



## Seminar 5

Saturday, 7 December 2019 • 10:00 – 11:00 • James Kung (2/F)

### Use of Social Media in Health Promotion



#### Dr. William CW WONG

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Dr. Wong received his medical education and Doctorate in Medicine from the University of Edinburgh and has worked extensively in the hospitals and communities in the United Kingdom, Australia, China and Hong Kong over the last twenty years. He set up Health Promoting Hospital (HPH) Office at HKU-Shenzhen Hospital that was awarded Excellence Leadership in Population Health & Health Promotion at the last Australian Council on Healthcare Standards Assessment. Dr Wong has been, on four occasions, appointed Temporary Advisor for WHO whose consultation work resulted in a number of guidelines. He is Board Member of WONCA Research Working Party and was the Founder & Convener of WONCA Special Interest Group (SIG) in Health Equity to promote professional awareness and better quality of health for the disadvantaged. He is among the most prolific scholars in the field, accruing over 150 papers in peer-reviewed journals and Principal Investigator of many competitive research grants with the awarded funding over HK\$30million.

Social media plays a significant role in our daily life. Hong Kong has one of the highest rates of digital device ownership and use in Asia; therefore, in the digital age, reaching out to the target population of interventions through a mobile App is becoming an important pathway. Using two examples, one on an online web-based intervention on dating app use and another one on self-health assessment app, we examine a systematic and scientific approach to develop and evaluate a peer-led, web-based intervention to promote its safe usage in young adults in Hong Kong, and how a self-health assessment tool empower the general public in controlling their own health. These work also illustrates the importance of engaging different stakeholders and work with a different multi-disciplinary team.