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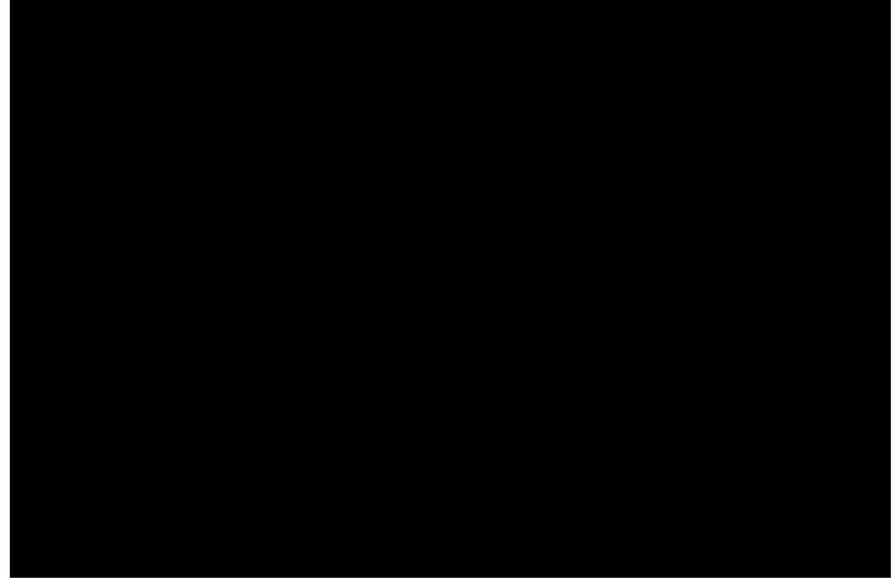
# #FOAMems – The Impact to Date

Paige Mason<sup>1</sup>, Alan M. Batt<sup>1-4</sup>, Dugg Steary<sup>1</sup>

1. Fanshawe College, London, ON, Canada; 2. Centre for Paramedic Education and Research, Hamilton Health Sciences, ON, Canada; 3. National Ambulance LLC, Abu Dhabi, United Arab Emirates; 4. Centre for Prehospital Research, Graduate Entry Medical School, University of Limerick, Ireland.

# Introduction

- Social media use amongst healthcare professionals is on the rise and it is increasingly being used by paramedics as a platform for continuing education and international collaboration.
- In February 2014 the hashtag '**#FOAMems**' was registered – it is used by paramedics and other clinicians who are involved in sharing knowledge related to emergency medical services, Paramedicine, and prehospital care.
- **#FOAMems** is an extension of the FOAM (free open access medical education) movement.
- **The purpose of this study was to characterize and evaluate the content of #FOAMems tweets in the first two years of operation.**



# Methods

- An analytical report and transcript for **#FOAMems** was generated on [symplur.com](http://symplur.com), with a search date from 4th February 2014 to 4th February 2016, a total period of 24 months.
- Analysis of all tweets for a random one month period (1st-31st October 2015) containing the hashtag was also generated on both [symplur.com](http://symplur.com) and [Followthehashtag.com](http://Followthehashtag.com).
- All tweets were reviewed and categorized by two reviewers. Data from all methods was combined to obtain the results.



## The influencers of #FOAMems last 7 days

### Top 10 by Mentions

- @emhighak 55
- @atzalmonika 55
- @jonnybrownett 52
- @jgwlw 50
- @ems12lead 42
- @eme4\_life 40
- @ecgtraining 40
- @paramedickiel 32
- @ems\_nation 31
- @arban70 27

### Top 10 by Tweets

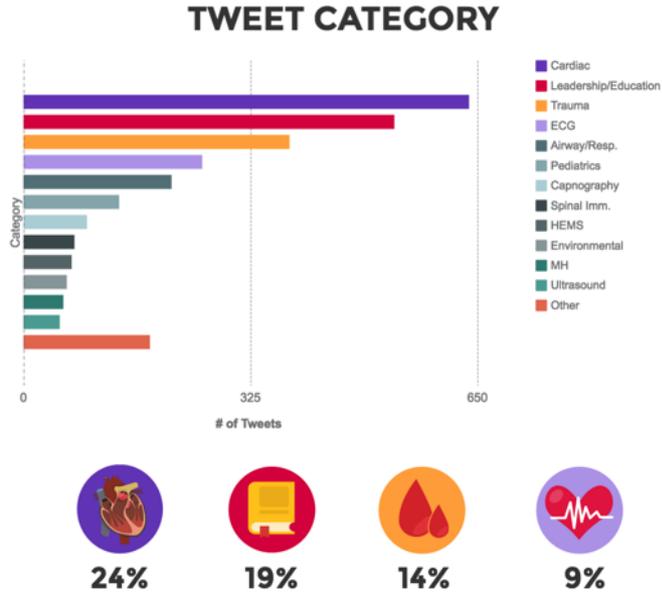
- @rapidfreams 152
- @foamems 143
- @natersway 71
- @drshahru80 55
- @emhighak 22
- @jgwlw 12
- @atzalmonika 12
- @jonnybrownett 11
- @eme4\_life 11
- @lavergrinstalle 11

## Latest Tweets

- @khbjork**  
RT @jamestooley: No compelling reasons left to use a cervical collar  
<https://t.co/HJNt2pQB> #foamems ← 13 ♫
- @drshahru80**  
RT @SD\_99\_: Finally starting to print off some bits for the base #FOAMED & #FOAMems board. Any recommendations would be great 🙏  
<https://t.co/SZmSTJF2> ← 13 ♫
- @emhighak**  
RT @Natersway: "The Dangers of Over-Resuscitation in Septic" #FOAMED #FOAMems #ready <https://t.co/L9R9G9ix> ← 13 ♫
- @jamesbolton2222**  
RT @jamestooley: No compelling reasons left to use a cervical collar  
<https://t.co/HJNt2pQB> #foamems ← 13 ♫
- @haidenb**  
RT @jamestooley: No compelling reasons left to use a cervical collar  
<https://t.co/HJNt2pQB> #foamems ← 13 ♫
- @drpaandoval**  
RT @EMS12Lead: Ischemia does not localize! What does it mean?  
@ECGTraining #FOAMED #FOAMems #FOANed #MedEd #CardioEd #USMLE... <https://t.co/7mDhX9R> ← 13 ♫

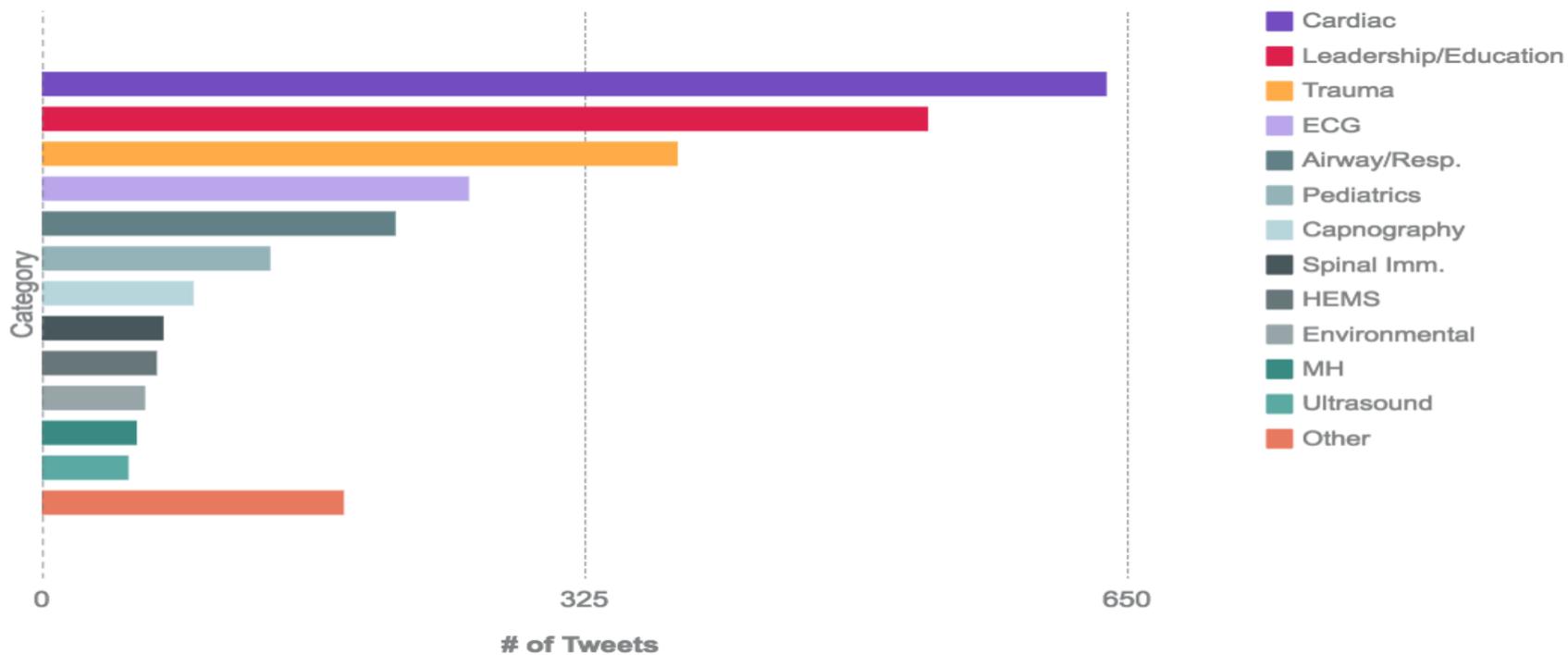
<http://www.symplur.com/healthcare-hashtags/foamems/>

# Results



**Figure 1:** Categories of tweets based on content  
(n=2759)

- During the study period, there were over 42,000 tweets containing **#FOAMems**, generated by over 6,000 participants.
- These tweets resulted in over 60 million impressions or potential views by others.



**24%**



**19%**



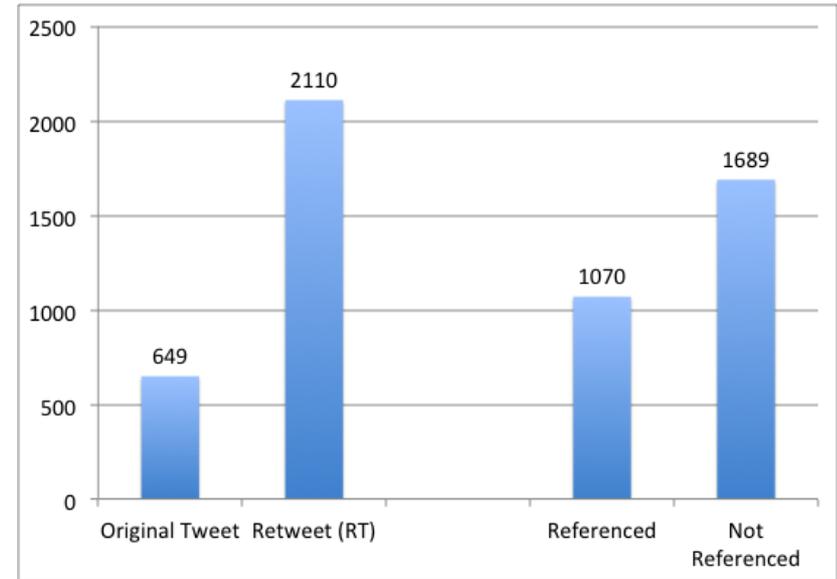
**14%**



**9%**

# Results Continued

- The top 92 tweeters of **#FOAMems** during this period were analysed for professional qualification or professional identity. Of these 92 individuals, 52% were paramedics (n=48).
- Tweets were also categorized based on content, source (original tweet or retweet) and whether they linked to referenced material or not.



**Figure 2:** Source (*original vs. retweet*) & reference (*referenced vs. not referenced*)



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## Conclusions



- Paramedics are engaging with both clinical and non-clinical content on Twitter using **#FOAMems**, with the majority of tweets relating to clinical issues.
- Social media resources are widely tweeted and re-tweeted, which is in line with the **FOAM** movement's philosophy.
- Opportunities exist for paramedics to share further clinical, educational and technical knowledge supported by referenced material

FOAM – Free Open Access Meducation – Medical education for anyone, anywhere, anytime.