

Report 10: Use of Media and Social Media

November 2017

Summary

- The 2016 Oxford Health Matters Survey (OHMS) was conducted for Oxford County Public Health (Public Health) to inform public health program development in new and emerging areas based on the needs and concerns of the community.
- Health communication through mass media and social media are key ways to share public health information with a variety of audiences.¹ Media campaigns have been shown to have a positive effect on behaviour change and knowledge, depending on the health topic.²
- In Oxford County, some residents were more likely to use certain forms of media or social media, which may assist with targeting health messages in the future.
- More residents have access to cable (50.1%) than satellite (36.6%) television. One-fifth of residents (19.7%) watch their local cable television station.
- Over half of residents read local or community newspapers (55.8%) and magazines or newsletters (56.4%). Older adults (65 years and older) were more likely to always or often read these materials than younger residents. Fewer residents (36.2%) read newspapers other than local newspapers.
- Most residents (82.3%) use the internet and 64.2% use it to access health-related information. Females were more likely than males to access health-related information online. Over one-quarter of residents (28.2%) have ever accessed Oxford County's website. Older adults, residents with lower household income and less education were less likely to use the internet and to access health-related information online, including accessing Oxford County's website.
- Over half of residents (62.2%) use social media, 21.3% use it to look for health-related information and 25.3% use it to share health-related information. The most common type of social media used was Facebook. Females, younger adults, residents with higher household income and more education were more likely to use social media and to look for and share health-related information.

Background

Mass media such as television, newspapers and radio have been used for decades as a means of sharing health information. These modes of communication continue to be key ways to share health information. Over the past decade, social media has gained popularity and is now widely used to communicate health information while facilitating information sharing and interaction with others. Social media has been used to communicate information about a broad range of health topics; the most common topics reported in the scientific literature, according to a systematic review, were sexual health, diabetes, influenza and mental health.³ There are some important benefits to using social media for health communication, such as increasing interaction with others, providing peer support, increasing information access and more tailored information.³ However, there are notable limitations including: a lack of information quality and reliability (e.g., circulating incorrect or harmful information), lack of confidentiality and privacy, information overload, difficulty applying information to individual situations and the potential to deter people from visiting health care professionals.³

Mass media campaigns have been found to be effective in increasing knowledge and changing behaviour, depending on the health topic.² Smaller scale communication strategies have also been used successfully as the main component of health interventions. For example, research has found that using technology such as text messaging, automated phone calls, computer videos and email may increase human papilloma virus (HPV) vaccination coverage.⁴ Conversely, research to date has shown limited support for the use of social media in child health⁵ and diet and exercise.⁶ Similarly, a recent review found that more rigorous research is needed to draw conclusions about the effect of media campaigns (particularly for social media) on preventing smoking in youth.⁷

This report examines the types of media and social media used by residents of Oxford County overall and by different segments of the population (e.g., based on age, sex and income). This information can be used by Oxford County to tailor media campaigns and health messaging when the goal is to target specific groups in the population. For example, an earlier 2016 Oxford Health Matters (OHMS) report found that it may be important to target males, older adults and residents with lower household income and education when promoting the use of sunscreen.⁸ This report highlights different media channels that may be used to reach these groups.

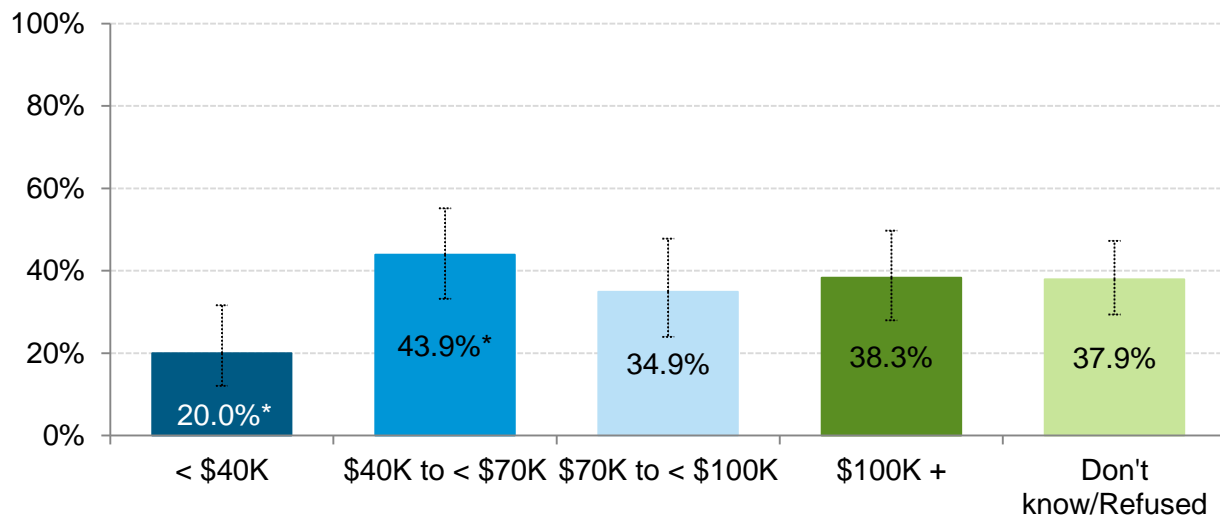
Please see methods in the Data Notes for more information about the survey, sample and how the numbers are calculated and displayed.

Results

Media Patterns

Half of residents (50.1%) have access to cable television and 36.6% have access to satellite television (Appendix A, Table 1). Residents with a household income of \$40,000 to less than \$70,000 were more likely than residents with a household income of less than \$40,000 to have access to satellite (43.9% versus 20.0%) (Figure 1; Appendix A, Table 1).

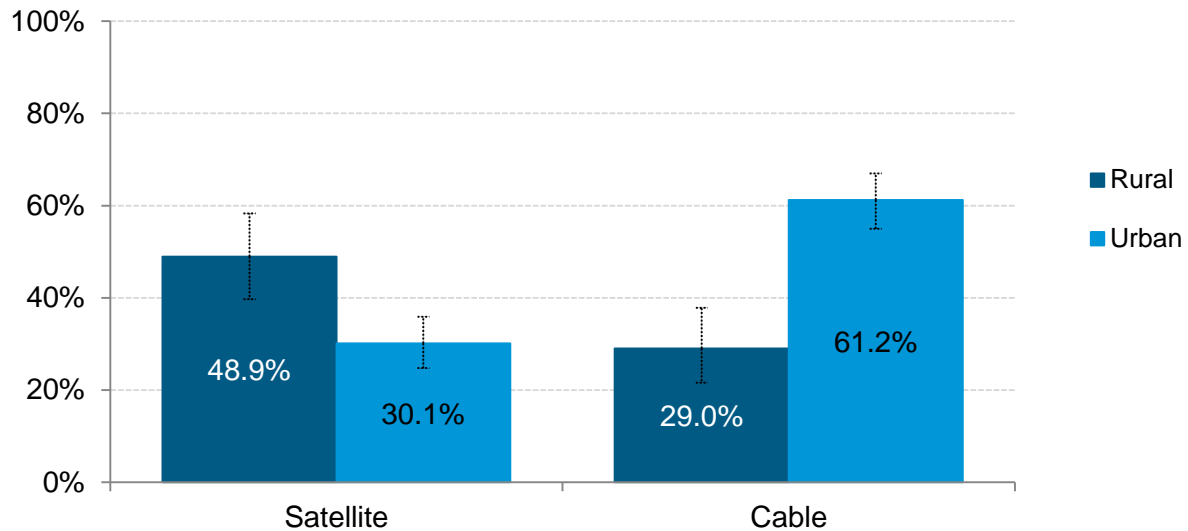
Figure 1. Access to satellite television by household income, Oxford County, 2016



* These per cents should be used with caution due to their variability.

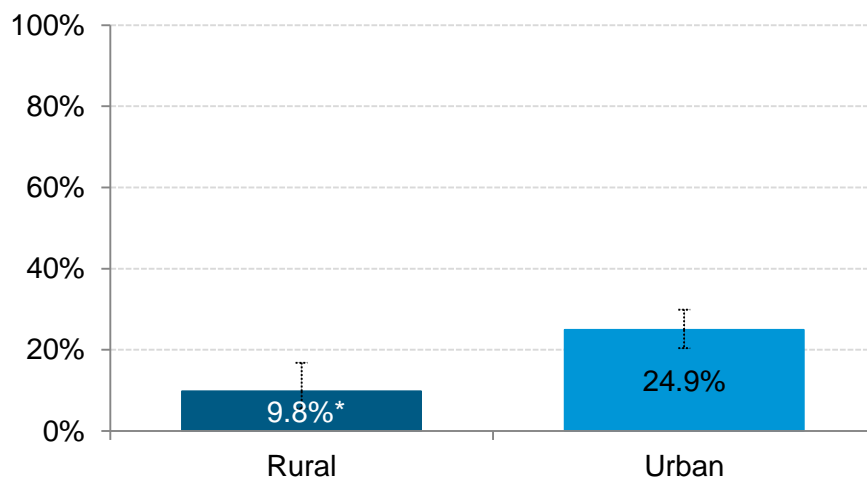
Rural residents were more likely to have access to satellite television (48.9%) and less likely to have access to cable television (29.0%) than urban residents (30.1% versus 61.2%, respectively) (Figure 2; Appendix A, Table 2).

Figure 2. Access to satellite and cable television by rural or urban residence, Oxford County, 2016



One-fifth of residents (19.7%) watch local cable television stations, including *Rogers Woodstock* or *Rogers Tillsonburg* (Cable 13) (Appendix A, Table 2). Urban residents were more likely to watch local cable television stations than rural residents (24.9% versus 9.8%) (Figure 3; Appendix A, Table 2).

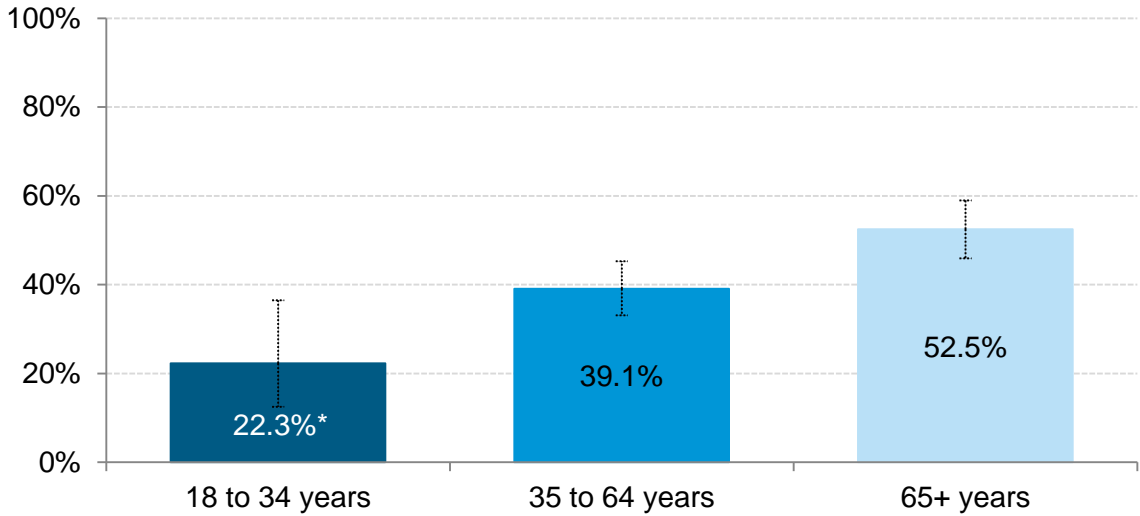
Figure 3. Watch local cable television stations by rural or urban residence, Oxford County, 2016



* This per cent should be used with caution due to its variability.

Over half of residents (55.8%) read local or community newspapers, including the *Woodstock Sentinel Review*, *Ingersoll Times*, *Tillsonburg News*, *Norwich Gazette*, *Tavistock Gazette*, *Ayr News* and *Oxford Review* (37.6% always or often and 18.2% sometimes) (Appendix A, Table 3). Residents aged 65 years and older were more likely to always or often read local or community newspapers (52.5%) than residents aged 35 to 64 years (39.1%) and residents aged 18 to 34 years (22.3%) (Figure 4; Appendix A, Table 3).

Figure 4. Always or often read local or community newspaper by age group, Oxford County, 2016

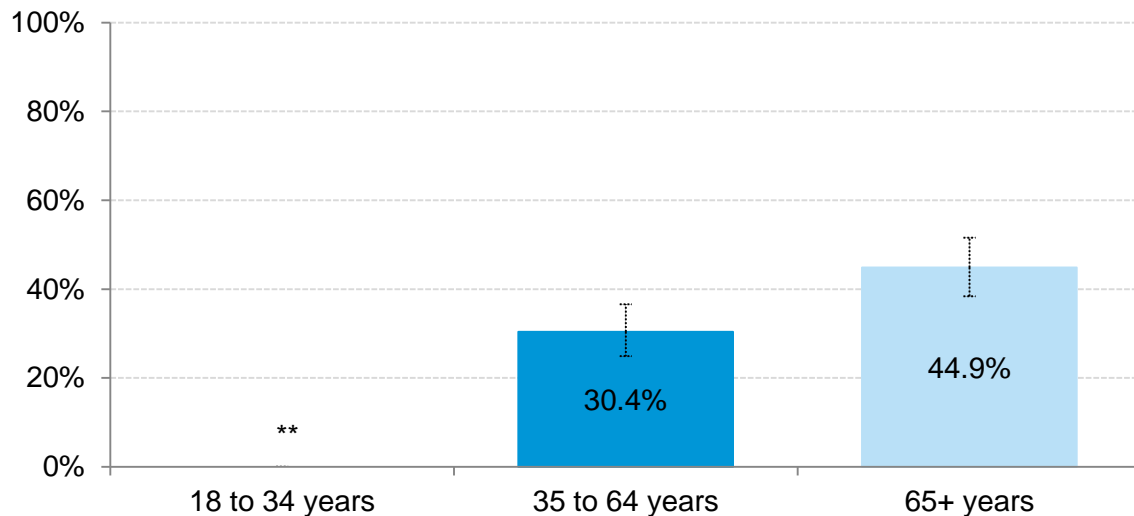


* This per cent should be used with caution due to its variability.

Over one-third of residents (36.2%) read newspapers other than local newspapers (Appendix A, Table 3). Among these residents, the most frequently read non-local newspapers were: the *London Free Press* (34.9%), the *Toronto Star* (21.0%) and the *Toronto Sun* (13.1%) (Appendix A, Table 4).

Over half of residents (56.4%) read local or community magazines or newsletters, including *What's on Woodstock*, *Village Voice* and *Zorra Now* (29.9% always or often and 26.5% sometimes) (Appendix A, Table 3). Residents aged 65 years and older were more likely to always or often read local or community magazines or newsletters than residents aged 35 to 64 years (44.9% versus 30.4%, respectively) (Figure 5; Appendix A, Table 3).

Figure 5. Always or often read local or community magazines or newsletters by age group, Oxford County, 2016



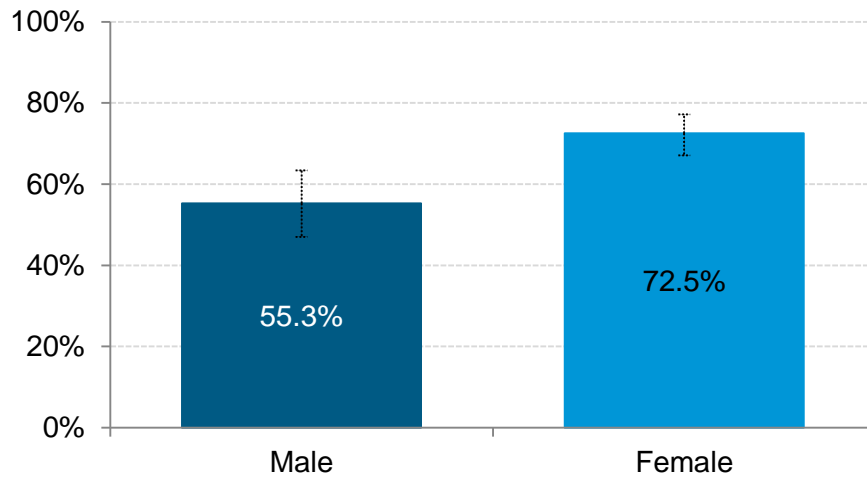
** Extremely high variability results, data suppressed.

Most residents (81.3%) listen to local or community radio stations (Appendix A, Table 3). Residents were asked which radio station they listen to most often. There were many different responses, but the three most frequently reported radio stations were: *Z103.5* (7.5%), *104.7 Heart FM* (7.0%) and *Easy101* (6.5%) (Appendix A, Table 4).

Internet and Website Use

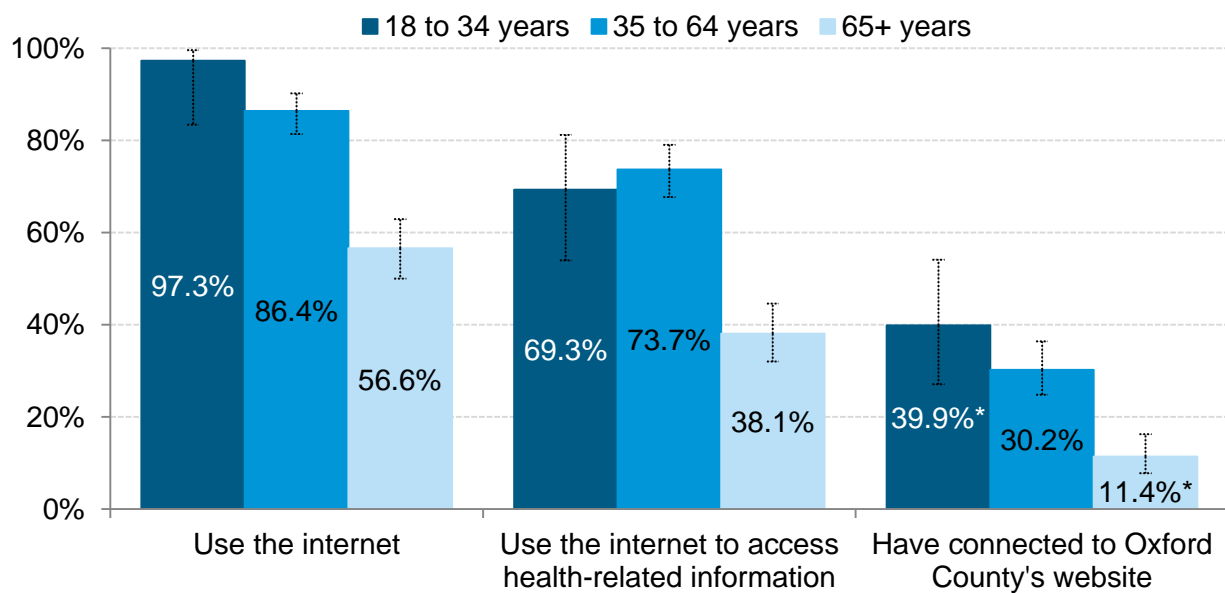
Most residents (82.3%) use the internet and over half of residents (64.2%) use it to access health-related information (Appendix B, Table 1). Fewer residents (28.2%) have ever connected to Oxford County's website to obtain information about health (Appendix B, Table 1). There were several differences in internet and website use by residents' characteristics. In terms of residents' sex, females were more likely to use the internet to access health-related information than males (72.5% versus 55.3%, respectively) (Figure 6; Appendix B, Table 1).

Figure 6. Use the internet to access health-related information by sex, Oxford County, 2016



Residents aged 65 years and older were less likely to use the internet (56.6%) than residents aged 18 to 34 years (97.3%) and residents aged 35 to 64 years (86.4%) (Figure 7; Appendix B, Table 2). Similarly, they were less likely to use the internet to access health-related information and less likely to have connected to Oxford County’s website (Figure 7; Appendix, B, Table 2).

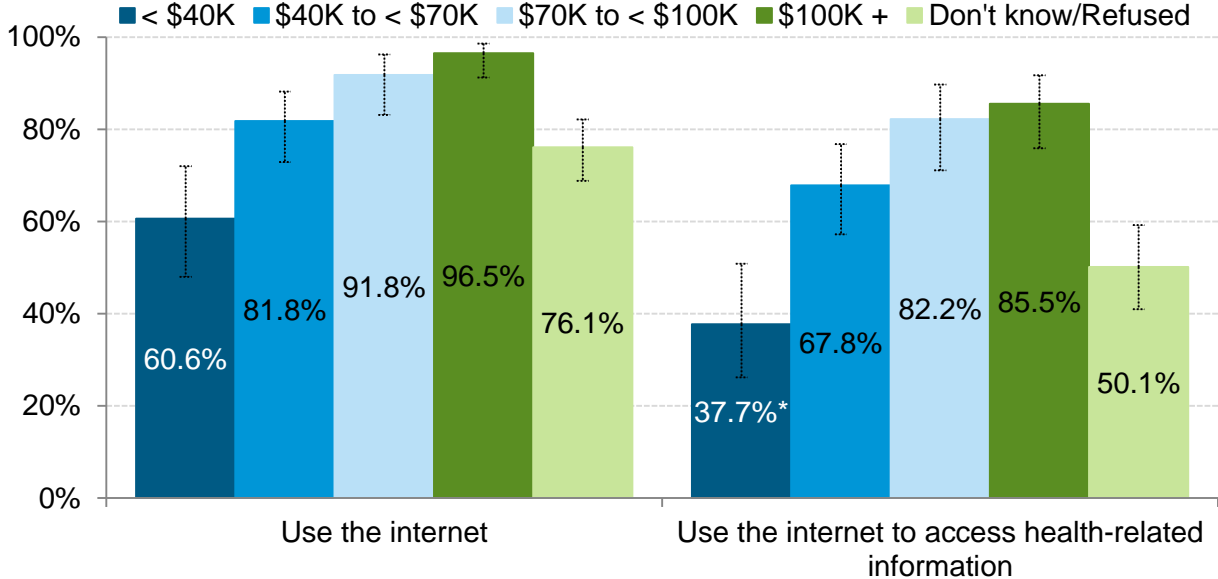
Figure 7. Internet and website use by age group, Oxford County, 2016



* These per cents should be used with caution due to their variability.

There was a gradient of internet use by household income. Residents with higher household incomes were more likely to use the internet than residents with a household income less than \$40,000, and residents with a household income of \$100,000 or more were more likely to use the internet than residents with a household income of \$40,000 to less than \$70,000 (Figure 8; Appendix B, Table 3). A similar income gradient was seen for using the internet to access health-related information.

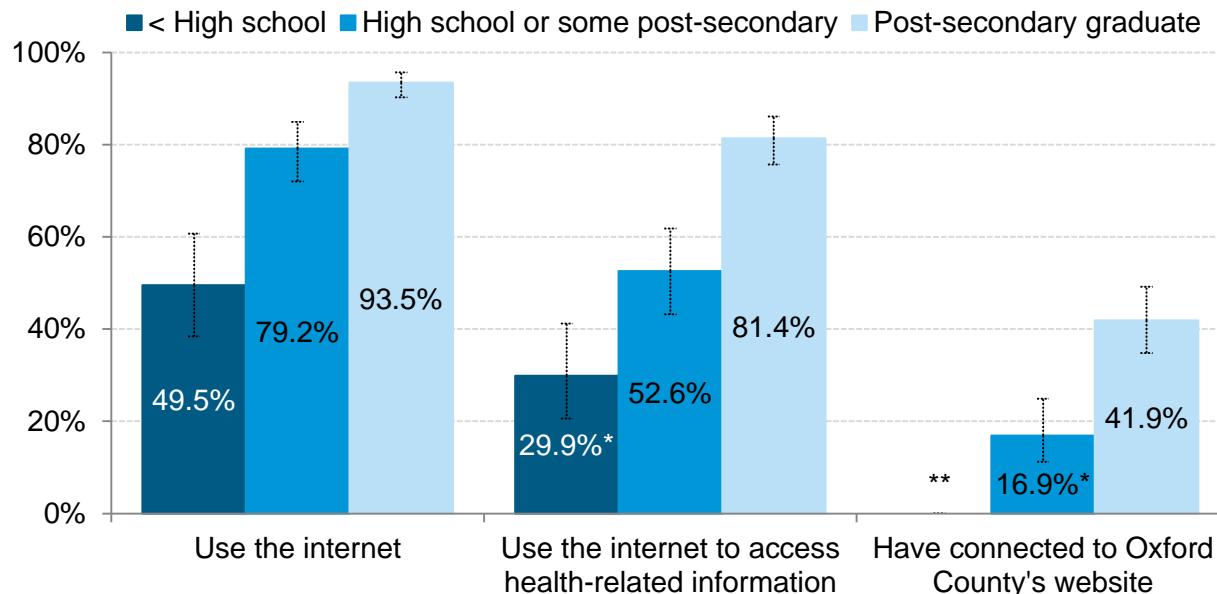
Figure 8. Internet use by household income, Oxford County, 2016



* This per cent should be used with caution due to its variability.

There was also a gradient of internet use by education level. Residents with higher education levels were more likely to use the internet and to use the internet to access health-related information (Figure 9; Appendix B, Table 4). Residents with post-secondary education were more likely to have ever accessed Oxford County’s website compared to residents with high school or some post-secondary education (41.9% versus 16.9%, respectively) (Figure 9; Appendix B, Table 4).

Figure 9. Internet and website use by education level, Oxford County, 2016



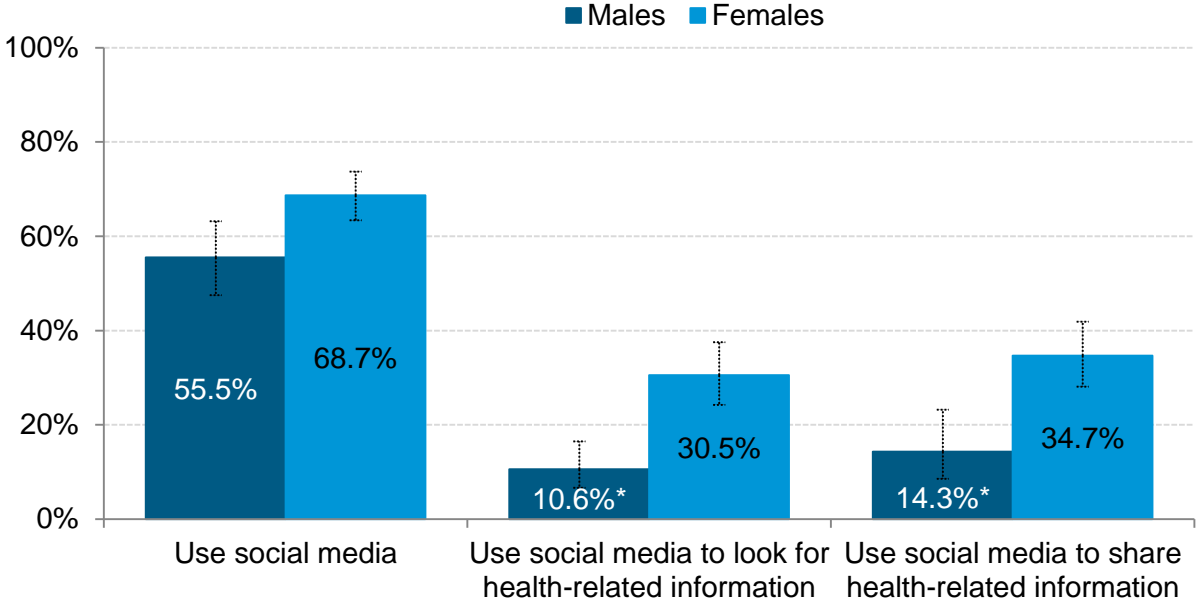
* These per cents should be used with caution due to their variability.

** Extremely high variability results, data suppressed.

Social Media

Over half of residents (62.2%) use social media and a similar amount (60.5%) use it every day or most days (Appendix C, Table 1). The most frequently used types of social media were: Facebook (68.5%), YouTube (59.9%), Pinterest (36.8%), Twitter (15.2%) and blogs (8.4%) (Appendix C, Table 2). Over one-quarter (26.8%) of residents used other types of social media, such as Instagram, Snapchat and LinkedIn. About one-fifth (21.3%) of residents use social media to look for health-related information and 25.3% use it to share health-related information (Appendix C, Table 1). Sharing on social media includes linking, retweeting, sending links or commenting on the information. Females were more likely than males to use social media in general and to use social media to look for and share health-related information (Figure 10; Appendix C, Table 1).

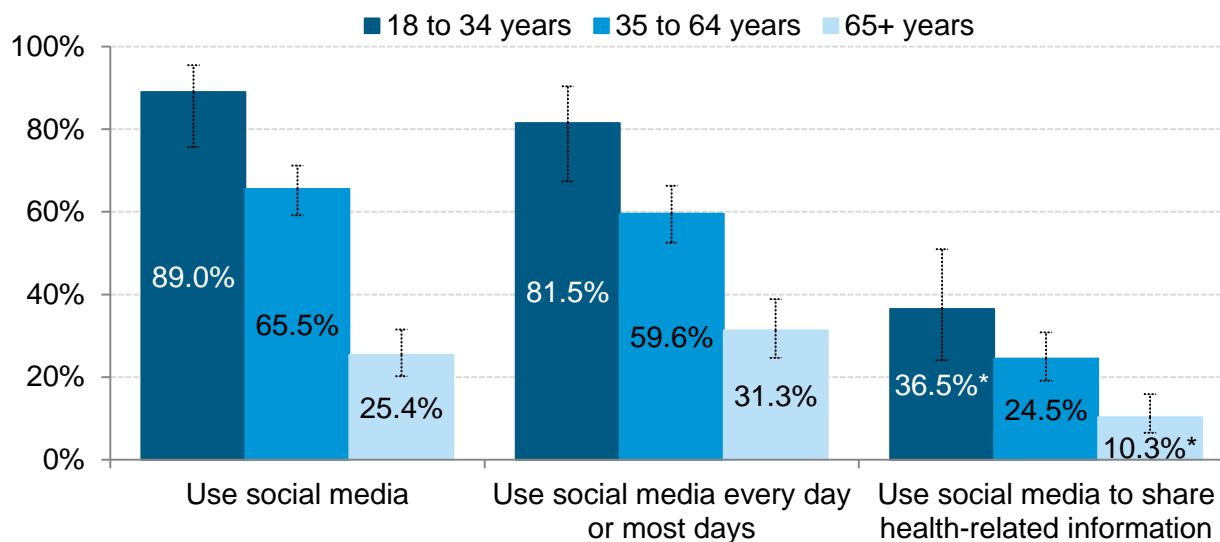
Figure 10. Social media use by sex, Oxford County, 2016



* These per cents should be used with caution due to their variability.

There was a gradient of social media use by age, with residents aged 18 to 34 years more likely to use social media than residents aged 35 to 64 years. Both of these age groups were more likely to use social media than residents aged 65 years and older (Figure 11; Appendix C, Table 3). The same gradient was visible for using social media every day or most days and using social media to share health-related information (Figure 11; Appendix C, Table 3). Residents 35 to 64 years were more likely to use social media to look for health-related information than residents aged 65 years and older (25.2% versus 11.9%, respectively) (Appendix C, Table 3).

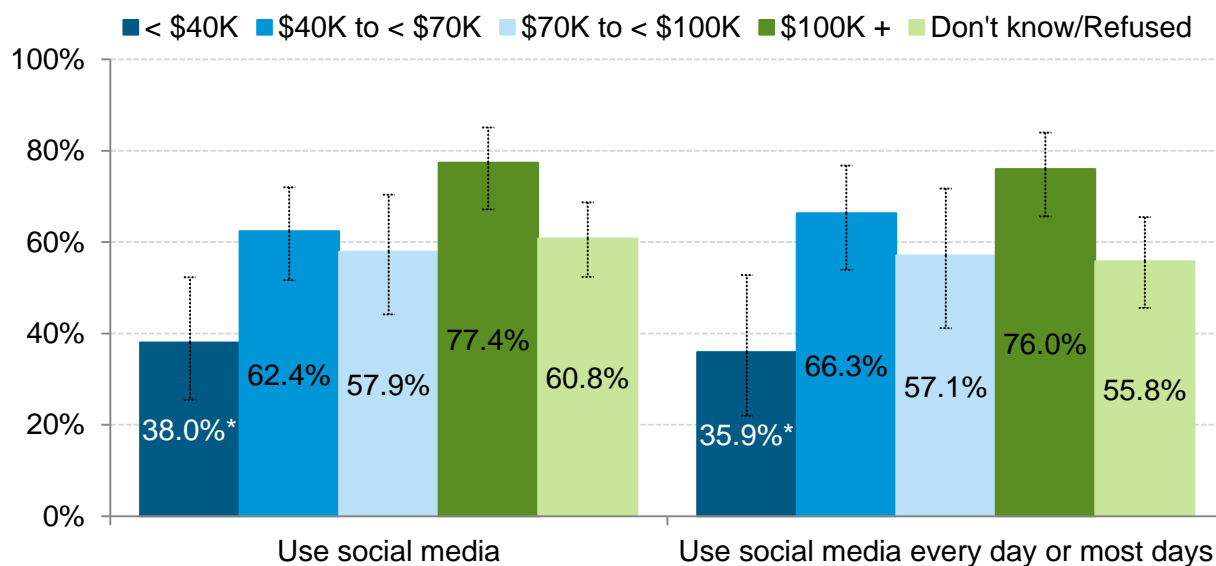
Figure 11. Social media use by age group, Oxford County, 2016



* These per cents should be used with caution due to their variability.

Residents with a household income of \$100,000 or more were more likely to use social media than residents with a household income less than \$40,000 (77.4% versus 38.0%, respectively) (Figure 12; Appendix C, Table 4). Similar trends were observed among residents who use social media every day or most days (Figure 12; Appendix C, Table 4).

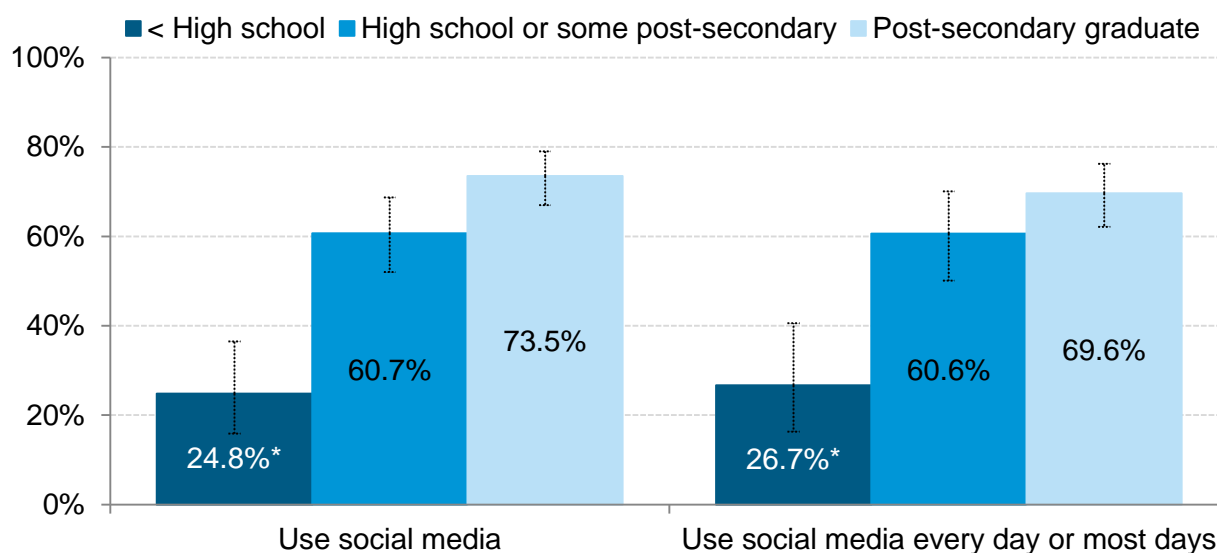
Figure 12. Social media use by household income, Oxford County, 2016



* These per cents should be used with caution due to their variability.

Residents with higher education levels were more likely to use social media than residents with less than high school education (Figure 13; Appendix C, Table 5). Similarly, they were more likely to use social media every day or most days (Figure 13; Appendix C, Table 5).

Figure 13. Social media use by education level, Oxford County, 2016



* These per cents should be used with caution due to their variability.

Considerations

Oxford County residents use many different kinds of media, including the internet (82.3%), local radio (81.3%), social media (62.2%), local newspapers (55.8%) and cable television (50.1%). Noticeably, some subgroups of residents were more likely to use certain types of media. For example, older adults (65 years and older) were more likely to read local or community newspapers, magazines or newsletters. Conversely, younger adults, along with residents with higher household income and education, were more likely to use the internet and to use it to access health-related information, including accessing Oxford County’s website. Meanwhile, the use of social media was more common among females, younger adults and residents with higher household income and education. This information may be helpful when planning communication strategies or health messaging aimed at subgroups of residents within Oxford County, or when the goal is to reach as many residents as possible. In particular, Public Health should carefully consider the inequitable access to information among those that are lower income in using some communication strategies.

Appendix A: Media Patterns Tables

Table 1. Media patterns, by household income, Oxford County, 2016 (continued on next page)

Indicator	Responses	Per cent of residents (95% CI)					
		Overall	<\$40K	\$40K to < \$70K	\$70K to < \$100K	\$100K +	Don't know/ Refused
Has access to satellite television	Yes	36.6% (31.8%-41.7%)	20.0%*‡ (12.0%-31.6%)	43.9%‡ (33.2%-55.2%)	34.9%* (23.9%-47.8%)	38.3% (28.0%-49.7%)	37.9% (29.4%-47.2%)
	No	63.4% (58.3%-68.2%)	80.0%‡ (68.4%-88.0%)	56.1%‡ (44.8%-66.8%)	65.1% (52.2%-76.1%)	61.7% (50.3%-72.0%)	62.1% (52.8%-70.6%)
Has access to cable television	Yes	50.1% (44.9%-55.2%)	65.0% (51.7%-76.4%)	49.8% (38.7%-60.9%)	41.8% (29.4%-55.2%)	50.4% (39.4%-61.3%)	48.6% (39.5%-57.7%)
	No	49.9% (44.8%-55.1%)	35.0%* (23.6%-48.3%)	50.2% (39.1%-61.3%)	58.2% (44.8%-70.6%)	49.6% (38.7%-60.6%)	51.4% (42.3%-60.5%)
Watch local cable television station	Yes	19.7% (16.3%-23.6%)	25.4%* (16.7%-36.7%)	16.7%* (10.4%-25.6%)	**	19.0%* (12.4%-28.0%)	22.8% (16.6%-30.3%)
	No	80.3% (76.4%-83.7%)	74.6% (63.3%-83.3%)	83.3% (74.4%-89.6%)	88.5% (77.7%-94.5%)	81.0% (72.0%-87.6%)	77.2% (69.7%-83.4%)
How often read local or community newspaper	Always/Often	37.7% (33.0%-42.7%)	39.3% (28.1%-51.8%)	33.4% (24.2%-44.0%)	41.6% (29.4%-54.8%)	41.9% (31.6%-52.9%)	35.0% (27.1%-43.8%)
	Sometimes	18.1% (14.3%-22.7%)	**	20.5%* (12.7%-31.4%)	**	22.6%* (14.6%-33.2%)	18.2%* (12.0%-26.6%)
	Rarely/Never	44.1% (39.0%-49.3%)	53.8% (41.1%-66.1%)	46.1% (35.2%-57.5%)	42.1% (29.8%-55.5%)	35.5% (25.5%-47.1%)	46.8% (37.8%-56.0%)
Read newspapers other than local newspapers	Yes	36.2% (31.5%-41.3%)	34.0%* (22.3%-48.1%)	31.1% (22.4%-41.4%)	31.9%* (21.3%-44.9%)	46.3% (35.6%-57.3%)	33.9% (25.9%-42.9%)
	No	63.8% (58.7%-68.5%)	66.0% (51.9%-77.7%)	68.9% (58.6%-77.6%)	68.1% (55.1%-78.7%)	53.7% (42.7%-64.4%)	66.1% (57.1%-74.1%)

Indicator	Responses	Per cent of residents (95% CI)					Don't know/ Refused
		Overall	<\$40K	\$40K to < \$70K	\$70K to < \$100K	\$100K +	
How often read local or community magazines or newsletters	Always/Often	29.7% (25.4%-34.4%)	29.4%* (19.8%-41.3%)	33.9% (24.5%-44.7%)	29.3%* (19.5%-41.6%)	32.9% (23.5%-44.0%)	26.2% (19.1%-34.8%)
	Sometimes	26.5% (22.3%-31.2%)	34.6%* (22.4%-49.2%)	27.3%* (18.5%-38.2%)	33.3%* (21.8%-47.1%)	23.1%* (15.2%-33.5%)	23.5% (17.0%-31.4%)
	Rarely/Never	43.8% (38.5%-49.1%)	36.0%* (24.5%-49.3%)	38.8% (27.9%-51.0%)	37.4%* (25.0%-51.7%)	44.0% (32.8%-55.8%)	50.3% (41.2%-59.5%)
Listen to local or community radio stations	Yes	81.4% (77.3%-84.9%)	75.0% (62.0%-84.6%)	81.9% (72.0%-88.9%)	74.9% (59.9%-85.6%)	85.4% (75.5%-91.7%)	82.8% (76.2%-87.9%)
	No	9.7% (7.2%-12.8%)	17.1%* (9.1%-29.6%)	11.8%* (6.1%-21.4%)	**	**	9.7%* (5.8%-15.6%)
	Don't know/ Refused	8.9%* (6.4%-12.3%)	**	**	**	**	7.5%* (4.6%-11.9%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡ Statistically significant difference between groups based on a 95% confidence interval.

Table 2. Media patterns, by rural or urban residence, Oxford County, 2016 (continued on next page)

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Rural	Urban
Has access to satellite television	Yes	36.6% (31.8%-41.7%)	48.9%‡ (39.7%-58.3%)	30.1%‡ (24.8%-35.9%)
	No	63.4% (58.3%-68.2%)	51.1%‡ (41.7%-60.3%)	69.9%‡ (64.1%-75.2%)
Has access to cable television	Yes	50.1% (44.9%-55.2%)	29.0%‡ (21.6%-37.8%)	61.2%‡ (55.0%-67.0%)
	No	49.9% (44.8%-55.1%)	71.0%‡ (62.2%-78.4%)	38.8%‡ (33.0%-45.0%)
Watch local cable television station	Yes	19.7% (16.3%-23.6%)	9.8%*‡ (5.5%-16.8%)	24.9%‡ (20.4%-29.9%)
	No	80.3% (76.4%-83.7%)	90.2%‡ (83.2%-94.5%)	75.1%‡ (70.1%-79.6%)
How often read local or community newspaper	Always/Often	37.7% (33.0%-42.7%)	37.3% (28.8%-46.8%)	38.0% (32.5%-43.7%)
	Sometimes	18.1% (14.3%-22.7%)	17.1%* (10.9%-25.9%)	18.7% (14.2%-24.1%)
	Rarely/Never	44.1% (39.0%-49.3%)	45.5% (36.4%-55.0%)	43.4% (37.4%-49.6%)
Read newspapers other than local newspapers	Yes	36.2% (31.5%-41.3%)	34.2% (25.8%-43.7%)	37.3% (31.7%-43.3%)
	No	63.8% (58.7%-68.5%)	65.8% (56.3%-74.2%)	62.7% (56.7%-68.3%)

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Rural	Urban
How often read local or community magazines or newsletters	Always/Often	29.7% (25.4%-34.4%)	33.9% (25.6%-43.4%)	27.5% (22.8%-32.6%)
	Sometimes	26.5% (22.3%-31.2%)	27.5% (19.9%-36.6%)	26.0% (21.2%-31.5%)
	Rarely/Never	43.8% (38.5%-49.1%)	38.6% (29.7%-48.3%)	46.5% (40.3%-52.9%)
Listen to local or community radio stations	Yes	81.4% (77.3%-84.9%)	81.3% (72.6%-87.8%)	81.4% (76.8%-85.4%)
	No	9.7% (7.2%-12.8%)	8.6%* (4.8%-14.7%)	10.2%* (7.3%-14.2%)
	Don't know/Refused	8.9%* (6.4%-12.3%)	10.1%* (5.3%-18.6%)	8.3%* (5.9%-11.7%)

* High variability results, interpret with caution.

‡ Statistically significant difference between groups based on a 95% confidence interval.

Table 3. Media patterns, by age group, Oxford County, 2016 (continued on next page)

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	18 to 34 years	35 to 64 years	65+ years
Has access to satellite television	Yes	36.9% (32.0%-42.0%)	39.6%* (26.9%-53.9%)	35.3% (29.5%-41.5%)	37.2% (31.0%-43.8%)
	No	63.1% (58.0%-68.0%)	60.4% (46.1%-73.1%)	64.7% (58.5%-70.5%)	62.8% (56.2%-69.0%)
Has access to cable television	Yes	49.7% (44.6%-54.9%)	36.6%* (24.3%-51.0%)	53.1% (46.8%-59.3%)	57.5% (50.9%-63.9%)
	No	50.3% (45.1%-55.4%)	63.4% (49.0%-75.7%)	46.9% (40.7%-53.2%)	42.5% (36.1%-49.1%)
Watch local cable television station	Yes	19.6% (16.2%-23.5%)	**	22.7% (17.9%-28.5%)	27.3% (21.9%-33.4%)
	No	80.4% (76.5%-83.8%)	92.8%‡ (81.8%-97.4%)	77.3% (71.5%-82.1%)	72.7%‡ (66.6%-78.1%)
How often read local or community newspaper	Always/Often	37.6% (32.9%-42.6%)	22.3%*‡ (12.5%-36.5%)	39.1%† (33.1%-45.3%)	52.5%‡† (45.9%-59.0%)
	Sometimes	18.2% (14.4%-22.7%)	25.6%* (15.4%-39.5%)	16.3% (12.1%-21.5%)	13.6%* (9.7%-18.7%)
	Rarely/Never	44.2% (39.1%-49.4%)	52.1% (38.1%-65.7%)	44.7% (38.5%-51.0%)	33.9% (27.9%-40.4%)
Read newspapers other than local newspapers	Yes	36.2% (31.4%-41.2%)	29.5%* (17.9%-44.6%)	36.5% (30.7%-42.7%)	43.1% (36.8%-49.6%)
	No	63.8% (58.8%-68.6%)	70.5% (55.4%-82.1%)	63.5% (57.3%-69.3%)	56.9% (50.4%-63.2%)

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	18 to 34 years	35 to 64 years	65+ years
How often read local or community magazines or newsletters	Always/Often	29.9% (25.5%-34.6%)	**	30.4%‡ (24.9%-36.6%)	44.9%‡ (38.4%-51.6%)
	Sometimes	26.5% (22.2%-31.2%)	17.8%* (9.2%-31.5%)	32.2% (26.6%-38.5%)	23.8% (18.6%-29.9%)
	Rarely/Never	43.7% (38.4%-49.1%)	66.4%‡‡ (51.4%-78.6%)	37.4%† (31.4%-43.8%)	31.3%‡ (25.4%-37.8%)
Listen to local or community radio stations	Yes	81.3% (77.2%-84.9%)	86.0% (72.8%-93.4%)	80.9% (75.5%-85.3%)	76.9% (71.0%-81.9%)
	No	9.7% (7.3%-12.9%)	**	9.0%* (6.0%-13.3%)	14.5% (10.6%-19.4%)
	Don't know/Refused	8.9%* (6.4%-12.3%)	**	10.1%* (6.9%-14.6%)	8.7%* (5.5%-13.4%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡, † Statistically significant difference between groups based on a 95% confidence interval.

Table 4. Newspaper and radio station use, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)
		Overall
Non-local newspapers read (could select more than one)	<i>London Free Press</i>	34.9% (27.7%-42.9%)
	<i>Toronto Star</i>	21.0% (15.6%-27.7%)
	<i>Toronto Sun</i>	13.1%* (7.7%-21.4%)
	<i>Globe & Mail</i>	11.5%* (7.4%-17.5%)
	Internet newspapers (other than those listed here)	11.3%* (6.7%-18.5%)
	<i>Kitchener-Waterloo Record</i>	4.5%* (2.4%-8.4%)
Radio station most often listened to (top 5)	<i>Z103.5</i>	7.5%* (4.8%-11.4%)
	<i>104.7 Heart FM</i>	7.0%* (4.9%-9.8%)
	<i>Easy101</i>	6.5% (4.9%-8.7%)
	<i>CBC</i>	6.4%* (4.5%-8.9%)
	No station in particular	5.6%* (3.5%-8.8%)

* High variability results, interpret with caution.

Table 5. Media patterns, by sex, Oxford County, 2016 (continued on next page)

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Male	Female
Has access to satellite television	Yes	36.6% (31.8%-41.7%)	39.2% (31.6%-47.4%)	34.0% (28.2%-40.4%)
	No	63.4% (58.3%-68.2%)	60.8% (52.6%-68.4%)	66.0% (59.6%-71.8%)
Has access to cable television	Yes	50.1% (44.9%-55.2%)	45.8% (37.9%-54.0%)	54.2% (47.9%-60.5%)
	No	49.9% (44.8%-55.1%)	54.2% (46.0%-62.1%)	45.8% (39.5%-52.1%)
Watch local cable television station	Yes	19.7% (16.3%-23.6%)	17.3% (12.5%-23.5%)	22.0% (17.6%-27.2%)
	No	80.3% (76.4%-83.7%)	82.7% (76.5%-87.5%)	78.0% (72.8%-82.4%)
How often read local or community newspaper	Always/Often	37.7% (33.0%-42.7%)	36.3% (29.0%-44.3%)	39.1% (33.4%-45.2%)
	Sometimes	18.1% (14.3%-22.7%)	16.6%* (11.2%-24.0%)	19.6% (14.8%-25.4%)
	Rarely/Never	44.1% (39.0%-49.3%)	47.1% (39.0%-55.3%)	41.3% (35.2%-47.7%)
Read newspapers other than local newspapers	Yes	36.2% (31.5%-41.3%)	38.1% (30.5%-46.5%)	34.4% (29.0%-40.3%)
	No	63.8% (58.7%-68.5%)	61.9% (53.5%-69.5%)	65.6% (59.7%-71.0%)

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Male	Female
How often read local or community magazines or newsletters	Always/Often	29.7% (25.4%-34.4%)	27.5% (20.9%-35.2%)	32.0% (26.7%-37.7%)
	Sometimes	26.5% (22.3%-31.2%)	26.1% (19.8%-33.7%)	26.9% (21.7%-32.8%)
	Rarely/Never	43.8% (38.5%-49.1%)	46.4% (38.2%-54.8%)	41.1% (34.8%-47.7%)
Listen to local or community radio stations	Yes	81.4% (77.3%-84.9%)	82.4% (75.4%-87.7%)	80.5% (75.4%-84.7%)
	No	9.7% (7.2%-12.8%)	7.3%* (4.2%-12.6%)	11.9% (8.6%-16.3%)
	Don't know/Refused	8.9%* (6.4%-12.3%)	10.3%* (6.3%-16.4%)	7.6%* (5.1%-11.3%)

* High variability results, interpret with caution.

Table 6. Media patterns, by education level, Oxford County, 2016 (continued on next page)

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	< High school	High school or some post- secondary	Post-secondary graduate
Has access to satellite television	Yes	36.7% (31.8%-41.8%)	36.8% (26.9%-48.0%)	36.1% (27.6%-45.5%)	37.0% (30.4%-44.2%)
	No	63.3% (58.2%-68.2%)	63.2% (52.0%-73.1%)	63.9% (54.5%-72.4%)	63.0% (55.8%-69.6%)
Has access to cable television	Yes	50.1% (45.0%-55.3%)	53.5% (42.2%-64.4%)	53.5% (44.1%-62.6%)	46.9% (40.0%-53.9%)
	No	49.9% (44.7%-55.0%)	46.5% (35.6%-57.8%)	46.5% (37.4%-55.9%)	53.1% (46.1%-60.0%)
Watch local cable television station	Yes	19.5% (16.1%-23.5%)	27.4%* (18.2%-39.1%)	20.4% (14.6%-27.7%)	16.9% (12.7%-22.2%)
	No	80.5% (76.5%-83.9%)	72.6% (60.9%-81.8%)	79.6% (72.3%-85.4%)	83.1% (77.8%-87.3%)
How often read local or community newspaper	Always/Often	37.3% (32.6%-42.2%)	41.7% (31.1%-53.1%)	33.9% (26.2%-42.6%)	38.6% (32.0%-45.6%)
	Sometimes	18.3% (14.5%-22.8%)	10.4%* (5.4%-19.0%)	17.2%* (10.8%-26.2%)	21.1% (15.8%-27.6%)
	Rarely/Never	44.4% (39.3%-49.7%)	48.0% (36.8%-59.3%)	48.9% (39.7%-58.3%)	40.4% (33.6%-47.5%)
Read newspapers other than local newspapers	Yes	35.9% (31.2%-41.0%)	29.4%* (20.3%-40.6%)	38.5% (29.8%-48.0%)	35.7% (29.4%-42.6%)
	No	64.1% (59.0%-68.8%)	70.6% (59.4%-79.7%)	61.5% (52.0%-70.2%)	64.3% (57.4%-70.6%)

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	< High school	High school or some post- secondary	Post-secondary graduate
How often read local or community magazines or newsletters	Always/Often	29.7% (25.4%-34.4%)	29.4%* (20.2%-40.6%)	29.2% (21.6%-38.2%)	30.2% (24.4%-36.6%)
	Sometimes	26.5% (22.2%-31.2%)	25.4%* (17.0%-36.2%)	28.3% (20.8%-37.2%)	25.5% (19.8%-32.1%)
	Rarely/Never	43.8% (38.6%-49.2%)	45.2% (34.2%-56.7%)	42.5% (33.2%-52.4%)	44.4% (37.2%-51.9%)
Listen to local or community radio stations	Yes	81.6% (77.4%-85.1%)	73.4% (62.8%-81.9%)	84.6% (77.6%-89.7%)	81.5% (75.2%-86.5%)
	No	9.7% (7.2%-12.9%)	13.1%* (7.6%-21.6%)	10.8%* (6.4%-17.6%)	8.0%* (5.1%-12.3%)
	Don't know/Refused	8.8%* (6.3%-12.1%)	13.5%* (7.5%-23.2%)	4.6%* (2.5%-8.4%)	10.5%* (6.5%-16.4%)

* High variability results, interpret with caution.

Appendix B: Internet and Website Use Tables

Table 1. Internet and website use, by sex, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Male	Female
Use the internet	Yes	82.3% (78.8%-85.4%)	80.9% (74.8%-85.8%)	83.7% (79.8%-87.0%)
	No	17.7% (14.6%-21.2%)	19.1% (14.2%-25.2%)	16.3% (13.0%-20.2%)
Use the internet to access health-related information	Yes	64.2% (59.1%-68.9%)	55.3%‡ (47.0%-63.4%)	72.5%‡ (67.1%-77.2%)
	No	35.8% (31.1%-40.9%)	44.7%‡ (36.6%-53.0%)	27.5%‡ (22.8%-32.9%)
Ever connected to Oxford County's website	Yes	28.2% (23.6%-33.3%)	23.8% (17.2%-31.9%)	32.3% (26.4%-38.8%)
	No	71.8% (66.7%-76.4%)	76.2% (68.1%-82.8%)	67.7% (61.2%-73.6%)

‡ Statistically significant difference between groups based on a 95% confidence interval.

Table 2. Internet and website use, by age group, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	18 to 34 years	35 to 64 years	65+ years
Use the internet	Yes	82.5% (79.0%-85.6%)	97.3%‡ (83.4%-99.6%)	86.4%† (81.4%-90.2%)	56.6%‡† (50.0%-62.9%)
	No	17.5% (14.4%-21.0%)	**	13.6%*‡ (9.8%-18.6%)	43.4%‡ (37.1%-50.0%)
Use the internet to access health-related information	Yes	64.3% (59.2%-69.1%)	69.3%‡ (54.0%-81.2%)	73.7%† (67.7%-79.0%)	38.1%‡† (32.0%-44.6%)
	No	35.7% (30.9%-40.8%)	30.7%*‡ (18.8%-46.0%)	26.3%† (21.0%-32.3%)	61.9%‡† (55.4%-68.0%)
Ever connected to Oxford County's website	Yes	28.4% (23.8%-33.5%)	39.9%*‡ (27.1%-54.1%)	30.2%† (24.8%-36.4%)	11.4%*‡† (7.8%-16.3%)
	No	71.6% (66.5%-76.2%)	60.1%‡ (45.9%-72.9%)	69.8%† (63.6%-75.2%)	88.6%‡† (83.7%-92.2%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡, † Statistically significant difference between groups based on a 95% confidence interval.

Table 3. Internet and website use, by household income, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)					
		Overall	<\$40K	\$40K to < \$70K	\$70K to < \$100K	\$100K +	Don't know/ Refused
Use the internet	Yes	82.3% (78.8%-85.4%)	60.6%††§ (48.0%-72.0%)	81.8%† (72.9%-88.2%)	91.8%† (83.1%-96.2%)	96.5%§ (91.2%-98.6%)	76.1% (68.8%-82.1%)
	No	17.7% (14.6%-21.2%)	39.4%‡ (28.0%-52.0%)	18.2%*‡ (11.8%-27.1%)	**	**	23.9% (17.9%-31.2%)
Use the internet to access health- related information	Yes	64.2% (59.1%-68.9%)	37.7%*††§ (26.2%-50.8%)	67.8%‡ (57.2%-76.8%)	82.2%† (71.1%-89.7%)	85.5%§ (75.9%-91.7%)	50.1% (41.0%-59.2%)
	No	35.8% (31.1%-40.9%)	62.3%††§ (49.2%-73.8%)	32.2%‡ (23.2%-42.8%)	17.8%*† (10.3%-28.9%)	14.5%*§ (8.3%-24.1%)	49.9% (40.8%-59.0%)
Ever connected to Oxford County's website	Yes	28.2% (23.6%-33.3%)	**	28.8%* (19.1%-40.8%)	47.8% (34.5%-61.5%)	36.6% (26.6%-47.8%)	21.1%* (14.0%-30.4%)
	No	71.8% (66.7%-76.4%)	90.5%†† (80.9%-95.6%)	71.2% (59.2%-80.9%)	52.2%‡ (38.5%-65.5%)	63.4%† (52.2%-73.4)	78.9% (69.6%-86.0%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡, †, §, || Statistically significant difference between groups based on a 95% confidence interval.

Table 4. Internet and website use, by education level, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	< High school	High school or some post- secondary	Post-secondary graduate
Use the internet	Yes	82.6% (79.1%-85.6%)	49.5%†† (38.4%-60.7%)	79.2%†§ (72.0%-84.9%)	93.5%†§ (90.3%-95.7%)
	No	17.4% (14.4%-20.9%)	50.5%†† (39.3%-61.6%)	20.8%†§ (15.1%-28.0%)	6.5%*†§ (4.3%-9.7%)
Use the internet to access health-related information	Yes	64.5% (59.4%-69.2%)	29.9%*†† (20.6%-41.2%)	52.6%†§ (43.2%-61.8%)	81.4%†§ (75.7%-86.1%)
	No	35.5% (30.8%-40.6%)	70.1%†† (58.8%-79.4%)	47.4%†§ (38.2%-56.8%)	18.6%†§ (13.9%-24.3%)
Ever connected to Oxford County's website	Yes	28.4% (23.8%-33.5%)	**	16.9%*† (11.2%-24.9%)	41.9%† (34.8%-49.2%)
	No	71.6% (66.5%-76.2%)	93.7% (86.2%-97.3%)	83.1%† (75.1%-88.8%)	58.1%† (50.8%-65.2%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

†, †, § Statistically significant difference between groups based on a 95% confidence interval.

Table 5. Internet and website use, by rural or urban residence, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Rural	Urban
Use the internet	Yes	82.3% (78.8%-85.4%)	84.4% (78.4%-89.0%)	81.2% (76.8%-85.0%)
	No	17.7% (14.6%-21.2%)	15.6% (11.0%-21.6%)	18.8% (15.0%-23.2%)
Use the internet to access health-related information	Yes	64.2% (59.1%-68.9%)	63.9% (54.3%-72.5%)	64.3% (58.4%-69.8%)
	No	35.8% (31.1%-40.9%)	36.1% (27.5%-45.7%)	35.7% (30.2%-41.6%)
Ever connected to Oxford County's website	Yes	28.2% (23.6%-33.3%)	29.8% (21.6%-39.5%)	27.3% (22.1%-33.3%)
	No	71.8% (66.7%-76.4%)	70.2% (60.5%-78.4%)	72.7% (66.7%-77.9%)

Appendix C: Social Media Tables

Table 1. Social media use, by sex, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Male	Female
Use social media	Yes	62.2% (57.4%-66.8%)	55.5%‡ (47.5%-63.2%)	68.7%‡ (63.4%-73.7%)
	No	37.8% (33.2%-42.6%)	44.5%‡ (36.8%-52.5%)	31.3%‡ (26.3%-36.6%)
Use social media every day or most days	Yes	60.5% (54.9%-65.9%)	55.5% (45.8%-64.7%)	64.8% (58.3%-70.8%)
	No	39.5% (34.1%-45.1%)	44.5% (35.3%-54.2%)	35.2% (29.2%-41.7%)
Use social media to look for health-related information	Yes	21.3% (17.1%-26.2%)	10.6%*‡ (6.6%-16.5%)	30.5%‡ (24.2%-37.5%)
	No	78.7% (73.8%-82.9%)	89.4%‡ (83.5%-93.4%)	69.5%‡ (62.5%-75.8%)
Use social media to share health-related information	Yes	25.3% (20.4%-30.9%)	14.3%*‡ (8.5%-23.2%)	34.7%‡ (28.1%-41.9%)
	No	74.7% (69.1%-79.6%)	85.7%‡ (76.8%-91.5%)	65.3%‡ (58.1%-71.9%)

* High variability results, interpret with caution.

‡ Statistically significant difference between groups based on a 95% confidence interval.

Table 2. Types of social media used, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)
Types of social media used (could select more than one)		Overall
	Facebook	68.5% (63.4%-73.2%)
	YouTube	59.9% (54.4%-65.3%)
	Pinterest	36.8% (31.4%-42.7%)
	Twitter	15.2% (11.0%-20.5%)
	Blogs	8.4%* (5.7%-12.2%)
Other	26.8% (21.3%-33.3%)	

* High variability results, interpret with caution.

“Other” included responses such as Instagram, Snapchat and LinkedIn.

Table 3. Social media use, by age group, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	18 to 34 years	35 to 64 years	65+ years
Use social media	Yes	62.7% (57.9%-67.2%)	89.0% ^{††} (75.7%-95.5%)	65.5% ^{†§} (59.2%-71.2%)	25.4% ^{†§} (20.2%-31.5%)
	No	37.3% (32.8%-42.1%)	**	34.5% [†] (28.8%-40.8%)	74.6% [†] (68.5%-79.8%)
Use social media every day or most days	Yes	60.7% (55.1%-66.1%)	81.5% ^{††} (67.4%-90.4%)	59.6% ^{†§} (52.5%-66.3%)	31.3% ^{†§} (24.6%-38.9%)
	No	39.3% (33.9%-44.9%)	18.5% ^{*††} (9.6%-32.6%)	40.4% ^{†§} (33.7%-47.5%)	68.7% ^{†§} (61.1%-75.4%)
Use social media to look for health-related information	Yes	21.4% (17.2%-26.3%)	21.3% [*] (12.4%-34.0%)	25.2% [†] (19.7%-31.6%)	11.9% ^{*†} (7.7%-17.9%)
	No	78.6% (73.7%-82.8%)	78.7% (66.0%-87.6%)	74.8% [†] (68.4%-80.3%)	88.1% [†] (82.1%-92.3%)
Use social media to share health-related information	Yes	25.3% (20.4%-30.9%)	36.5% ^{*†} (24.1%-51.0%)	24.5% [†] (19.1%-30.8%)	10.3% ^{*††} (6.5%-15.9%)
	No	74.6% (69.0%-79.5%)	63.5% [†] (49.0%-75.9%)	75.5% [†] (69.2%-80.9%)	89.7% ^{††} (84.1%-93.5%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

†, †, § Statistically significant difference between groups based on a 95% confidence interval.

Table 4. Social media use, by household income, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)					
		Overall	<\$40K	\$40K to < \$70K	\$70K to < \$100K	\$100K +	Don't know/ Refused
Use social media	Yes	62.2% (57.4%-66.8%)	38.0%*†† (25.5%-52.3%)	62.4% (51.7%-72.0%)	57.9% (44.2%-70.4%)	77.4%‡ (67.2%-85.1%)	60.8%† (52.4%-68.7%)
	No	37.8% (33.2%-42.6%)	62.0%†† (47.7%-74.5%)	37.6% (28.0%-48.3%)	42.1% (29.6%-55.8%)	22.6%*‡ (14.9%-32.8%)	39.2%† (31.3%-47.6%)
Use social media every day or most days	Yes	60.5% (54.9%-65.9%)	35.9%*†† (22.0%-52.8%)	66.3%‡ (53.9%-76.8%)	57.1% (41.2%-71.7%)	76.0%†§ (65.6%-84.0%)	55.8%§ (45.6%-65.5%)
	No	39.5% (34.1%-45.1%)	64.1%†† (47.2%-78.0%)	33.7%*‡ (23.2%-46.1%)	42.9%* (28.3%-58.8%)	24.0%*†§ (16.0%-34.4%)	44.2%§ (34.5%-54.4%)
Use social media to look for health-related information	Yes	21.3% (17.1%-26.2%)	**	28.7%* (18.4%-41.8%)	35.6%* (21.7%-52.3%)	23.0%* (14.8%-33.9%)	16.0%* (10.3%-24.0%)
	No	78.7% (73.8%-82.9%)	89.7%‡ (78.7%-95.3%)	71.3% (58.2%-81.6%)	64.4%‡ (47.7%-78.3%)	77.0% (66.1%-85.2%)	84.0% (76.0%-89.7%)
Use social media to share health-related information	Yes	25.3% (20.4%-30.9%)	**	29.5%* (18.7%-43.2%)	29.1%* (16.7%-45.8%)	29.6%* (19.8%-41.7%)	23.7%* (15.8%-34.0%)
	No	74.7% (69.1%-79.6%)	89.5% (77.9%-95.4%)	70.5% (56.8%-81.3%)	70.9% (54.2%-83.3%)	70.4% (58.3%-80.2%)	76.3% (66.0%-84.2%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡, †, § Statistically significant difference between groups based on a 95% confidence interval.

Table 5. Social media use, by education level, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)			
		Overall	< High school	High school or some post- secondary	Post-secondary graduate
Use social media	Yes	62.5% (57.7%-67.1%)	24.8%*‡† (15.9%-36.5%)	60.7%‡ (52.0%-68.7%)	73.5%† (67.0%-79.0%)
	No	37.5% (32.9%-42.3%)	75.2%‡† (63.5%-84.1%)	39.3%‡ (31.3%-48.0%)	26.5%† (21.0%-33.0%)
Use social media every day or most days	Yes	61.0% (55.3%-66.4%)	26.7%*‡† (16.3%-40.6%)	60.6%‡ (50.1%-70.1%)	69.6%† (62.1%-76.2%)
	No	39.0% (33.6%-44.7%)	73.3%‡† (59.4%-83.7%)	39.4%‡ (29.9%-49.9%)	30.4%† (23.8%-37.9%)
Use social media to look for health-related information	Yes	21.5% (17.2%-26.4%)	**	17.3%* (11.1%-25.8%)	26.4% (20.2%-33.7%)
	No	78.5% (73.6%-82.8%)	86.4% (72.8%-93.7%)	82.7% (74.2%-88.9%)	73.6% (66.3%-79.8%)
Use social media to share health-related information	Yes	25.2% (20.3%-30.8%)	**	20.9%* (13.4%-31.0%)	30.9% (23.9%-38.9%)
	No	74.8% (69.2%-79.7%)	85.6% (71.7%-93.3%)	79.1% (69.0%-86.6%)	69.1% (61.1%-76.1%)

* High variability results, interpret with caution.

** Extremely high variability results, data suppressed.

‡, † Statistically significant difference between groups based on a 95% confidence interval.

Table 6. Social media use, by rural or urban residence, Oxford County, 2016

Indicator	Responses	Per cent of residents (95% CI)		
		Overall	Rural	Urban
Use social media	Yes	62.2% (57.4%-66.8%)	67.0% (58.2%-74.7%)	59.7% (53.9%-65.2%)
	No	37.8% (33.2%-42.6%)	33.0% (25.3%-41.8%)	40.3% (34.8%-46.1%)
Use social media every day or most days	Yes	60.5% (54.9%-65.9%)	65.3% (55.8%-73.8%)	57.9% (50.9%-64.5%)
	No	39.5% (34.1%-45.1%)	34.7% (26.2%-44.2%)	42.1% (35.5%-49.1%)
Use social media to look for health-related information	Yes	21.3% (17.1%-26.2%)	18.8%* (12.6%-27.1%)	22.7% (17.4%-29.0%)
	No	78.7% (73.8%-82.9%)	81.2% (72.9%-87.4%)	77.3% (71.0%-82.6%)
Use social media to share health-related information	Yes	25.3% (20.4%-30.9%)	25.0%* (17.3%-34.7%)	25.4% (19.5%-32.5%)
	No	74.7% (69.1%-79.6%)	75.0% (65.3%-82.7%)	74.6% (67.5%-80.5%)

* High variability results, interpret with caution.

Data Notes

Definitions

Rural versus Urban Comparisons: Results are presented for Oxford County as a whole, and where possible, reported by whether the resident lives in a 'rural' or 'urban' area within the County. Although there are a mixture of rural and (sub)urban areas even within the municipalities, for the purposes of this report, they were subdivided as follows:

1. **Rural:** Zorra, East Zorra-Tavistock, Blandford-Blenheim, Norwich and South-West Oxford.
2. **Urban:** Woodstock, Ingersoll and Tillsonburg.

Methods

The 2016 Oxford Health Matters Survey (OHMS) was conducted for Oxford County Public Health by the Institute for Social Research (ISR) at York University. The purpose of the survey was to collect data to help shape public health programs in new and emerging areas based on the needs and concerns of the community. The survey interviewed by telephone a total of 550 randomly selected households from September to December 2016 with Oxford County residents aged 18 years or older. This resulted in an overall response rate of 44%, which is comparable to other recent Canadian health surveys. If the household included a person aged 18-30 years old, they were selected to answer the survey to increase the number of young people in the sample, as they are typically harder to reach with this type of survey. Otherwise, the person with the first birthday in the household was asked to complete the survey. The number of responses for various questions may not total 550 due to survey skip patterns and differing amounts of non-response to each question. Responses to questions relevant to individuals are weighted by age and sex to adjust for fewer males and younger individuals completing the survey. This weighting allows the sample to more closely represent the population of Oxford County.

Confidence Intervals

The per cents in brackets that follow each per cent estimate in the tables are the confidence intervals (CIs). Each estimate is based on the survey sample, and a CI is a range of values that describes the uncertainty surrounding an estimate.⁹ The 95% CI shows a range of values that have a 95% chance of including the true estimate in the population if the survey was repeated. The larger a 95% CI, the more caution should be used when using the estimate. In graphs, the 95% CI is shown by an error bar. Error bars and CIs that don't overlap show statistically significant differences between groups (e.g., when comparing males and females). Statistically significant results indicate the finding is unlikely to be due to chance alone.

Variability

Throughout the report, some numbers may be suppressed because they are unstable due to high variability, as measured by the coefficient of variation (CV). The CV indicates how precise an estimate is. Higher CVs indicate more variability, which often occurs when there is a small sample size. When the CV is between 16.6 and 33.3, the estimate should be interpreted with caution because of high variability. In tables, this is shown with an asterisk (*). Estimates with a CV of 33.3 or more are not reportable and the estimates are replaced with double asterisks (**). Estimates may also not be reportable if they are based on an unweighted denominator of less than 30 or a numerator of less than 5.

Missing Responses

“Don't know” and “Refused” responses are usually removed from the analysis, unless they account for over 5% of the responses. Then they are included as a separate category. Responses are self-reported and may be subject to recall bias (trouble remembering) and social desirability bias (answering in the “expected” or socially acceptable way).

References

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