

Mayo Clinic Medical Edge

Title: Mayo, Medicine & Social Media – Date: October 24, 2013

Intro: The reach of social media cannot be denied. That is certainly true when it comes to raising public awareness about medical challenges and solutions. In fact, this week Mayo Clinic invited doctors, researchers, patients and caregivers to explore the possibilities at a social media summit. Here’s Dennis Douda for the Mayo Clinic News Network.

Video

Audio

Total running time [est. 1:40]	// NATS
TRACK – 1 Dennis Douda speaking CG: Mayo Clinic Rochester, MN	There is a growing respect for the potential of Social Media to raise awareness of public health issues. So much so, that Mayo Clinic even hosted a Social Media summit to help multi-media groups and online content providers responsibly share content - more effectively.
/// NATS (Pamela on guest panel)	/// NATS (Pamela)
TRACK – 2 Dennis Douda speaking	Pamela Tom was a special guest. Her own, very successful multi-media campaign was inspired two years ago .. out of the struggle her husband Jeff went through trying to find out what was making him sick.
	/// NATS “... had a lump in my throat and it was hard to swallow.”
CG: Pamela Tom Founder, HPVANDME.ORG	“They put a scope down his throat and said you have a very large tumor, took a biopsy and a day or two later we had the results that it was cancer.”
TRACK – 3 Dennis Douda speaking	The diagnosis - oropharyngeal cancer.. specifically HPV throat cancer. It’s caused by Human Papillomavirus, the same sexually transmitted virus believed to cause 75% of cervical cancer cases in women.
Pamela Tom speaking	“What is HPV? How do I get it?”
TRACK – 4 Dennis Douda speaking	A journalist by trade, Pamela had a lot of questions and knew others would too. So, she founded the non-profit organization - HPV & Me. She launched a website, Facebook & YouTube pages and a Twitter account to share what she learned.
Pamela On-Camera	“I thought, why aren’t people talking about this. Why aren’t people screaming about this? Well, I’m gonna start talking about it. So, that’s what I’m doing.”

TRACK – 5 Dennis Douda speaking	Her passion now - is engaging these high-tech, grass roots communities.
Pamela Tom speaking	“I want to use social media to reach out to parent organizations so they’ll know about the CDC’s recommendations to vaccinate their children, both girls and boys.”
TRACK – 6 Dennis Douda speaking	Mayo Clinic Pediatrician and vaccination expert Dr. Robert Jacobson applauds Pamela’s efforts to educate reluctant parents.
GC: Dr. Robert Jacobson Mayo Clinic Pediatrician	“They’re concerned that their children aren’t at risk for the disease and don’t need this vaccine, when in fact 80% of Americans will eventually suffer this infection.”
TRACK – 7 Dennis Douda speaking	Pamela says social media could even change the course of this disease.
Pamela Tom speaking	“I wonder where it where it will go next and how many more people I can reach.”
TRACK – 8 Dennis Douda speaking	TRAK -6 For the Mayo Clinic News Network, I’m Dennis Douda.

Anchor tag: A study by the American Society of Clinical Oncologists projects that by the year 2020, the number of HPV throat cancers in middle-aged, non-smoking men will surpass the rate of cervical cancer cases in women. Pamela’s website can be found at H-P-V-AND-ME – dot-org. (www.hpvandme.org)

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