Comprehensive Research Experience for Medical Students (CREMS)

2022 Supervisor and Project Information Form

Please complete and return via email ONLY to crems.programs@utoronto.ca by February 18, 2022.

Supervisor Information

NOTE: CREMS will not support pre-determined pairings of students and supervisors. Supervisors must agree to open their projects to all students and interview all that are interested.

Name: Tali Bogler
Email: Tali.bogler@unityhealth.to

Department: Family & Community Medicine
Hospital/Research Institution: St. Michael’s Hospital/Li Ka Shing Knowledge Institute

SGS Department(s) (if applicable): Click or tap here to enter text.

ORCID ID (see https://orcid.org/ – if you do not have an ORCID ID we encourage you to sign up for one):
0000-0001-5545-9247

Location of Work:
St. Michael’s Hospital/ Remote

Field of Research (up to 4 keywords):
Women’s Health, Knowledge Translation

Student contact time (number of hours per week YOU are available to the student for any concerns or to review progress):
I consistently make myself available, approximately ~35 hrs/week.
**Project Information**

**NOTE:** If this project is selected, this information will be posted on CREMS website for interested student applicants to view research opportunities.

**PROJECT TITLE:**

The effectiveness of a social media tool in disseminating knowledge and combating misinformation about reproductive and women’s health during the COVID-19 pandemic and beyond

**PROJECT DESCRIPTION:**

Including background, aim(s), method(s) and significance of the project. **Maximum 300 words.**

*We use the term women in its inclusionary form to include trans and non-binary women*

During the pandemic, access to women’s health services was almost immediately interrupted (e.g., cervical cancer screening) or disrupted (e.g., decreased frequency of in-person prenatal visits). This was the motivating force behind “@PandemicPregnancyGuide (PPG)” - a virtual health education resource, launched in April 2020, by a team of clinicians at St. Michael’s Hospital. PPG provides free, evidence-based, and accessible perinatal and women’s health information and has fostered a virtual community for expecting families during the COVID-19 pandemic. The account has grown to over **43,700** followers from across Canada and beyond. Our rapidly growing community reflects our success; however moving forward, we hope to formally understand how and why individuals use PPG; this information is critical to increase dissemination and uptake of women’s health resources, and ultimately help address disparities worsened by the pandemic.

**Aims:**

1. Describe the user demographics (e.g., geography, age groups, income) using social media analytics and a demographic questionnaire.
2. Establish the types of content PPG users find most helpful and whether this information informed health decisions (e.g. vaccine uptake in pregnancy).
3. Identify key concerns and priorities of PPG users to guide the development and delivery of responsive and informed women's health knowledge translation on PPG.

This is a mixed methods study. The quantitative component is composed of a cross-sectional survey, including questions on PPG user demographics, how individuals consume health information, and their health concerns during the recovery and post-pandemic phase. The qualitative component is composed of focus group discussions to augment the findings of the study by contextualizing them in the lived experience of pregnant and postpartum individuals.
The findings of this study will guide the development and delivery of responsive and informed online knowledge translation tools for perinatal and women’s health during the recovery and post-pandemic phase, and in future public health emergencies.

Is this project remote-capable (in case of new restrictions) or have an alternative remote option?
☒ Yes, remote capable ☐ No
☐ Yes, alternate remote option. Please specify (100 words max): Click or tap here to enter text.

If human subjects are involved, have the appropriate Research Ethics Board approvals been obtained?
☐ Yes ☒ No ☐ Not Applicable
If yes, please list the application submission date:

Do you expect this work will be published?
☒ Yes ☐ No ☐ Uncertain / Other
Research Environment and Student Roles and Responsibilities

Please be specific as possible. Please describe the research environment, including availability of required facilities/equipment/expertise, supervisor’s experience and mentorship plans. Please clearly outline the student role(s) and responsibilities related to the project, potential educational value, and indicate who will serve as the student’s direct report for daily oversight (PI, PHD student, technician, etc.). **Maximum 300 words.**

The prospective student will report directly to Dr. Tali Bogler, MD, CCFP, MScCH (PI) for daily oversight. Dr. Bogler is an Academic Family Physician and family medicine obstetrics provider at St. Michael’s Hospital in Toronto, Assistant Professor at the University of Toronto, and Investigator at Li Ka Shing Knowledge Institute. Dr. Bogler co-founded Pandemic Pregnancy Guide in 2020 and was the PI on a recent cross-sectional survey that investigated key concerns among pregnant individuals during the pandemic, published in *Canadian Family Physician*. Dr. Bogler will mentor the prospective student on all aspects of the research project, career opportunities in women’s health, and skills needed for effective science communication and advocacy. Our team will be collaborating with the Knowledge Translation Program at Li Ka Shing Knowledge Institute and therefore the student will have mentorship from their expertise as well.

The specific responsibilities of the student include (1) developing and distributing the questionnaire detailed above, (2) assisting with focus group interviews (i.e., helping host the discussion and analyzing transcripts), (3) contributing to the quantitative and qualitative data analysis, (4) assisting in the write up of the study for publication.

In addition, the prospective student will be a part of the rich and diverse PPG team, which includes medical students across all years of the program, an MD/PhD student, and two additional staff physicians, Dr. Eliane Shore and Dr. Sheila Wijayasignhe, with expertise in Obstetrics and Gynecology and Family Medicine. The prospective student will receive both peer-peer mentorship as well as guidance from the experienced staff physicians. There will also be opportunities to interact and network with a variety of specialists in related fields and potentially an opportunity to shadow clinically (COVID-19 pending).