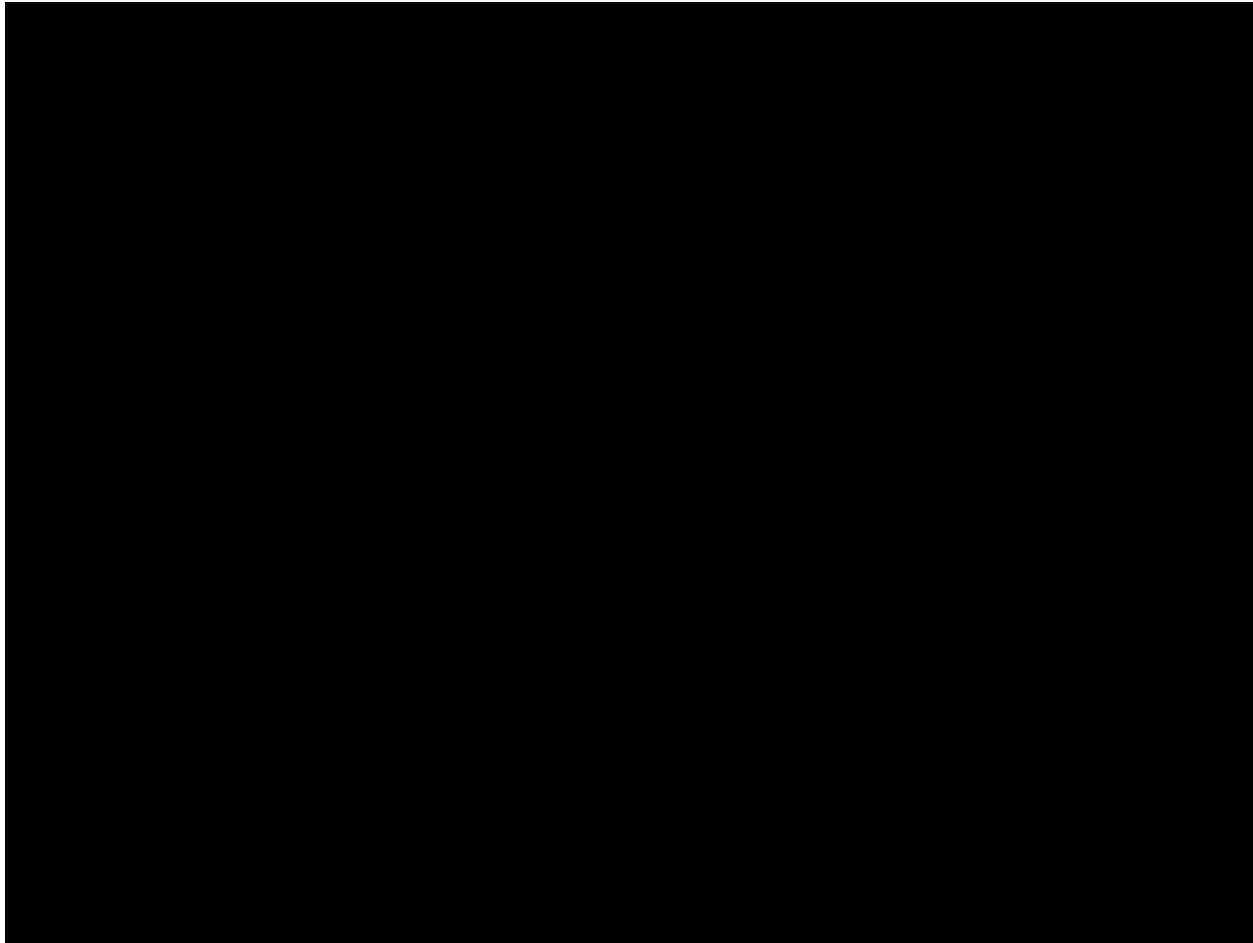


Large mental health destigmatization campaigns

- change behavior and perceptions

<https://www.theguardian.com/technology/2015/feb/05/timetotalk-is-social-media-helping-people-talk-about-mental-health>

Use of YouTube to inform and promote destigmatization



youtu.be/lpgKDKAhwBQ

healthy *minds*
CANADA

Use of YouTube to inform and promote destigmatization

With access to mental health treatment under increasing strain, experts weigh up the benefits of using the video platform to find relief from anxiety disorders



Zoella, aka Zoe Sugg, a YouTube vlogger who frequently talks about mental health issues. Photograph: REX

<https://www.theguardian.com/technology/2015/feb/05/timetotalk-is-social-media-helping-people-talk-about-mental-health>

Use of YouTube to inform and promote destigmatization

The image displays three YouTube channel pages side-by-side, illustrating the use of YouTube for mental health destigmatization.

Channel 1 (Left): Fixers, 4,835 subscribers. The channel features a video titled "Fixers - The Sto..." and a section for "Popular uploads" showing various mental health-related content.

Channel 2 (Middle): Bring Change to Mind, 2,771 subscribers. The channel features a video titled "Talk To Anyone PSA5 Video: Every conversation has a beginning challenges in discussing mental..." and a video titled "How to Talk About Mental Health with Anyone" by Bring Change to Mind, 588 views • 3 months ago. The channel also features a video titled "#MindOurFuture PSA4 Video".

Channel 3 (Right): stampoutstigmafilms, 70 subscribers. The channel features a banner that reads "TALK ABOUT IT. CARE ENOUGH TO CHANGE A MIND." Below the banner is a section for "Uploads" showing a grid of video thumbnails with titles and view counts:

- Stamp Out Stigma Times Square: 210 views • 3 years ago
- Stamp Out Stigma: 317 views • 4 years ago
- Talk About It: 507 views • 4 years ago
- Recognizing PTSD: 252 views • 4 years ago
- It Can Get Better.: 1.2K views • 4 years ago
- Stamp Out Stigma - Full Film: 5.4K views • 4 years ago

Use of YouTube to teach and learn

Video in education



- ↑ motivation
- ↑ learning experience
- ↑ grades
- ↑ autonomy
- ↑ ability to visualize and remember a phenomenon

Willmot et al. 2012; Boser et al. 2003; Reed 2003; Karsenti et al. 2012

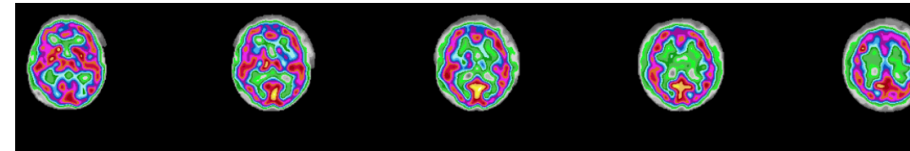
Use of YouTube to teach and learn

Trending Medical YouTube Channels to Help You Study

1. MedCramVideos



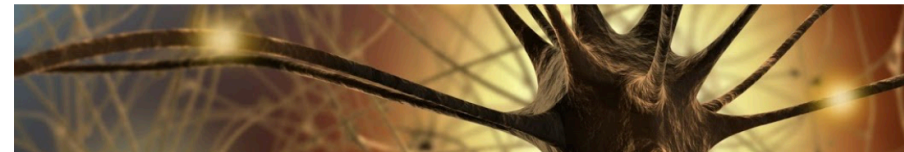
4. One Minute Medical School



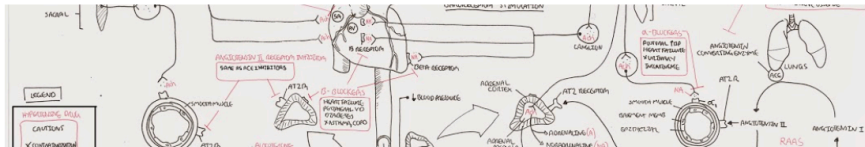
2. iMedicalSchool



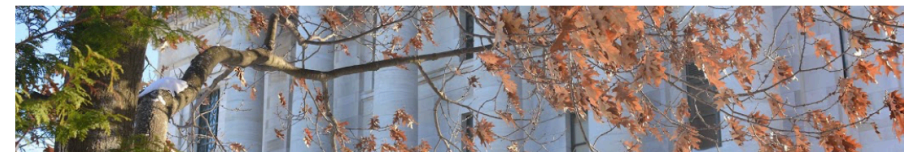
5. Interactive Biology



3. Armando Hasudungan's Medical Channel



6. Harvard Medical School



aimseducation.edu/blog/7-medical-youtube-channels/

Use of YouTube to teach and learn

Benefits of YouTube for teaching and learning



Recognised tool
from the digital
environment



Universities
creates their own
YouTube channels



Learning
resource is
omnipresent

Clifton, A., & Mann, C. (2011). Can YouTube enhance student nurse learning?. *Nurse education today*, 31(4), 311-313.

Our experience



Service d'addictologie - HUG

86 subscribers

CUSTOMIZE CHANNEL

CREATOR STUDIO

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Effet du Nalméfène et du Baclofène sur l'impulsivité

10 views • 1 week ago

Aidez-nous à faire avancer le traitement des problèmes de consommation d'alcool !

FEATURED CHANNELS

POPULAR CHANNELS ON YOUTUBE

INTERVIEWS



L'interview au spécialiste PLAY ALL



Intimité : L'interview du Spécialiste

Service d'addictologie - HUG
141 views • 7 months ago



Mobilité : L'interview du Spécialiste

Service d'addictologie - HUG
31 views • 6 months ago



Humour : L'interview au spécialiste

Service d'addictologie - HUG
71 views • 5 months ago



Consommer en société : Interview au spécialiste

Service d'addictologie - HUG
23 views • 5 months ago



Quel lien entre addiction et sport ?

Service d'addictologie - HUG
32 views • 3 months ago

LEARNING VIDEOS



Les planches de pharmacothérapie des addictions PLAY ALL



Benzodiazépines durant un traitement par opiacés

Service d'addictologie - HUG
22 views • 1 week ago
CC



Pharmacothérapie de l'addiction au cannabis

Service d'addictologie - HUG
17 views • 1 week ago
CC



Méthodes de développement des médicaments

Service d'addictologie - HUG
13 views • 1 week ago
CC



Sudations sous méthadone

Service d'addictologie - HUG
15 views • 1 week ago
CC



Démangeaisons sous opiacés

Service d'addictologie - HUG
5 views • 1 week ago
CC

Our experience : Interviews



Our experience : Learning videos



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youtu.be/A8JxM1DMHgs

Our experience : Realization of videos

1. DEVELOPMENT



**Brainstorming /
surveys**



Literature review

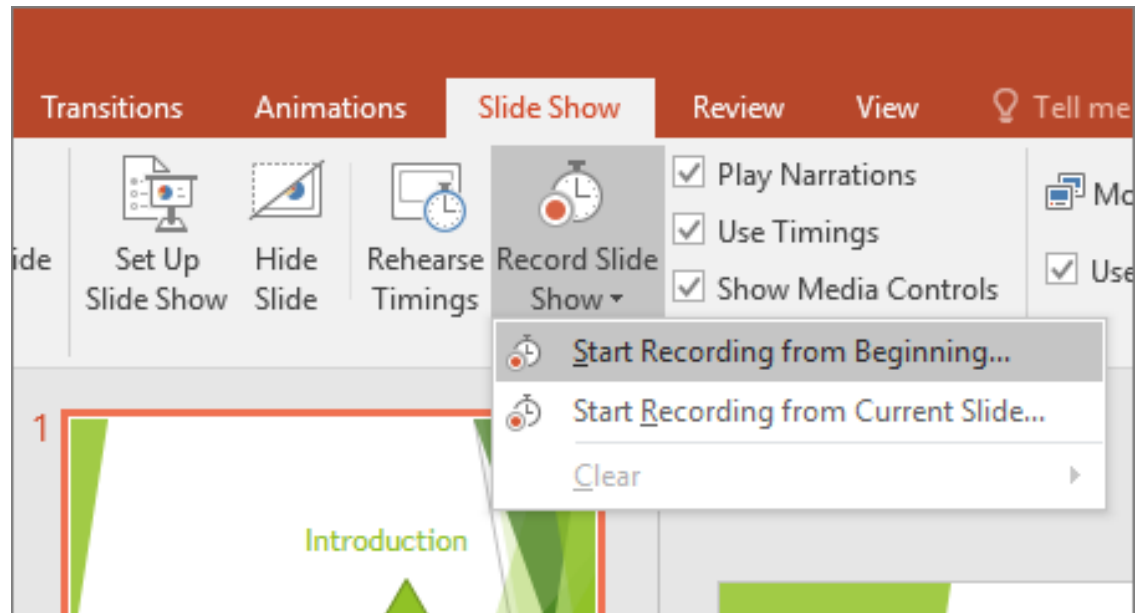


Writing the script

Our experience : Realization of videos

1.
DEVELOPMENT

2 PRE-
PRODUCTION



Our experience : Realization of videos

1.
DEVELOPMENT

2 PRE-
PRODUCTION

3 PRODUCTION



Add narration to the Powerpoint

Record a slide show with narration and slide timings

Applies To: PowerPoint 2016, PowerPoint 2013, PowerPoint 2010, PowerPoint 2007

Narrations and timings can enhance a web-based or self-running slide show. If you have a sound card, microphone, and speakers, and (optionally) a webcam, you can record your PowerPoint presentation and capture narrations, slide timings, and ink gestures.

After you have made the recording, it's like any other presentation that can be played for you or your audience in Slide Show—or you can save the presentation as a video file.

Using PowerPoint on a Mac? See [Record your slide show in PowerPoint 2016 for Mac](#) or [Record your slide show in PowerPoint for Mac 2011](#).

<https://support.office.com/en-us/article/Record-a-slide-show-with-narration-and-slide-timings-0b9502c6-5f6c-40ae-b1e7-e47d8741161c>

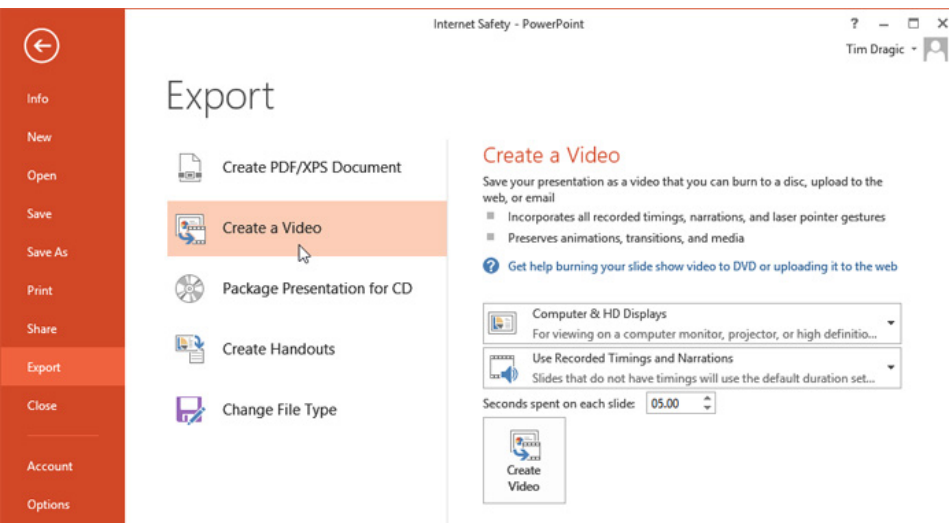
Our experience : Realization of videos

1.
DEVELOPMENT

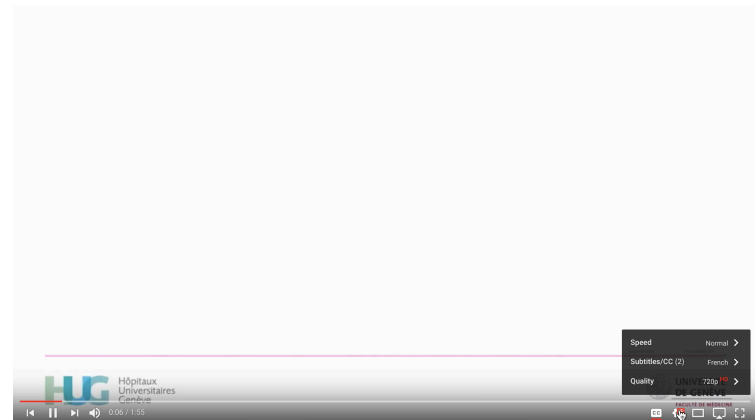
2 PRE-
PRODUCTION

3 PRODUCTION

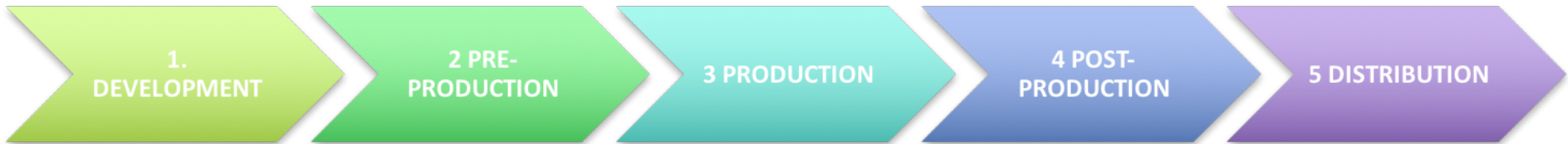
4 POST-
PRODUCTION



Subtitles using Youtube

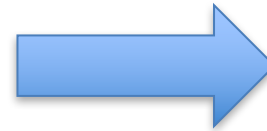


Our experience : Realization of videos



HUG Hôpitaux Universitaires Genève | **ADDICTOHUG**

The image shows two side-by-side video player thumbnails. The left thumbnail is titled 'TRAITEMENT DE L'ADDICTION À L'ALCOOL' and features a pink background with the text 'Les planches de pharmacothérapie des addictions' and a play button icon next to the word 'Acamprosate'. The right thumbnail is titled 'TRAITEMENT DE L'ADDICTION AUX BENZODIAZÉPINES' and features a pink background with the text 'Les planches de pharmacothérapie des addictions' and a play button icon next to the word 'Flumazenil'. Both thumbnails include the HUG logo and the text 'UNIVERSITÉ DE GENÈVE' in the bottom left corner. Below the thumbnails, there is a list of topics related to the videos, including 'ACAMPROSATE', 'FLUMAZENIL', 'Formation continue : Les planches de pharmacothérapie des addictions - Prof Daniele Zullino', 'Traitement par nalméféne', 'Sevrage d'alcool à l'aide de l'échelle CIWA-Ar', and 'Prévention encéphalopathie de Wernicke (Sevrage d'alcool)'.



Analytics YouTube



Service d'addictologie - HUG

Created: May 10, 2016 • Videos: 57

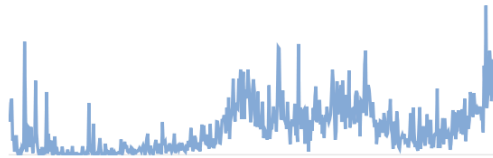
CHANNEL

Lifetime (May 10, 2016 – Oct 19, 2017)

Watch time

Minutes

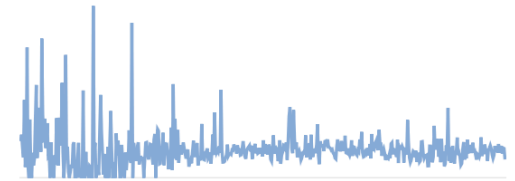
14,016



Average view duration

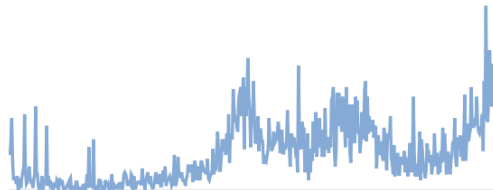
Minutes

1:28



Views

9,518



Likes

56



Dislikes

1



Comments

8



Shares

108



Videos in playlists

129



Subscribers

86



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Genève

Analytics YouTube : contents

Top 10 Videos

[Browse all content](#)

	Video	↓ Watch time (minutes)	↓ Views	↓ Likes
Short educational videos	Les agonistes et les antagonistes	5,617 40%	4,429 47%	29
	Interactions pharmacocinétiques vs pharma...	2,149 15%	1,588 17%	6
	Inducteurs et inhibiteurs enzymatiques	1,555 11%	840 8.8%	7
	Distinction entre addiction et dépendance	973 6.9%	296 3.1%	1
Short educational videos	Intimité : L'interview du Spécialiste	606 4.3%	141 1.5%	2
	Que traite-t-on en addictologie ?	547 3.9%	432 4.5%	1
	Carte de conversation avec le proche d'une ...	521 3.7%	112 1.2%	0
	Sevrage méthadone	297 2.1%	306 3.2%	1
	L'addictologie dans le cinéma	244 1.7%	99 1.0%	2
	Championnat de substances les plus danger...	205 1.5%	86 0.9%	1



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








Analytics Facebook : contents

Meilleures vidéos >

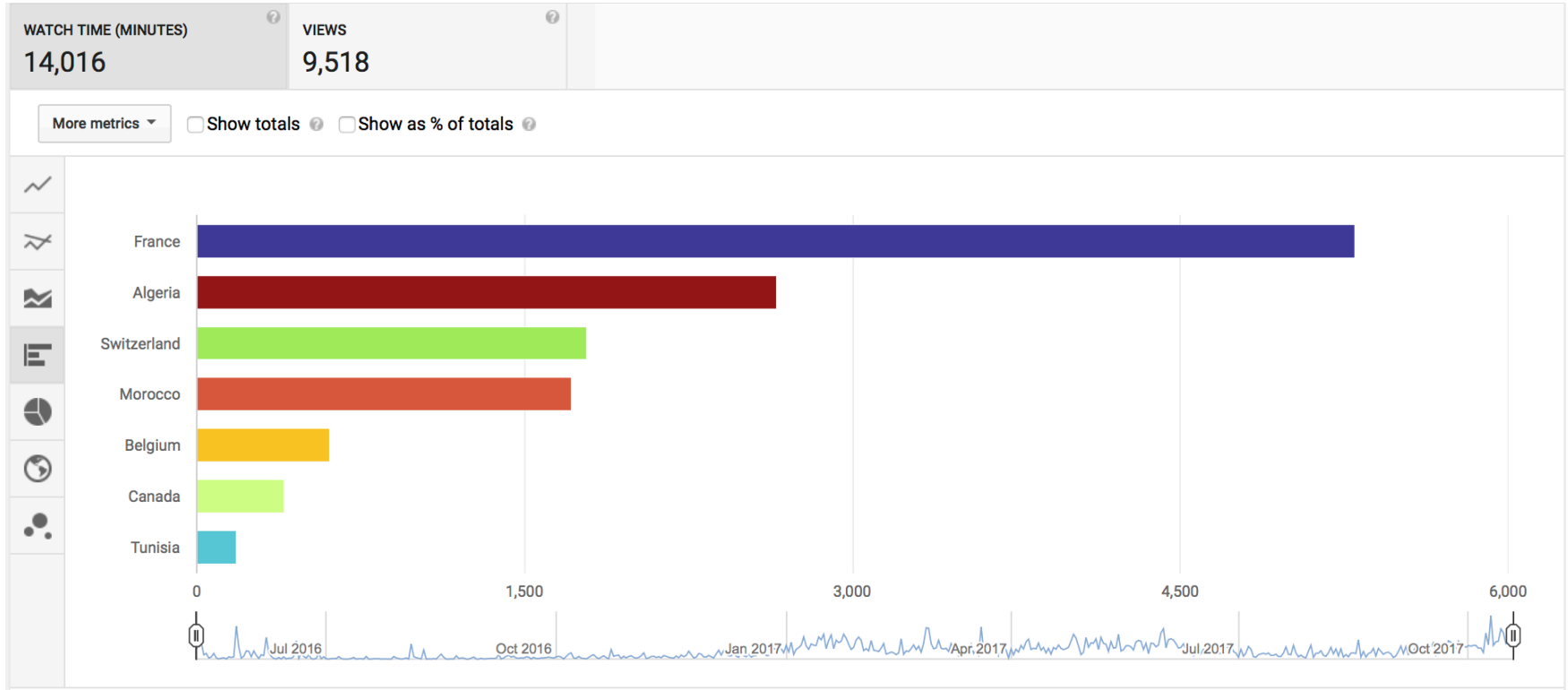
VIDÉOS LES PLUS PERFORMANTES PAR VUES DE VIDÉOS DU 01/04 AU 05/10 ⁱ

ⁱ Les vidéos populaires incluent désormais toutes les vidéos que vous avez regardées pendant la période sélectionnée. Allez dans votre [Vidéotheque](#) pour les voir toutes. ✕

Short
educational
videos

Vidéo	Heure d...	Minutes vues	Vues de... ^
 3:56 Ne doute pas qu'en août ! Une interview de Stéphan...	21/08/2017 02:07	1,6 K	2,6 K
 8:16 Le championnat de substances les plus...	03/06/2017 04:16	1,3 K	1,3 K
 3:09 Comment bien consommer en société ? Interview du...	11/05/2017 02:10	426	837
 2:05 Dr Gabriel Thorens Portraits du Service...	24/07/2017 02:00	229	622
 2:20 Prof Daniele Zullino Portraits du Service...	10/07/2017 02:00	143	330
 3:27 Quel lien entre addiction et sport ? Interview au Dr...	22/06/2017 02:14	157	316
 2:33 Dre Rita Manghi Portraits du Service d'addictologie...	17/07/2017 02:00	118	258
 2:42 Dre Sophia Achab Portraits du Service d'addictologie...	01/08/2017 02:00	89	254
 3:33 Passage de la méthadone à la buprénorphine...	10/05/2017 02:00	85	231
 2:54 Benzodiazépines durant un traitement par opiacés...	05/07/2017 02:00	85	207

Analytics YouTube : audience



Analytics YouTube : audience

Lifetime (May 10, 2016 – Oct 19, 2017)

WATCH TIME (MINUTES)

14,016

VIEWS

9,518

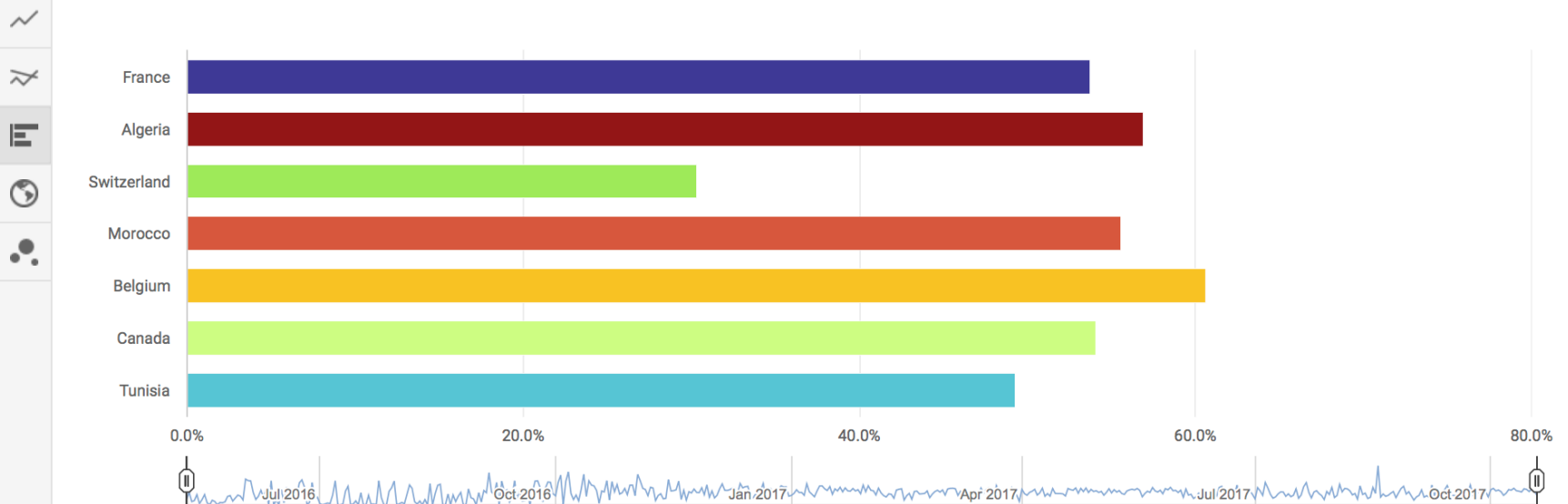
AVERAGE PERCENTAGE VIEWED

49%

Average percentage of a video
your audience watches per view.

More metrics ▾

☐ Show totals



Analytics YouTube : audience



Gender

Views

Male (41%)

Female (59%)

WATCH TIME (MINUTES)

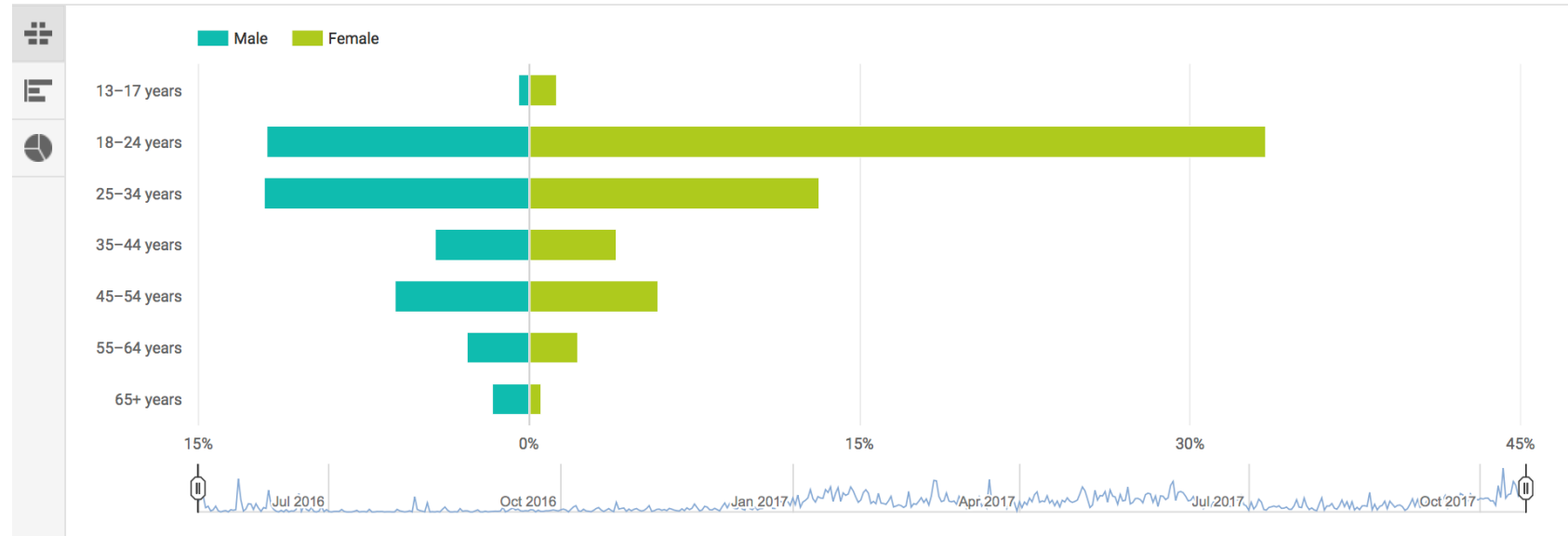
14,016

VIEWS

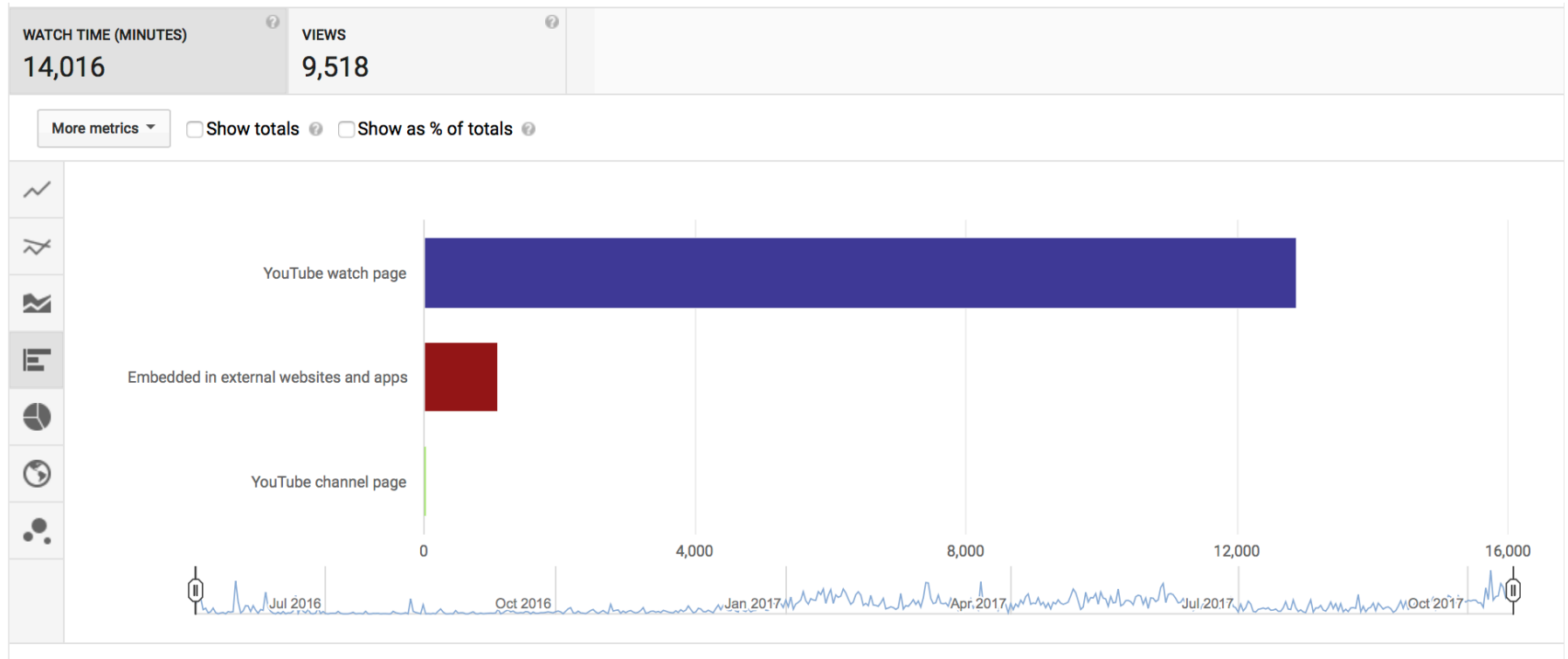
9,518

More metrics ▾

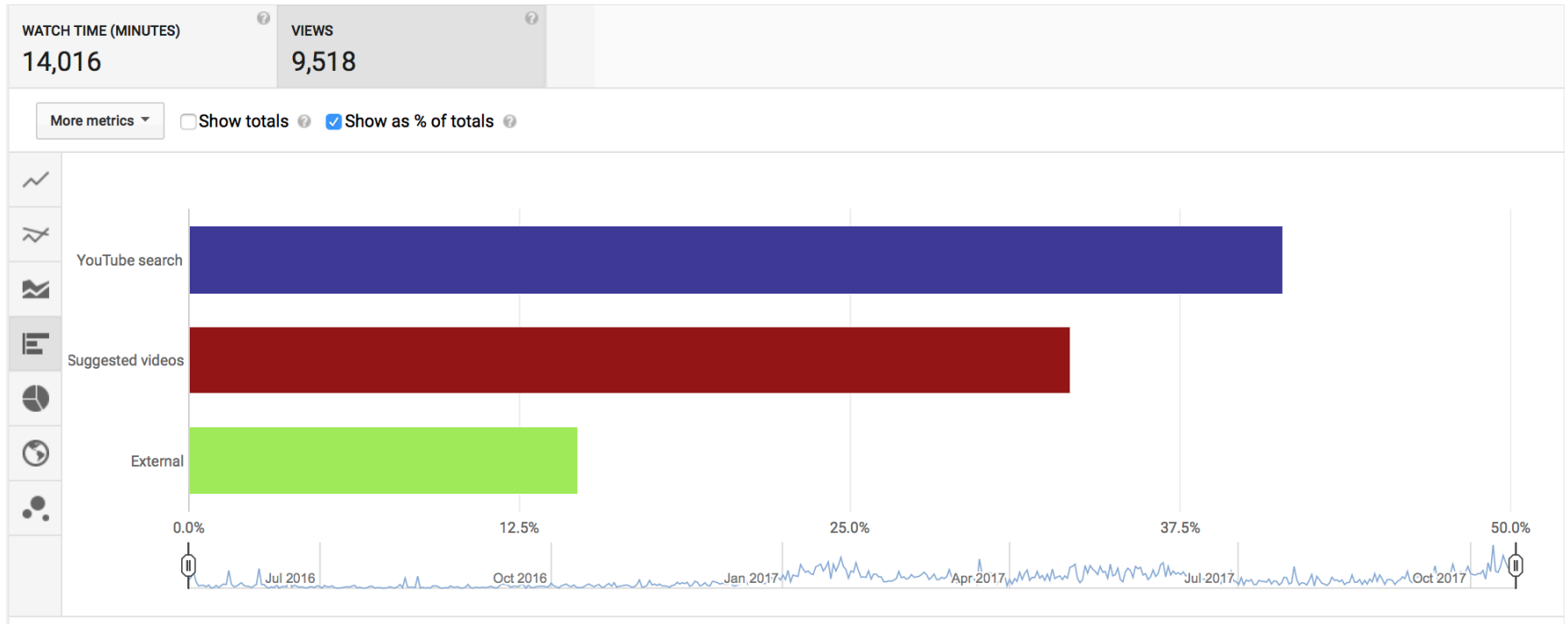
☒ Show as % of totals ⓘ



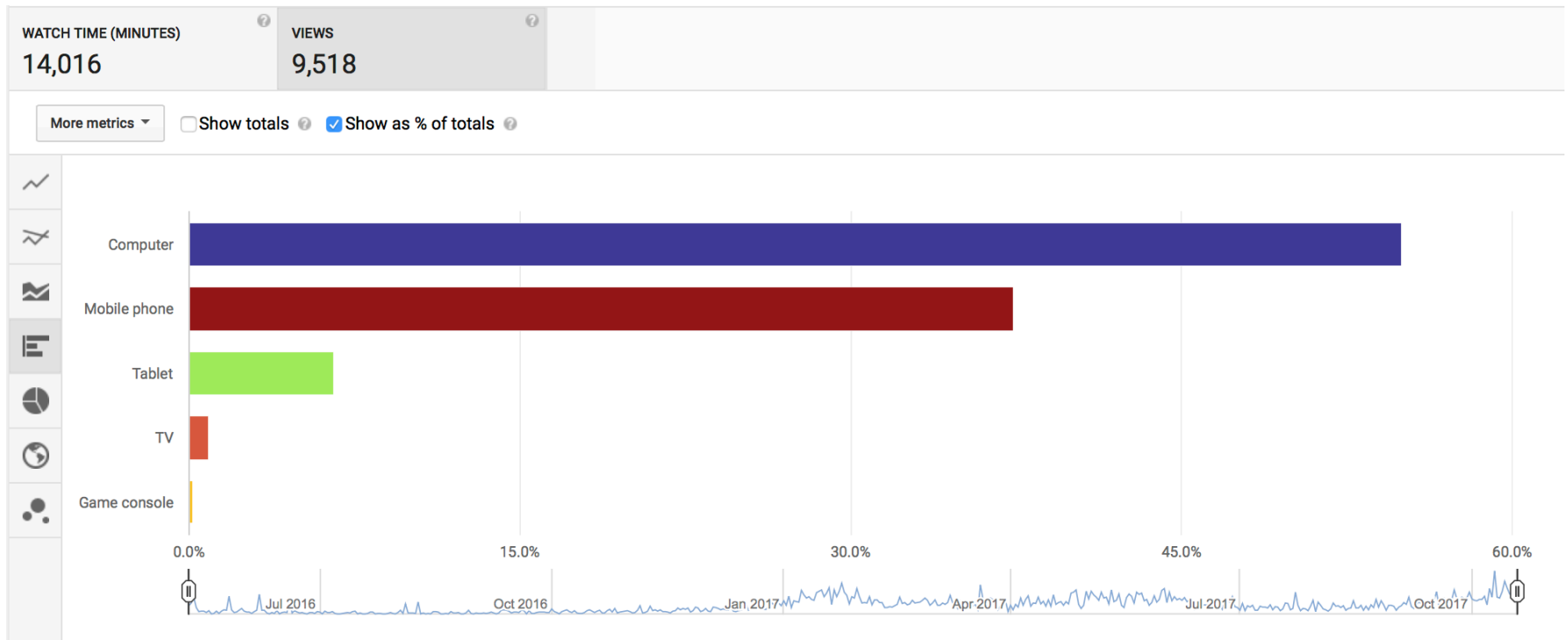
Analytics YouTube : playback locations



Analytics YouTube : traffic sources



Analytics YouTube : devices



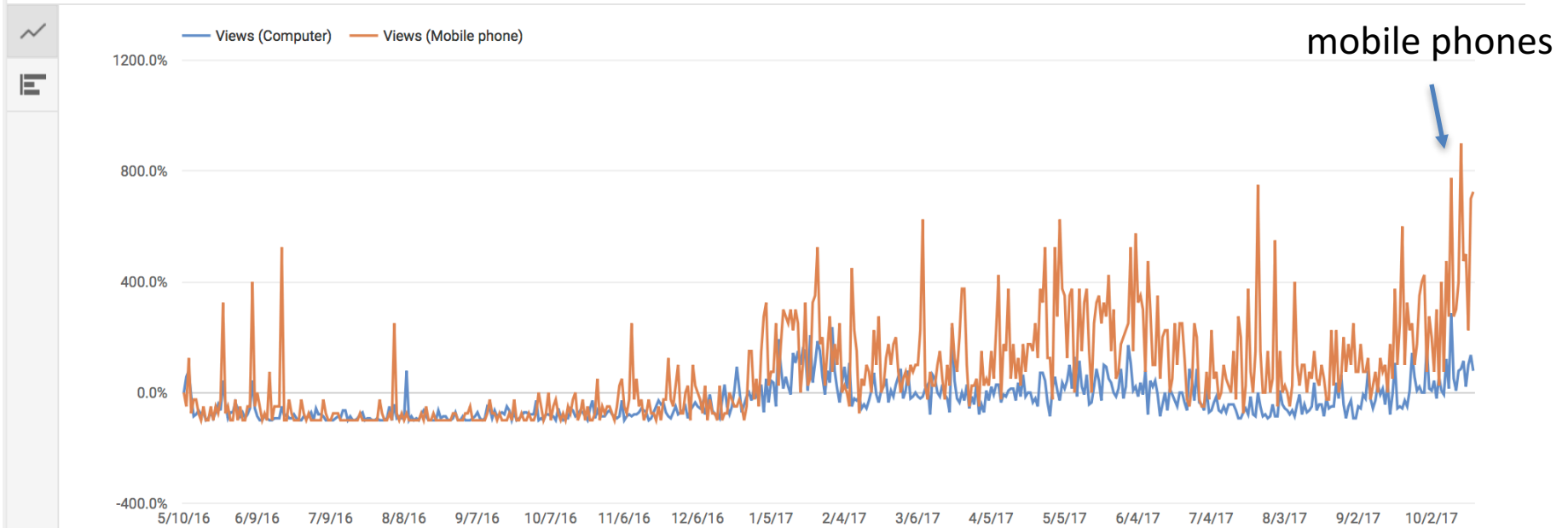
Analytics YouTube : devices

	WATCH TIME (MINUTES)	VIEWS
Computer	7,767	5,234
Mobile phone	5,030	3,556

More metrics ▾

Daily ▾

☒ Show growth ⓘ



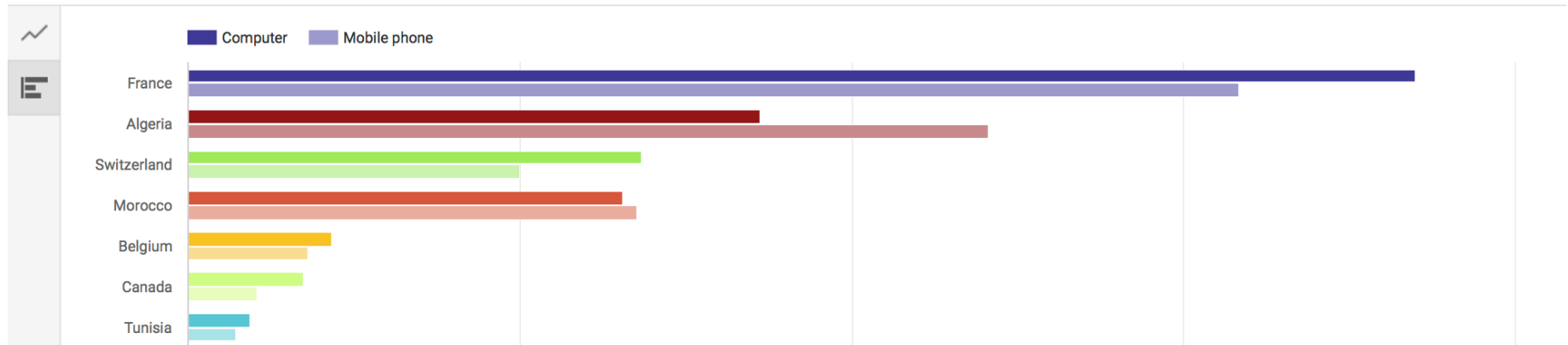
Analytics YouTube : devices

	WATCH TIME (MINUTES) ?	VIEWS ?
Computer	7,767	5,234
Mobile phone	5,030	3,556

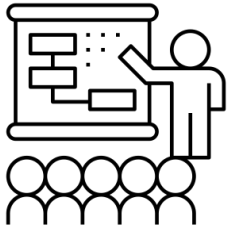
More metrics ▾

☐ Show totals ?

☒ Show as % of totals ?



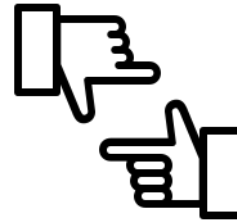
Conclusions : What works?



**USE YOUTUBE
IN TEACHING**
10,000 views in
17 months



**MAKE SHORT
VIDEOS**
Average view
time = 1:28



**PREPARE VIDEOS
PROPERLY**
Interesting & up-
to-date content



**PREFER FACEBOOK
TO WIDER
COMMUNICATION**



**ADAPT VIDEOS
TO TARGET
GROUP**



**OPTIMIZE
SEARCH
ENGINE**



**ADAPT VIDEOS
TO MOBILE
USERS**



**USE YOUTUBE TO
CREATE SUBTITLES**



<http://addictohug.ch/>



<https://www.facebook.com/addictologieHUG/>



<https://twitter.com/addictologiehug>



<https://www.linkedin.com/company/service-d'addictologie>



<https://www.youtube.com/channel/UCVhK2ZmXqSqWqR3rtgGHvpA/>



<http://www.hug-ge.ch/addictologie>



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