
Contact dermatitis awareness and education through the use of online platforms

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Background: Social media has become a popular means for raising awareness and providing education. Over the last several years, these modalities have been used more than ever by healthcare providers to increase networking opportunities, promote healthcare organizations, and engage with patients, caregivers, and students.

Purpose: To measure the influence of evidence-based and interactive quizzes dispersed through social media sites.

Methods: The interactive feedback quizzes are an open-access de-identified interface developed using evidence-based literature and an online quiz-maker program. Seventeen quizzes covering 15 different contact allergens were circulated across a number of online platforms. Collected data was then analyzed by topic, geographic location, and score percentage.

Results: Over 2,309 participants from across the country and world contributed to the 54,596 total responses. The highest number of responses was from the ‘nickel savvy quiz’ with 601 responses. ‘Topical steroid withdrawal quiz’ had the lowest number of participants at only 35 responses but had the highest percentage correct at 89.7%.

Participants were from 6 different continents with the majority of responses from North America, Europe, and Australia.

Discussion: The trends in quiz popularity align with the rankings from the most recently reported prevalence rates from the North American Contact Dermatitis Group (NACDG). This suggests a potential bias in which those with the disease have a higher likelihood of engaging and participating in that particular quiz. Additionally, the worldwide distribution of responses coincides with international internet utilization rates.

Conclusion: Data from the contact allergen interactive feedback quizzes supports the ability of social media to successfully connect people across the world. These can be an effective tool to increase education and raise awareness regarding contact dermatitis.

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