

# Development of publicly available dashboard for websites and social media channels of Central Cancer Registries (CCRs) with quick links of state wise Twitter live feeds for cancer and #COVID19 posts



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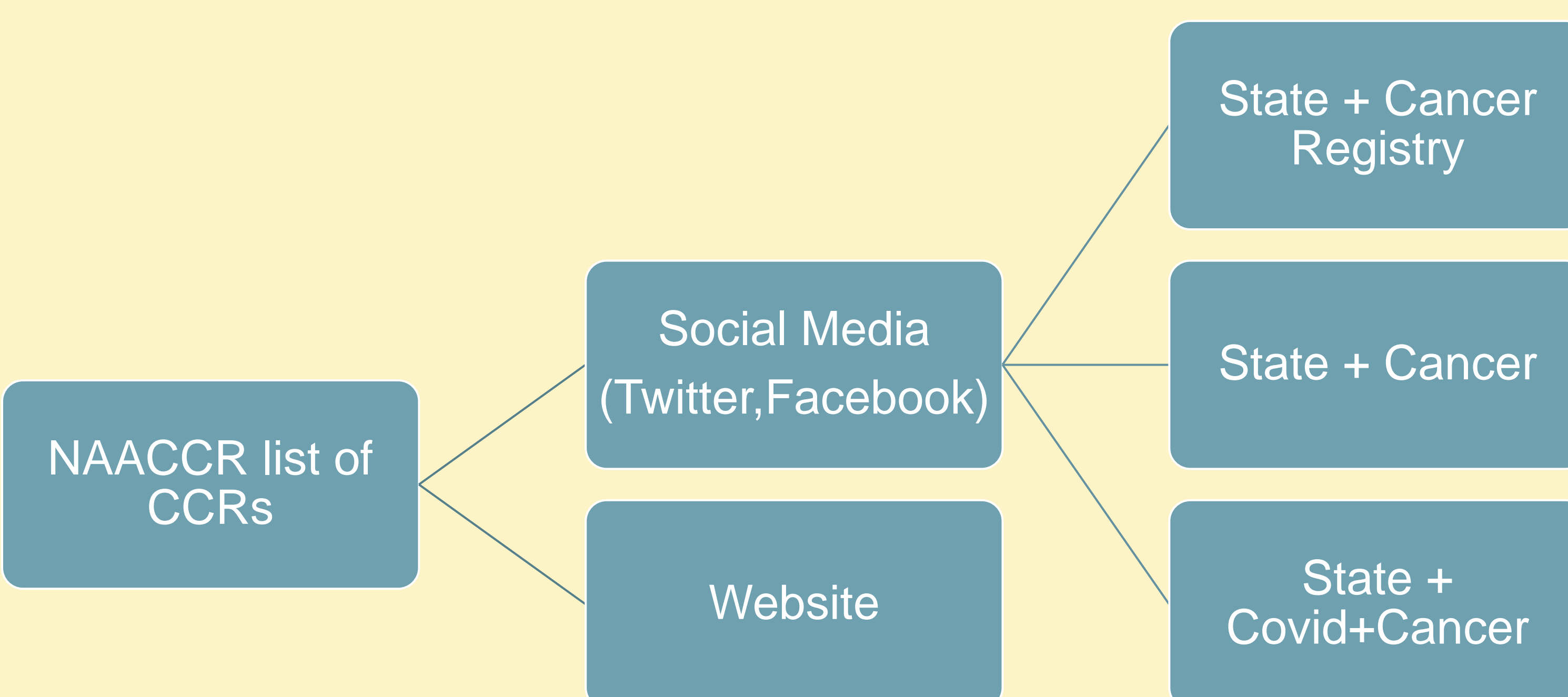
## Introduction

- Cancer/Tumor registries (CCRs) play an important tool in the fight against Cancer and help collect accurate and complete cancer data that can be used for cancer control and epidemiological research.
- Websites and social media channels play an important role in the modernization of information dissemination and outreach approaches for cancer care.
- Social media represents an extremely promising frontier for cancer research.

## Problem Statement

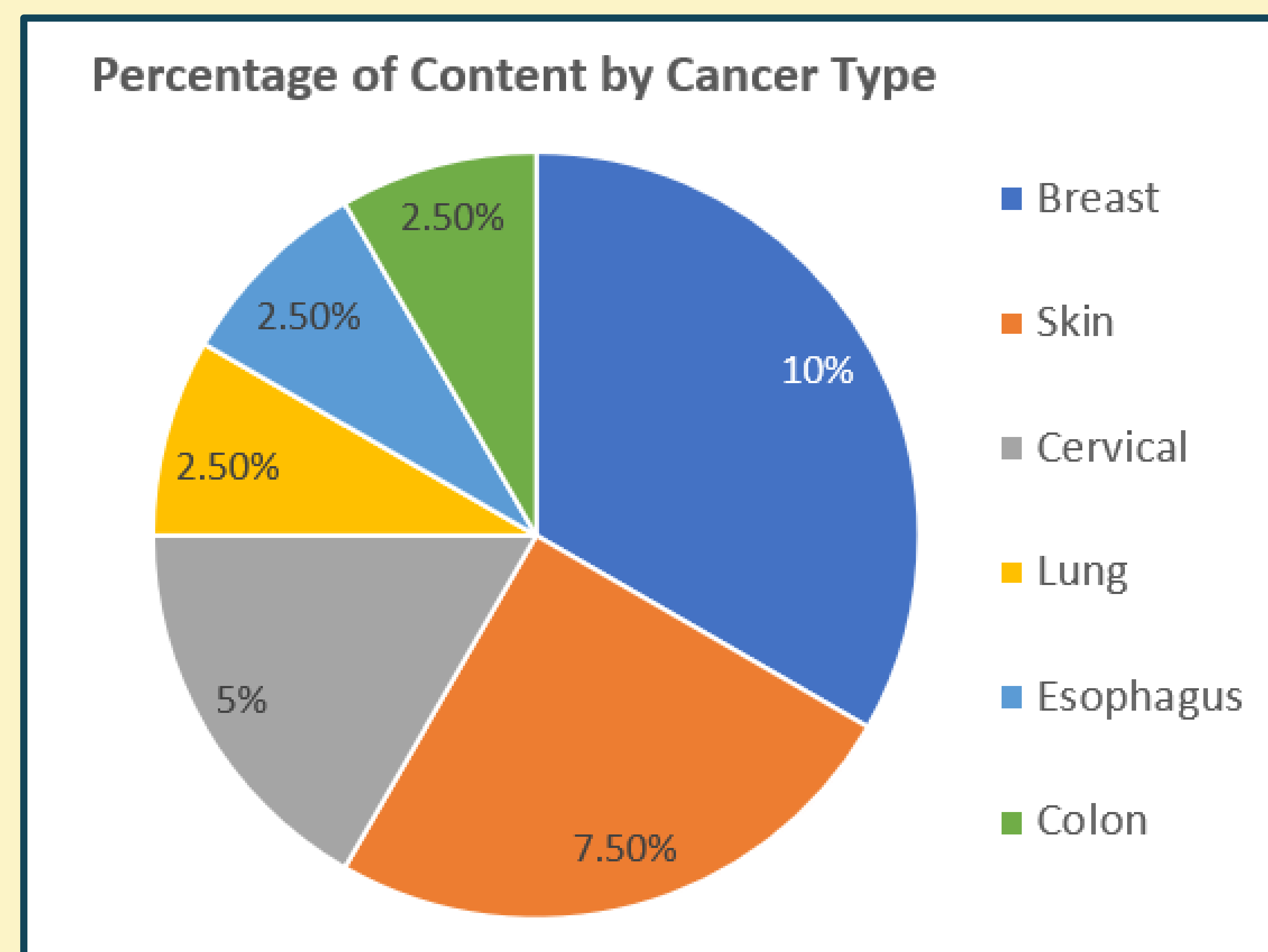
- Lack of studies about the web presence and social media impact of Central Cancer Registries (CCR) which can be important in spreading the word about cancer registries and their importance to the public.
- In a pandemic like scenario, one cannot monitor cancer trends in relation to COVID19 using Cancer Registry data on a real time basis

## Approach



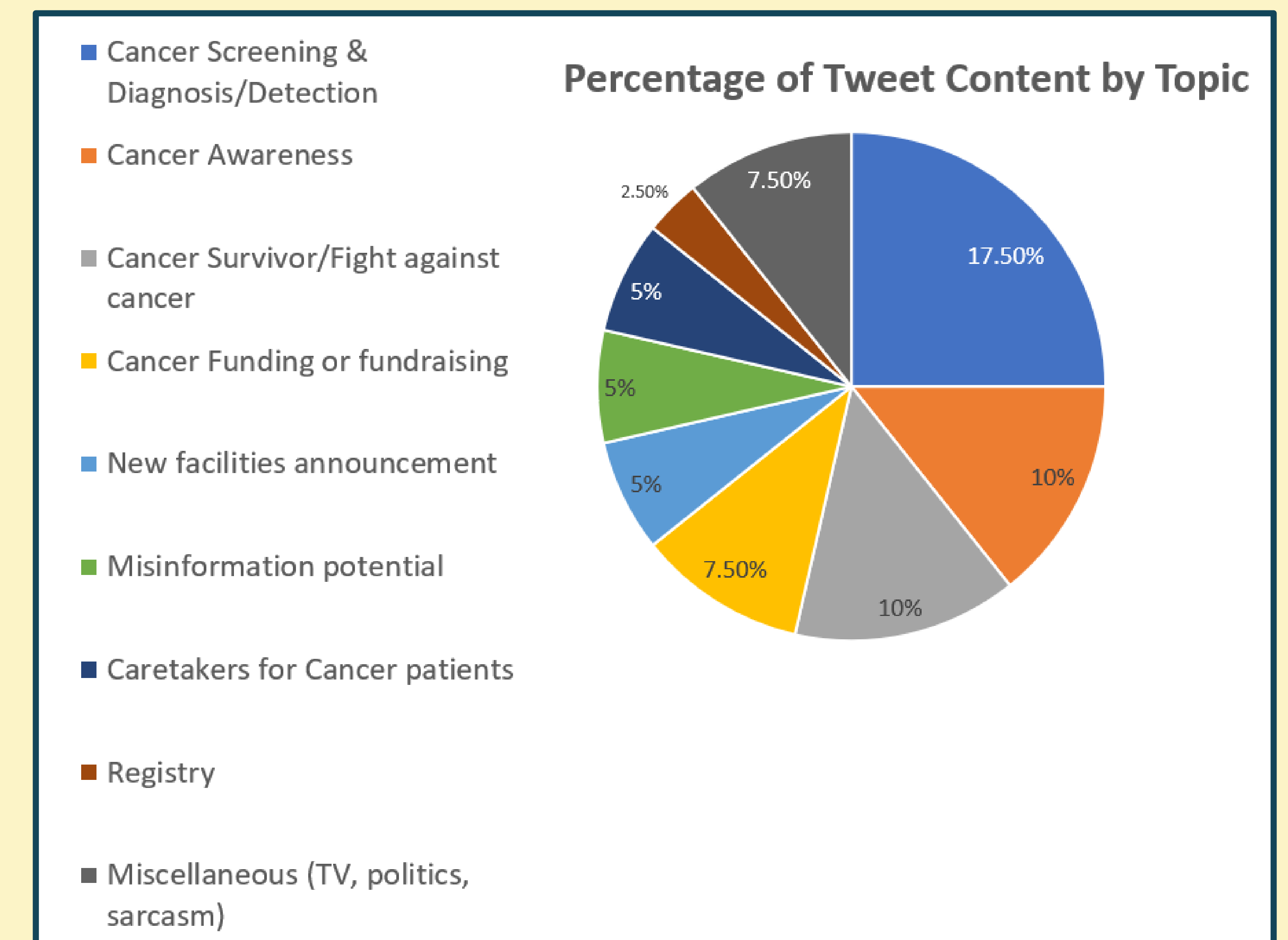
## Results & Conclusions

- Very few (< 20%) of central cancer registries have a website of their own while majority (>80%) of CCRs have webpages hosted on the websites of the state health entity such as DHSS or DPH.
- Only three CCRs (~6%) had their own Facebook pages and only one CCR had a Twitter account
- A dozen tweets were analyzed for content in five states : California, Missouri, Minnesota, Alabama and Maryland and classified by topic and type of cancer (n=40).



- Qualitative analysis of a sampling of tweets using state names and cancer revealed that Twitter users shared information about these categories: cancer screening, detection, diagnosis, awareness, survivors, fundraising, new facility announcement etc. (n=40).

- We have built a dashboard that displays the websites, social media channels and Twitter live streams (quick links) of cancer and #COVID19 conversations associated with all 50 states in real time.



Social Media List of Cancer Registries & Cancer Topics on Twitter by State

Organization Name	Website	Social Media	State Twitter Live (State Name + Cancer + Registry)	State Twitter Live (State Name + Cancer)	State Twitter Live (State Name + Cancer + Covid)	State Twitter Live (State Name + Cancer + Registry)
Alabama	<a href="https://www.alabamapublichealth.gov/ascr">https://www.alabamapublichealth.gov/ascr</a>	Twitter Facebook		AL	AL	AL
Alaska	<a href="https://dhss.alaska.gov/dph/VitalStats/Pages/cancer/regstry.aspx">https://dhss.alaska.gov/dph/VitalStats/Pages/cancer/regstry.aspx</a>	Facebook	Alaska	AK	AK	AK

## Opportunity and Future work

- CCRs have an opportunity of using social media channels for spreading the message of importance of cancer data which currently remains under-unexplored & underutilized.
- In future work, we will develop a web tool that allows CCRs to edit and keep their information updated (in collaboration with NAACCR).
- We will also perform social network analysis using cancer nomenclature/keywords/hashtags for each state.
- It can potentially serve as a data source that may complement information from the health record to help us better understand population health and may influence health behavior or outcome as an intervention tool.