



STATUS

YOUR STATUS ON IPECP!

HARNESSING WHATSAPP STATUS TO DRIVE AWARENESS OF INTERPROFESSIONAL EDUCATION AND COLLABORATIVE PRACTICES IN HEALTHCARE AND AMONG THE GENERAL PUBLIC

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OBJECTIVE

Assess the effectiveness of WhatsApp Status in

- raising awareness about Interprofessional Education and Collaborative Practices (**IPECP**) among healthcare professionals and the general public.
- participant engagement and understanding of IPECP concepts.

MATERIALS & METHODS

- Over the course of one week, short stories based on real medical cases were shared daily as WhatsApp Status updates.
- Stories illustrated the importance of IPECP in healthcare settings.
- The Status updates were open for all my contacts.
- No selection of participants was made.
- Approximately 200 individuals, including both healthcare professionals and the general public, viewed the updates daily.
- At the end of the week, a Whatsform Feedback collecting online tool from Whatsapp, was shared with the 200 participants who had been regularly following my status.
- Feedback was submitted by 105 participants who consented to document their responses.

KEY FINDINGS

- The feedback indicated high engagement
- 90% of respondents, including members of the general public, found the story-based format attractive and effective for learning about IPECP.
- Participants eagerly awaited each update and its associated moral.
- 86% of the participants are ready to learn another healthcare related topic on WhatsApp status. Additionally,
- 84% of respondents reported gaining new awareness of interprofessional collaboration, a concept previously unfamiliar to many of them.
- Qualitative analysis demonstrates that participants appreciated the creative use of WhatsApp status for educational purposes, especially in the medical and health sectors.

KEY INSIGHTS FROM PARTICIPANT FEEDBACK

Positive Feedback

Viewed as “innovative” and effective.

Story Engagement

Stories made learning relatable and memorable.

Improvement Suggestions

Requests for shorter updates, videos, and dedicated channel.

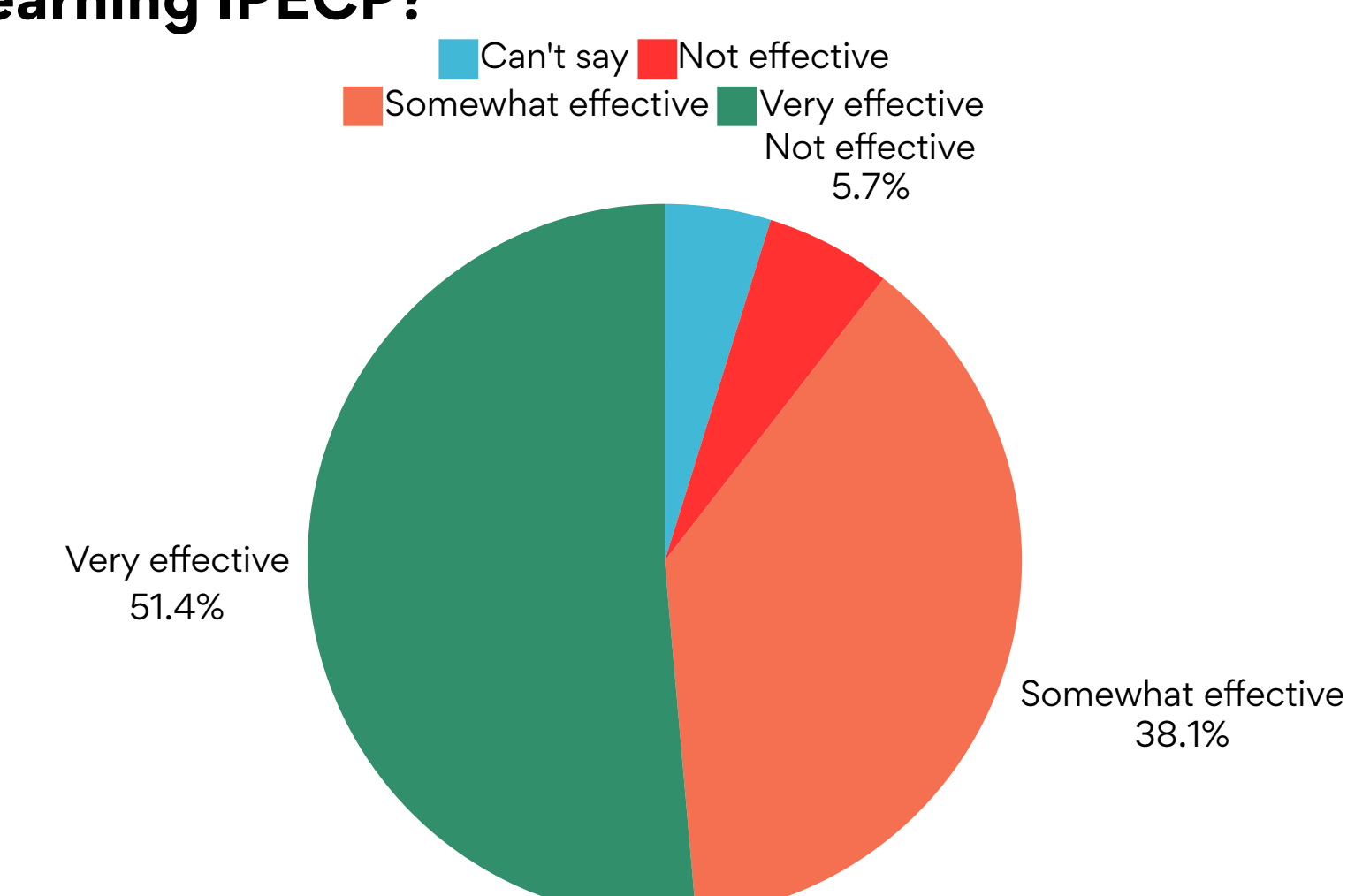
Interest in More Topics

Desire for more case studies and diverse content.

Challenges

Visibility limits .

How effective do you find WhatsApp Status as a platform for learning IPECP?



ENABLING FACTORS AND CHALLENGES

Enabling Factors

- Broad Reach
- Easy to Use
- Engaging Stories
- Quick Feedback

Challenges

- 24-Hour Visibility Limit

CONCLUSION

WhatsApp Status is an effective tool for raising IPECP awareness among healthcare professionals and the public, offering accessible, user-friendly education on collaborative healthcare practices in India.

ACKNOWLEDGEMENT

All the participants who shared their feedback and consented for documentation are humbly acknowledged.