Public Health and Epidemiology Informatics

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Summary

Objectives: To summarize current research in the field of Public Health and Epidemiology Informatics.

Methods: The complete 2016 literature concerning public health and epidemiology informatics has been searched in PubMed and Web of Science, and the returned references were reviewed by the two section editors to select 14 candidate best papers. These papers were then peer-reviewed by external reviewers to allow the editorial team an enlightened selection of the best papers.

Results: Among the 829 references retrieved from PubMed and Web of Science, three were finally selected as best papers. The first one compares Google, Twitter, and Wikipedia as tools for Influenza surveillance. The second paper presents a Geographic Knowledge-Based Model for mapping suitable areas for Rift Valley fever transmission in Eastern Africa. The last paper evaluates the factors associated with the visit of Facebook pages devoted to Public Health Communication.

Conclusions: Surveillance is still a productive topic in public health informatics but other very important topics in public health are appearing.

Keywords

Public health; epidemiology; medical informatics; International Medical Informatics Association; health information systems

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Introduction

Public Health Informatics is the systematic application of information and computer sciences to public health practice, research, and learning, as it has been quoted in the Medical Subject Heading information since 2013. A new section on this specific topic has been integrated in the IMIA Yearbook in 2015. An overview of the area covered by Public Health Informatics is presented in the Dixon et al. paper [1]. In 2016, the term Precision Public Health started to appear in several publications [2, 3]. In parallel to precision medicine, it is concerned with providing the right intervention to the right population at the right time [2]. The idea is to take advantage of the development of technologies including health information technology to improve the assessment of population health and prevention interventions and policies. Surveillance of epidemics and community health issues are obvious examples that are pinpointed in publications [2, 3]. New technologies and big data should help accelerate the detection of epidemics in a timely and accurate manner by accessing laboratory, satellite, and phone data, tracking population movements, and integrating all data for making more precise estimations. Modelling the risk of epidemics in well-defined areas could help in targeting interventions for preventing epidemics. Hence, although public health informatics covers a large spectrum of applications, the surveillance of epidemics using recently available web-based and other tools, that could be referred to as precision epidemiology or digital epidemiology, constitutes a recurrent topic in the literature. In addition, numerous papers have been published and present methods to optimize and analyze internet data for various infectious agents, as it is done with Google flu 1. This “classical epidemiology of infectious disease” using new digital tools should eventually be useful for public agencies and for the surveillance of other diseases. But public health informatics is covering many other areas of research including communication. Using newly available tools and especially web-based ones should be of benefit to the public health informatics community.

Paper Selection

A comprehensive literature search was performed using two bibliographic databases, Pubmed/Medline (from NCBI, National Center for Biotechnology Information), and Web of Science® (from Thomson Reuters). The papers had to be journal articles, excluding all other kinds of papers (such as comments, letters, case reports, etc.), written in English, and having an abstract. The following keywords were selected for the query: public health informatics or at least one of “public health, epidemiology, disease outbreaks, registries, epidemiologic study characteristics, epidemiological monitoring, population surveillance, public health surveillance, sentinel surveillance, public health practice, organizational policy, planning techniques”, and at least one of “medical records systems, computerized, computing methodologies, signal processing, computer-assisted, mathematical computing, computer simulation, expert systems, fuzzy logic, knowledge bases, neural

1 https://www.google.org/flutrends/about/
networks (computer), medical informatics, medical informatics computing, medical informatics applications, decision support techniques, community networks, databases as Topic, information dissemination, health information systems” or “techniques such as Fourier, cyclic analysis, neural networks, data sources as Internet, social network, knowledge bases, computerized medical record system, and telemedicine”.

The search was targeted at public health and epidemiology papers that involve computer science or the massive amount of web-generated data. References addressing topics of other sections of the Yearbook, such as those related to interoperability between data providers or clinical research were excluded from our search. The study was performed at the beginning of January 2017, covering the year 2016. A total of 807 references were returned.

Articles were separately reviewed by the two section editors, and were first classified into three categories: “keep”, “discard”, or “leave pending”. Then, the two lists of references were merged, yielding 73 references that were retained by at least one reviewer or classified as “leave pending” by both of them. The two section editors jointly reviewed the 73 references and drafted a consensual list of 14 candidate best papers. All pre-selected 14 papers were then peer-reviewed by editors and external reviewers (at least four reviewers per paper). Three papers were finally selected as best papers (Table 1). A content summary of these selected papers can be found in the appendix of this synopsis. Lamy, et al., [4] describe the entire selection process.

### Outlook and Conclusion

A substantial number of short-listed papers were about digital surveillance of infectious diseases. Several compared the sources of information among Google, Twitter, and Wikipedia [5-9] for various infectious diseases such as Middle East Respiratory Syndrome Coronavirus (MERS-CoV) in Korea, bubonic plague outbreak in Madagascar, chicken pox caused by varicella zoster virus (VZV), and Influenza in United States. Of note, one work presented an open-source system gathering tweets on symptoms associated with influenza-like illness (ILI) [8], and another used Twitter for avian influenza risk surveillance [9]. The work performed by Sharpe et al., is very well done and particularly interesting because it adds an unconventional source of information: the accesses to Wikipedia pages on Influenza [5]. In addition to the objective of detecting outbreaks as early as possible, the same approaches could be applied to look at the impact of vaccination programs [10]. Besides web-based data, information extracted from cloud-based electronic health record (EHR) databases can also be used for real-time surveillance of influenza-like illnesses [11]. In the past, it was not possible to use medical records for tracking epidemics because of the time lag due to the availability of data. Today, the easy access to EHRs makes their use for real time surveillance possible.

Another example of digital surveillance is active surveillance using short message service (SMS), or text messages, as described by Caceres et al., [12] in the context of the recent Ebola epidemics for daily reporting of zero cases. They have shown that such surveillance was feasible and may be rapidly implemented even in low resource countries.

Surveillance of infectious diseases is also performed through geographic information systems (GIS). Tran et al., [13] present an adaptation of a geographic knowledge-based method [14] to identify areas for Rift Valley fever transmission in Eastern Africa. Allen et al., found a statistically significant correlation between influenza outbreaks using the social media platform Twitter and techniques from GIS for the thirty most populated cities in the United States during the 2013–2014 influenza season, compared with national, regional, and local influenza outbreak reports [15]. A visual analytics GIS-based decision support system for early infectious diseases outbreak detection was applied in Pakistan, using real-time streaming data from emergency departments [16].

GISs are also used for chronic diseases as Laranjo et al., demonstrate for type 2 diabetes [17]. Akil et al., used GISs to show that geographic location besides socioeconomic status may contribute to the high rates of Salmonella in Mississippi [18].

Besides surveillance, a paper about communication has been selected as one of this year best paper [19]. This study aims at identifying the features of Facebook posts that are associated with higher user engagement on Australian public health organizations’ Facebook pages.

### Acknowledgements

We would like to thank all external reviewers for their participation in the selection process of the best papers for the Public Health and Epidemiology Informatics section of the IMIA Yearbook.

### References

Appendix: Content Summaries of Selected Best Papers for the 2017 IMIA Yearbook, Section ‘Public Health and Epidemiology Informatics’

Kite J, Foley BC, Grunseth AC, Freeman B
Please Like Me: Facebook and Public Health Communication

PLoS One 2016;11(9)

This study aimed at reviewing the use of Facebook by Australian public health organisations to identify features of posting activity that are associated with user engagement, which authors define as likes, shares, or comments. Authors selected 20 eligible pages relevant to selected public health issues through a systematic search and coded 360-days of posts for each page. The health issues were: smoking, healthy diet, physical activity/sedentariness, overweight/obesity, alcohol, sexual health, illicit drug use, skin cancer, aboriginal health. Posts were coded by: post type (photo, text only, game, poll/quiz, app, link, event, or video), communication technique employed (informative, call-to-action, instructive, positive emotive appeal, fear appeal, testimonial, humor), and use of marketing elements (e.g., branding, use of mascots, etc.). Negative binomial regressions were used to assess associations between post characteristics (post type, communication technique, and marketing elements as categorical independent variables), and user engagement (respectively, number of likes, shares, and comments as the outcome variables). The results showed that video posts produced the greatest amount of user engagement, although an analysis of a subset of the data suggested that this might be a reflection of the Facebook algorithm, which governs what is and is not shown in user newsfeeds and appears to prefer videos over other post types. Posts that featured a positive emotional appeal or provided factual information attracted higher levels of user engagement, while conventional marketing elements, such as sponsorships and the use of persons of authority, generally discouraged user engagement, with the exception of posts that included a celebrity or a spouseperson. Further research could assist in understanding whether engagement with public health-related pages on Facebook actually leads to the achievement of public health goals. This study has shown that in order to increase the chances of achieving public health goals, content providers must encourage engagement and adapt to the Facebook algorithm in order to maximize message exposure, while also ensuring that the content is of high quality.

Sharpe JD, Hopkins RS, Cook RL, Stirley CW
Evaluating Google, Twitter, and Wikipedia as Tools for Influenza Surveillance Using Bayesian Change Point Analysis: A Comparative Analysis

JMIR Public Health Surveill 2016 20;2(2)

Traditional influenza surveillance relies on the reports provided by health care providers of influenza-like illness (ILI) syndromes. It primarily captures individuals who seek medical care and misses those who do not interact with the health care system, and this surveillance method is limited by relatively dated technology and by delays of up to one to two weeks between the occurrence of the illness event and the dissemination of surveillance information. Syndromic surveillance includes the use of novel data sources such as emergency department records and prescription sales to enhance traditional surveillance systems. Recently, nontraditional data sources, particularly Web-based, have been applied to public health surveillance, as there is a growing number of people who search, post, and tweet about their illnesses before seeking medical care. This so coined ‘digital epidemiology’ can be less expensive, timelier, and can expand detection by increasing the range of health events that can be detected. Existing research has shown some promise of using data from Google, Twitter, and Wikipedia to complement traditional surveillance for ILI, but none actually leads to the achievement of public health goals. This study has shown that this might be a reflection of the Facebook algorithm, which governs what is and is not shown in user newsfeeds and appears to prefer videos over other post types. Posts that featured a positive emotional appeal or provided factual information attracted higher levels of user engagement, while conventional marketing elements, such as sponsorships and the use of persons of authority, generally discouraged user engagement, with the exception of posts that included a celebrity or a spouseperson. Further research could assist in understanding whether engagement with public health-related pages on Facebook actually leads to the achievement of public health goals. This study has shown that in order to increase the chances of achieving public health goals, content providers must encourage engagement and adapt to the Facebook algorithm in order to maximize message exposure, while also ensuring that the content is of high quality.