Strategies for monitoring and mitigating spread of infectious disease through international sports: Embracing globalization

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International Forum on Quality & Safety in Healthcare
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The Problem

- Emerging infectious diseases

Ebola (2014)  
West Africa

Zika (2016)  
Americas
The Idea

Rio 2016

FIFA World Cup Russia 2018

UNPREPARED
The Idea

- Saliva swab with ticketed entry to sporting event
- Opt-out with full disclosure
- De-identify, but maintain:
  - Sex
  - Age
  - Country/city of origin
  - Recent travel
- Store
This is not...

- A DNA test
- A HIV or STD test
- A database for medical research
This is…

- A good-faith snapshot of international epidemiology
- Accessible, unintimidating, and user friendly
- An **emergency resource** to better locate origin of outbreak
Implementation

1. Collect saliva swabs at sporting events, store
2. Identify infectious outbreak
3. Access sports epidemiological data
4. Discern geography of infection
5. Dispatch aid + restrict travel
Measure

- Time to response
- Time to containment
- Impact on QOL and productivity
- Mortality
- Compare
Partnership
Barriers

- Wariness to relinquish personal information
- Cross-sectional data
- Sensitivity of saliva swab technology
- Impact on affected countries
  - e.g. Brazil
Assign Responsibility

- Stakeholders decide who owns the data
- Establish indications and restrict use
Outcomes

- Promote early intervention and quarantine
- Create guidelines to restrict travel before spread of infection across borders
- Reduce:
  - Geographical area affected by illness
  - Loss of productivity from illness
  - Mortality due to illness
- Transition in infectious disease reporting protocol
References


- Saliva Collection and Handling Advice (2015). In Salimetrics. Retrieved February 14, 2016, from salimetrics.com


Thank you

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A patient-centred search tool

Berkin Hack
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Friday 15th April
“I can plan my care with people who work together to understand me and my carer(s), allow me control, and bring together services to achieve the outcomes important to me.”

Source: National Voices: A Narrative for Person Centred Coordinated Care. www.nationalvoices.org.uk
Thank You

Any questions?

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Friday 15th April
Q-Factor Pitch –
BMJ Q+S Conference 2016,
Gothenburg:

The Nutters Club –
The Power of Informal Peer
Support via Facebook to
Promote (Mental) Health

http://thenuttersclub.co.nz/
https://www.facebook.com/THENUTTERSCLUB
The Nutters Club on Talkback Radio – reducing stigma, improving mental health literacy
Facebook for information sharing BUT the power of informal peer support over a social media platform as an unintended consequence!
Interaction with The Nutters Club and other members via the facebook page is a key part of The Nutters Club interaction.

80% have visited The Nutters Club page on facebook, and

51% have made a comment on the page.

Q10. Have you ever participated in The Nutters Club by visiting The Nutters Club facebook page; making comments on The Nutters Club facebook page?

Base: All respondents (n = 398).
The majority of visitors who have a mental health condition have found a sense of community through The Nutters Club facebook group.

Q22a. Expressed below are opinions about The Nutters Club facebook group, how much do you agree or disagree with these opinions?

Base: All respondents who have visited The Nutters Club facebook page who have experienced a Mental Health issue (n = 286).
And for more than 2 out of 3 it has contributed towards improvements in their mental health

<table>
<thead>
<tr>
<th>Opinion</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>It has helped me achieve a greater sense of wellbeing</td>
<td>33%</td>
<td>42%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>It made me aware of where I can go for help for my mental wellbeing if I needed to</td>
<td>41%</td>
<td>32%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>It has contributed to improvements in my mental health</td>
<td>34%</td>
<td>36%</td>
<td>12%</td>
<td>7%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>I have taken actions to help myself as a result of it</td>
<td>31%</td>
<td>28%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>I have sought specific help for my mental health, as a result of it</td>
<td>19%</td>
<td>20%</td>
<td>19%</td>
<td>26%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

Q15. Expressed below are opinions about the Nutters Club facebook group, how much do you agree or disagree with these opinions?

Base: All respondents who had visited The Nutters Club facebook page who have experienced a Mental Health issue (n = 286).
The majority of friends and family members of those with a mental health condition have also found a sense of community through the Facebook group.

Q22b. Expressed below are opinions about The Nutters Club Facebook group, how much do you agree or disagree with these opinions?

Base: All respondents who have visited The Nutters Club Facebook page who have family members or friends who have experienced a Mental Health issue (n = 298).

- It has made me feel like I am part of a community of others with family / friends who have Mental Health issues:
  - I completely agree: 51%
  - I somewhat agree: 28%
  - I somewhat disagree: 5%
  - I completely disagree: 5%
  - I'm not sure: 11%

- It has given me useful information regarding my friends / family members Mental Health issues, or about what can help them:
  - I completely agree: 40%
  - I somewhat agree: 32%
  - I somewhat disagree: 10%
  - I completely disagree: 4%
  - I'm not sure: 14%

- I have felt supported by others in the group:
  - I completely agree: 36%
  - I somewhat agree: 23%
  - I somewhat disagree: 10%
  - I completely disagree: 7%
  - I'm not sure: 24%
In the words of those who use the facebook group...

“I initially initiated contact by blogging and have now participated in responding to other peoples blogs. My first blog was in response to reading another woman’s story and realising there was someone else out there who had experienced similar problems. At the time I was feeling close to suicide and had felt unable to explain how I felt or how I could move on – her story and replies to me changed that. I have cried, laughed, smiled, and worried at times when I have read blogs, or when some people have just disappeared. What I have observed is in those times "Other Nutters" reaching out, checking out, and noticing when someone is struggling – and it helps. Sometimes I have found it hard to get up and to get going, and have been able to connect with the world by checking my messages or managing to help someone else who has blogged.

Female – ChCh – Working through mental health issues

“TNC on FB is an awesome place where people with mental illness can gather together for mutual help, support and understanding, even though sometimes, untoward things are said when members are having a really rough time. TNC is a work in progress, we are always learning about mental health and its impact on the lives of the sufferers.”

Female – Palmerston Nth – Working through mental health issues

“Everything :) The fact that it exists. That there is a community of people who actually really care about others. That then you are feeling like absolute crap, you can go there and people, complete strangers, are willing to help build you back up and help give you the strength to carry on.”

Male – Akl - Previously affected by mental health issues

Source: Online forum.
Our Facebook reach continues to be strong. Weekly post reach is consistently in the 400,000-600,000 range and some weeks has gone a tad over 1 million depending on content.
Extending on this experience – peer support via Facebook for people with long term conditions

- Our experience with The Nutters Club indicates there is wider potential for use of Facebook as a channel for mutual support as part of a larger “menu” of self management support options for people with long term conditions both medical and/or mental health.
- We are currently trialling this as one part of a “wheel of self management support options” with promising early results albeit at small scale/reach currently.
- I would encourage other healthcare organisations and groups to consider likewise, the potential for substantial reach and benefit via informal peer support over social media platforms such as Facebook.
The Nutters Club on Maori Television

20 Episodes per year filmed and condensed to 30 min of Television –

https://vimeo.com/50732323