

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.

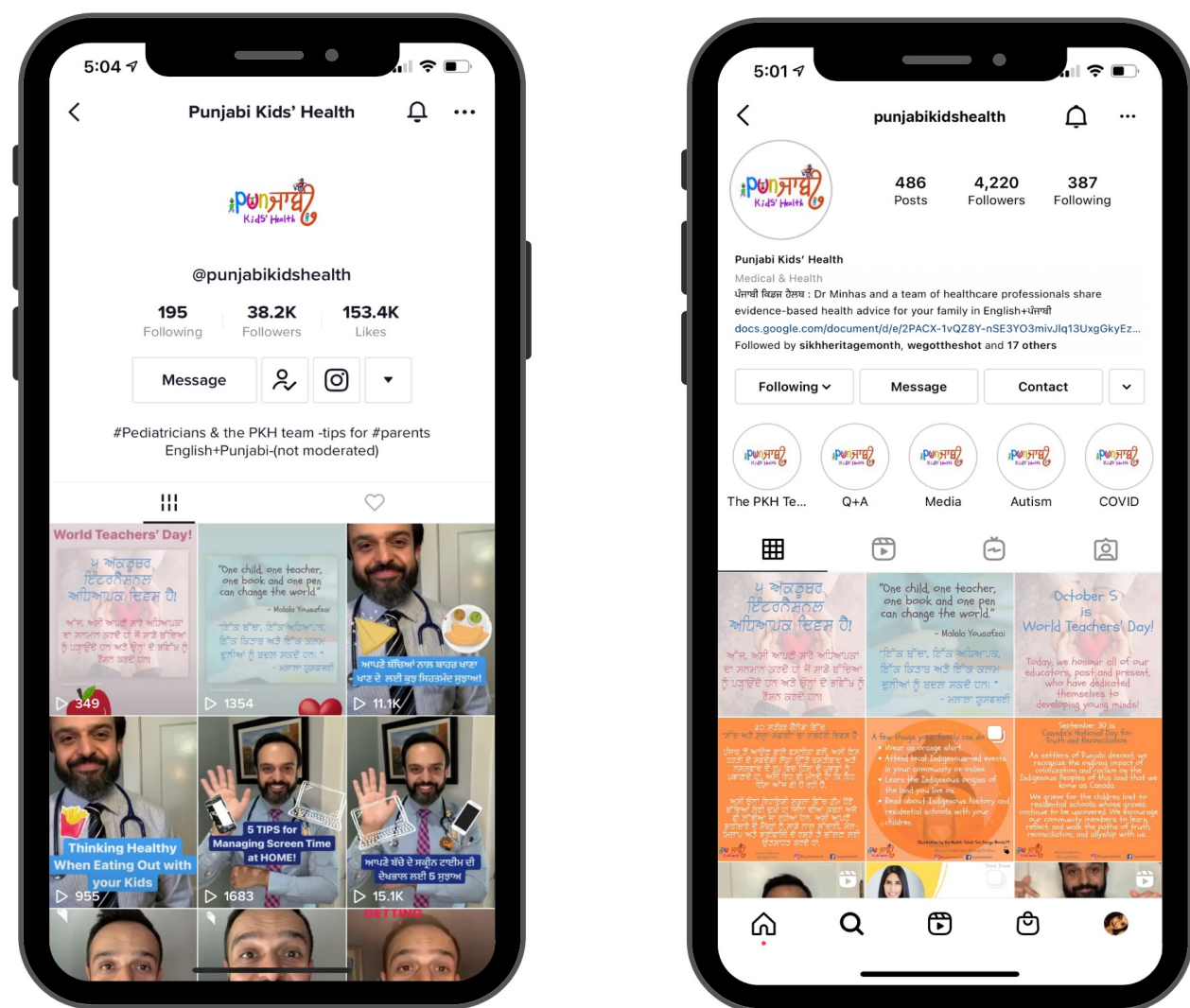


Figure 1. PKH Followers on Instagram & TikTok

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).

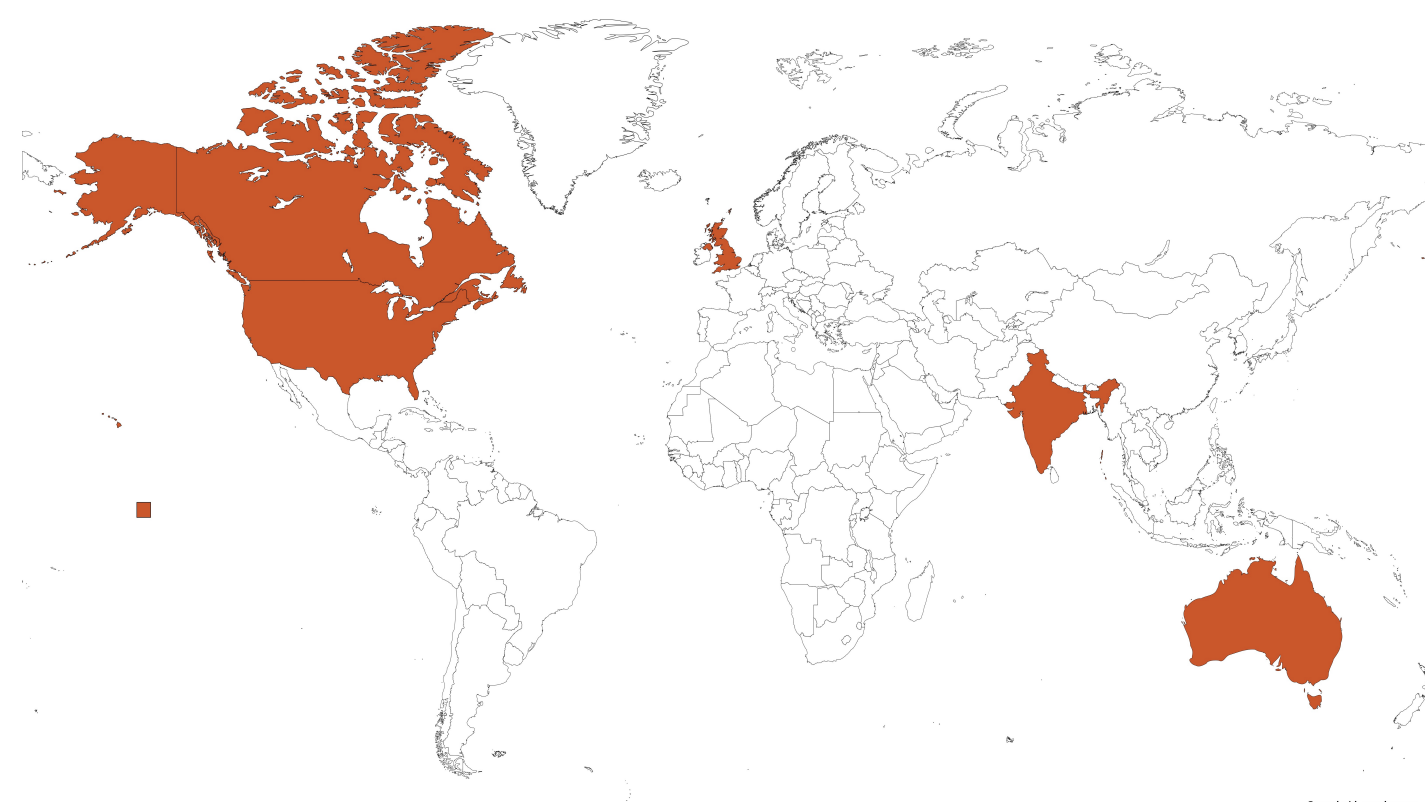


Figure 2. PKH Online Community by Country

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:

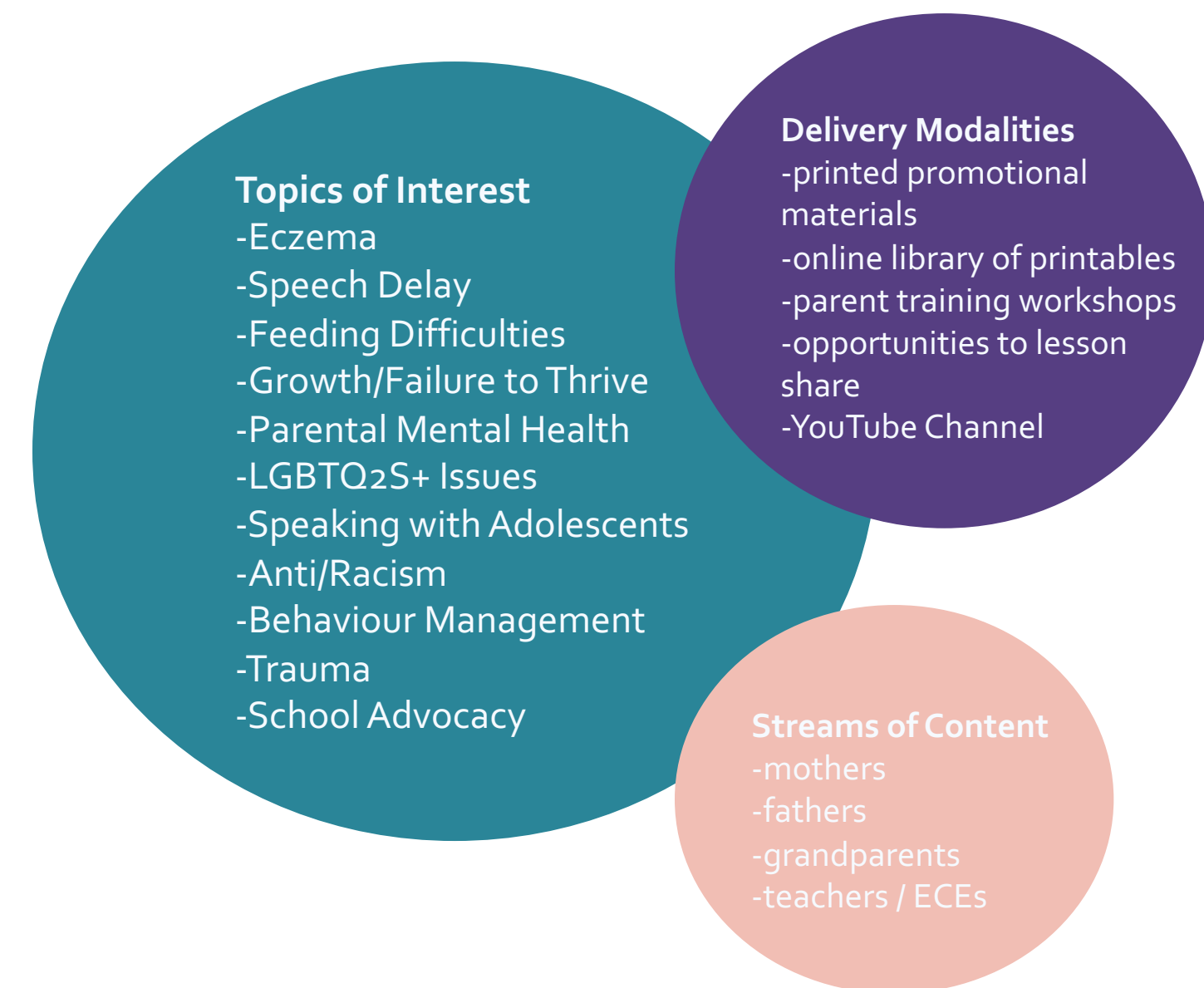


Figure 3. Topics of Interest, Delivery Modalities & Streams of Content Identified by the PKH Community

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.**