

Creating a Culturally Sensitive Social Media Health Promotion Campaign to Support Parenting Practices for Families of Punjabi Background

Pardeep Kaur Benipal¹, Isha Babra¹, Dr. Gurpreet (Preety) Salh⁴, Dr. Mandeep Mahal⁴, Dr. Chandandeep K. Bal³, Dr. Clara Juando-Prats², Dr. Bhavan Panghali³, Dr. Aisha K. Yousafzai⁵, Channan Sanghera¹, Sawinder Kaur Dhillon⁶, Dr. Ripudaman Singh Minhas^{1,2,3}
(1) Department of Pediatrics, Unity Health Toronto (2) Li Ka Shing Knowledge Institute, Unity Health Toronto (3) Faculty of Medicine, University of Toronto.

(4) University of British Columbia. (5) T.H. Chan School of Public Health, Harvard University. (6) Punjabi Kids Health



BACKGROUND

- Punjabi families experience disparities and service access barriers that have multi-generational impacts on their capacity to participate fully in Canadian society, through diminished physical health, employment outcomes, financial well-being, community navigation abilities, and self-advocacy skills.
- These challenges have been further exacerbated during the COVID-19 pandemic.
- It is crucial to have **resources and information platforms** in which Punjabi parents and caregivers feel confident to utilize when seeking advice surrounding their **parenting practices**.
- With many families accessing online resources during the pandemic, the lack of the racially inclusive social media parenting content is alarming, and further underscores the necessity to conduct more research on how best to leverage social media to support marginalized families in their parenting.





OBJECTIVE

The primary objective of this study is to describe the user demographics of the **@PunjabiKidsHealth (PKH)** project and to gather preliminary data in order to design and tailor content for this virtual health promotion program.

METHODS

Social media analytics and engagement tools were utilized to describe participant demographics and to gather data to establish the types of content that PKH users find relatable and to identify topics of interest for families of Punjabi background.

RESULTS

- PKH has gained over 42,000 followers across 2 platforms in its first 8 months since rollout (Figure 1).
- The PKH online community has members across the global Punjabi diaspora with 53.3% across Canada, 11.6% from the United States, 10.1% from the United Kingdom, 9.7% from India and 6.5% from Australia (Figure 2).

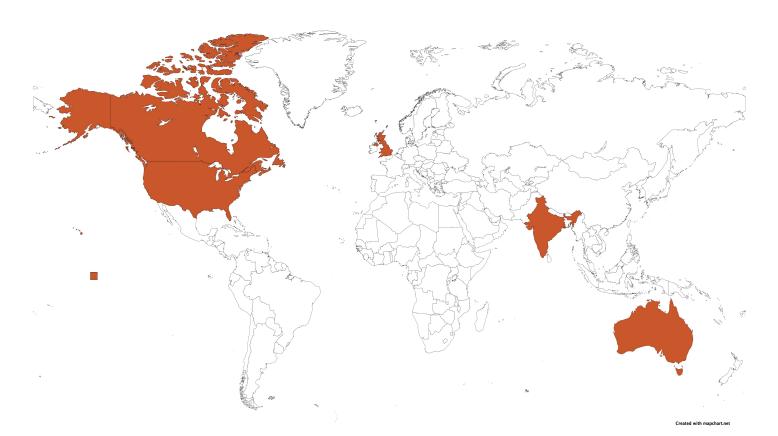


Figure 2. PKH Online Community by Country

RESULTS

- A majority of the PKH online community identify as women (77.4%) and a majority of individuals (84.1%) range from 25 to 44 years of age.
- Engagement metrics show that PKH is at **15-20% engagement,** while industry standards are at 1-3%.
- Using social media engagement tools, we have identified the following topics of interest, delivery modalities and stream of content, that are key priorities for families of Punjabi background:

Topics of Interest

- -Eczema
- -Speech Delay
- -Feeding Difficulties
- -Growth/Failure to Thrive
- -Parental Mental Health
- -LGBTQ2S+ Issues
- -Speaking with Adolescents
- -Anti/Racism
- -Behaviour Management
- -Trauma
- -School Advocacy

Delivery Modalities
-printed promotional
materials

- -online library of printables-parent training workshops-opportunities to lesson
- -YouTube Channel

share

Streams of Content
-mothers
-fathers
-grandparents
-teachers / ECEs

Figure 3. Topics of Interest, Delivery Modalities & Streams of Content Identified by the PKH Community

CONCLUSION

- PKH is allowing families of Punjabi background to receive evidence-based, bilingual information from health care professionals.
- Subsequent phases of this project will involve conducting focus group discussions with the PKH community in order to evaluate this family support resource.

Figure 1. PKH Followers on Instagram & TikTok