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Nurses' Perception of Using Social Media to Enhance Nurses' Role at Governmental Primary Health Care Centers

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Nurses' Perception of Using Social Media to Enhance Nurses' Role at Governmental Primary Health Care Centers

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Dedication

This thesis is dedicated

To the great father who devoted this life for me.

To the soul of my deceased mother, so that this work can be learned as a running charity for her pure spirit.

To my beloved wife, who is beside me in every moment and

To my children who are the pleasure of my life.

To my brothers, my sisters and my family,

To my friends and colleagues and of course

To all my relatives who encouraged me to complete this work.

To all Palestinian people especially for martyrs who

sacrificed their lives for Palestine and Al-Aqsa.

Thank you and may Allah bless you

Ahmad Darwish Jenenah

Declaration

The researcher certifies that this thesis has submitted for the degree of master and any of its parts has not been submitted for a higher degree to any other university or institution.

Signature:

Ahmad D. Jenenah

Date: / /

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Abstract

The use of Social Media has been developing day by day in worldwide and healthcare is one of the important sectors that use SM to improve its services. The overall aim of this study is to assess the nurses' perceptions of use SM to enhance nurses' role health education and communication at governmental primary health care centers at Gaza governorates. The study design is a descriptive, analytical and cross-sectional. Study sample used census sampling. Selected all centers of level four and all nurses who are working in these centers, study population was 153 nurses with response rate of 91%; (139 nurses).

Data were collected by the self-administered questionnaire and developed this questionnaire by the researcher to reflect nurses' perceptions of use SM to enhance nurses' role. The questionnaire included: Personal data; information about the health center; the reality of employing SM and the Internet at work, the scale of nurse's perception of using SM in promoting nurses' role in health education and communication.

The study results indicate that most of the participants were female, representing 62.6% and 47.5% of participants between 31 to 40 years. According to academic qualifications, 48.9% of participants have had a 2 and 3 years diploma, while 44.6% have a bachelor's degree. Regarding nurses' specialty, most of the participants were general nursing about 76.3%; Midwifery 14.4% and dental nursing 9.4%. Most of the participants have experience in PHC less than 10 years about 54%. The current situation of using SM and internet at work, 71.2% of participants have email or an account on SM; about 51% of participants use SM and internet for work-related matters, about more half of the nurses, use SM and internet continuously at work, and 57.5% of participants said the nature of work in primary health care center requires using internet and 89% of nurses said that they share & follow SM pages and platforms of their health centers.

The administration's support of using SM in nursing services was moderate about 59.6%, the role of SM in developing the professional performance of nursing was high about 70.6%, SM contributes to increase health education among workers in PHC centers. In other words, the contribution of SM in increasing health education among health care workers was high about 76.4%, the role of SM in communication between nurses and nursing management was moderate about 64.8%, the role of SM in communication between nurses and co-workers was high about 73.0%, importance of SM for patients and reviewers, the study has found that there is a high importance of SM for patients and reviewers about 68.2%. The risk of using SM at PHC centers, participants mentioned there have few risks of using SM in PHC centers about 49.8%.

The researcher has recommended that using SM is very beneficial and supportive in health education and communication. So, work hard to employ SM to improve nursing roles according to the current possibilities and develop them later according to the available possibilities.

Keywords: Social Media, Nurses, Primary health care, Health education.

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List of Abbreviations

AMI	Acute Myocardial Infarction
CDC	Centers for Disease Control and Prevention
CHP	Community health programs
GG	Gaza Governorates
GS	Gaza Strip
HIT	Health Information Technology
ICT	Information and Communications Technology
MCH	Maternal and Child Health
MOH	Ministry of Health
NCDs	Non- Communicable Diseases
NCSBN	National Council of State Boards of Nursing
NGOs	Non- Governmental Organizations
PCBS	Palestinian Central Bureau of Statistics
PHC	Primary health care
PHCAC	Primary Health Care Advisory Committee
PHCC	Primary Health Care Centers
PKU	Phenylketonuria
PNGO	Palestinian Non-Governmental Organizations
RII	Relative Importance Index
SD	Standard Deviations
SM	Social Media
SMS	short message service
SPSS	Statistical Package for Social Sciences
TSH	Thyroid Stimulating Hormone
UNICEF	United Nations Children's Emergency Fund
UNRWA	United Nations Relief and Works Agency
WHO	World Health Organization

Chapter One
Introduction

1.1 Research background

The Changes in communication technology have driven to innovations to how care is provided, enhanced, improved and consumed. So the evolution of communication media which social media is part from this technology, so this development is shaping the expansion system in services of primary health care (PHC) to create opportunities in efficiencies and consumer health benefits by supporting shared decision-making between patients and providers, providing personalized consumer self-management tools and resources, building social support networks for providers and consumers, and delivering accessible health information that is targeted or tailored to consumers any place and any time (Dixon, 2013).

So, SM is no longer limited to its traditional role and they have become a fertile environment for the circulation of health information and have contributed to the transfer of the nurse's role from closed rooms to cyberspace, which plays a major role in spreading health awareness if properly invested by health care provided.

All that's mentioned leded to grows and increased to use of SM day by day in all worldwide. So, until January 2019, more than 4.4 billion of people were using the internet globally, representing 57.36% of the world's population and 3.5 billion were SM users (Internet World Stats, 2019) and in Palestine 56% were SM users in 2018 (IPOKE, 2019)

Therefore, the increase uses of SM led to high interaction between technology and health well-being especially in PHC. Which made the Palestinian ministry of health (MOH) taken early steps in the process of "PHC". It has begun to provide health services via a small group of clinics that began in 1994. then formulated an integrated project for the construction of PHC. The PHC in the Palestinian Territories aims to comprehensive and integrated provide medical and health services with a high level both preventive and therapeutic, and to raising the level of health in the community in a healthy environment where everyone lives, so that these services are the first line of defines for patients, and is the broad base that provides support and state hospitals backstopping (MOH. 2018).