



Using YouTube for Public Health Communication

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Protecting Health, Saving Lives—*Millions at a Time*



1 Billion unique visits each month



Accessible by over 100 million devices



Available in 61 countries

- China is the only BI country without access to YouTube
- Egypt and Pakistan have temporarily banned YouTube due to civil unrest in the past



Benefits of YouTube

Creating a YouTube Channel is an excellent platform to make resources and information available globally. Some key benefits for creating a channel:

- Search Engine Optimization (SEO) - adding videos to your site via YouTube help boost the SEO for your website
- Flexible hosting options
 - Allows you to embed videos within a website easily
 - Allows you to create private videos which can only be viewed by only people you want to view
- Useful Analytics
 - Allows for us to see where a video is being viewed and for how long
 - Shows what videos are referring to your channel



Limitations of YouTube

While YouTube has many benefits there are some limitations about the service that must be taken into account:

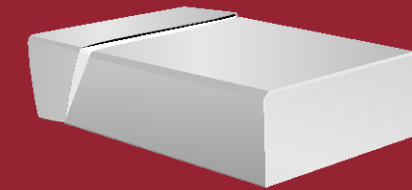
- Success of videos is determined by likes and subscriptions, unlike other social media platforms where you can pay to have your content boosted
- You cannot control what advertisements your video will have
- Multiple audio tracks for different languages is currently not available, you have to create multiple versions of the same video
- Captioning is available and can be translated via Google Translate but is not 100% reliable
- For ongoing success you have to continually upload new content



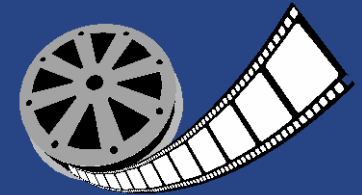
IGTC Video Content



Innovations in
Tobacco Control
Lecture Series



IGTC project videos



Special interest
videos

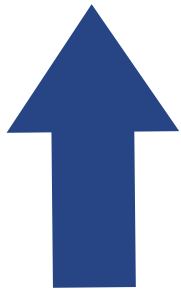
Results



IGTC's videos have been seen in 107 different countries

In 2014 IGTC's video viewership was up 45 percent from the previous year

- This can be attributed to increased variety of videos and promoting videos to our online course participants



	2013	2014	Percentage Increase
YouTube Views	1,762	3,195	45%

The three most popular videos on our channel are:

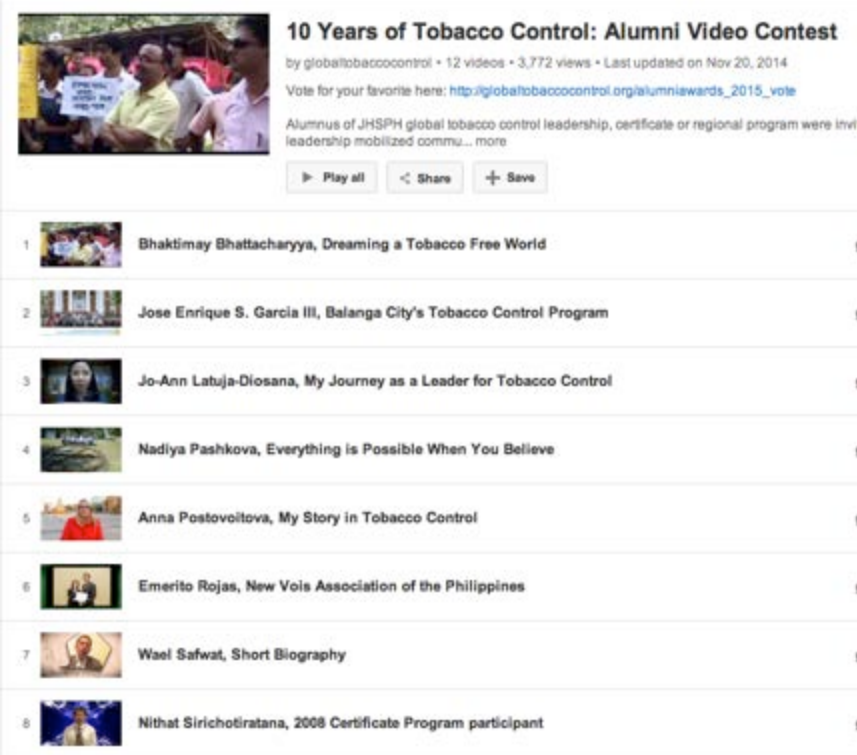
- Global Reach of Tobacco Marketing Among Children (IGTC Research Project)
- Tobacco Pack Surveillance System Introductory Video (IGTC Research Project)
- World No Tobacco Day Interview on Taxation (Special Interest Video)



Building through YouTube









IGTC recently used YouTube to launch an alumni competition:

- More than 30 submissions
- Over 2,000 votes
- Added benefit was 662 additions to our mailing list during the month long voting process



10 Years of Tobacco Control: Alumni Video Contest
by globaltobaccocontrol • 12 videos • 3,772 views • Last updated on Nov 20, 2014
Vote for your favorite here: http://globaltobaccocontrol.org/alumniawards_2015_vote
Alumnus of JHSPH global tobacco control leadership, certificate or regional program were invited to submit a video. Leadership mobilized community members to support their program. More...

▶ Play all ◀ Share + Save

- 1  Bhaktimay Bhattacharyya, Dreaming a Tobacco Free World
- 2  Jose Enrique S. Garcia III, Balanga City's Tobacco Control Program
- 3  Jo-Ann Latuja-Diosana, My Journey as a Leader for Tobacco Control
- 4  Nadiya Pashkova, Everything is Possible When You Believe
- 5  Anna Postovoltova, My Story in Tobacco Control
- 6  Emerito Rojas, New Vois Association of the Philippines
- 7  Wael Safwat, Short Biography
- 8  Nithat Sirichotiratana, 2008 Certificate Program participant



global
tobacco control

Institute for Global Tobacco Control at
The Johns Hopkins Bloomberg School of Public Health



Moving Forward

To use YouTube more efficiently and gain the most out of it, we need to focus on creating more content more often.

Types of content to be considered for production:

- Videos highlighting tobacco control from the field
- Shorter pieces focused on IGTC research and methods used
- Testimonial pieces on the positives of tobacco control to motivate people to get involved (healthcare providers, policy makers, etc.)



Lessons Learned

- Creating different types of videos can be time consuming and may not always fit within budget and time constraints
- Frequent updates and fresh content build the strength of the channel
- Quality is important, be aware of sound quality, lighting and steady camera shots
- Discussing video options early in the planning phase of a project will help to give opportunities to gather appropriate images and video for later use



Questions?

Follow us on YouTube:

www.youtube.com/globaltobaccocontrol

