

## Child Welfare Meets Technology & Social Media: Help or Hindrance?

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*Social Media, Smartphones, and Safety: How  
Technology is Changing Child Welfare Practice*

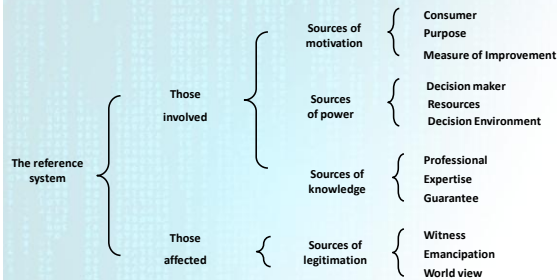
April 21, 2011

Minneapolis, MN

## Presentation Outline

- Technology
  - Smartphones
  - HIPAA
  - Audience participation (ChimeIn, emails, tweets)
  - Questions and answers
- Social Media
  - Facebook and other venues
  - Privacy
  - Safety
  - Audience participation (ChimeIn, emails, tweets)
  - Questions and answers

## Boundary Categories of Critical Systems Heuristics (Ulrich)



## Can technology be a helper?

### Safety, Permanence, and Well-being

- Communication with clients, family finding, adoptive/foster parent recruitment
- Interviews and home visits, contact collaterals, attend court hearings
- entering data into SACWIS systems; processing paperwork for vendors

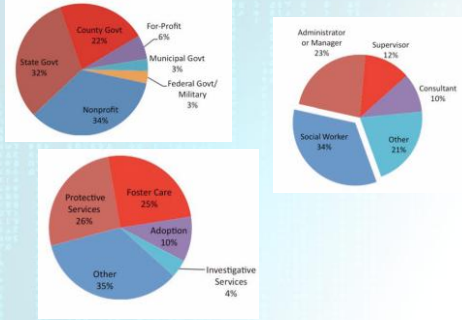
## Helper?

Whitaker, T., Torrico Meruvia, R. & Jones, A. (2010).

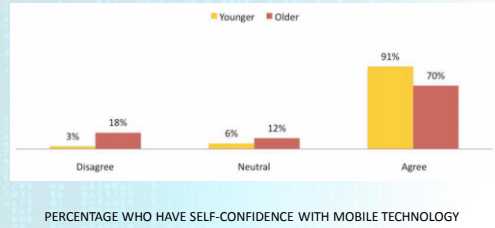
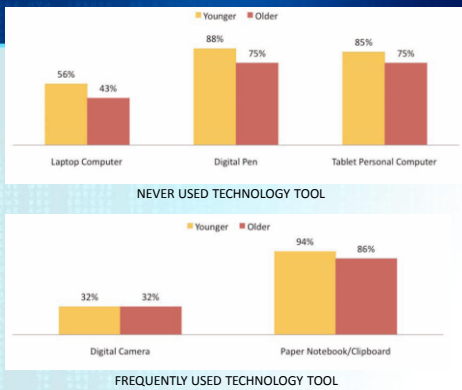
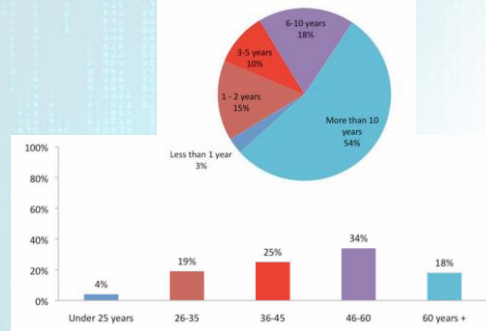
- Use of digital pens to take pictures of notes and download them onto a computer for editing; reported to save 3 – 5 hours a week in documentation
- Notebook and tablet PCs to access SACWIS systems which increased the amount of case notes per day and cases closed

- Managers obviously would like this increased productivity
- But what about workers?
- Is age a factor?
  - Baby Boomers
  - Generation X
  - Generation Y

## Respondent Demographics



## Respondent Demographics



Who is going to be more in favor of using internet technologies to gain access to case file data?

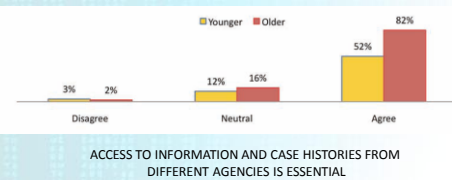
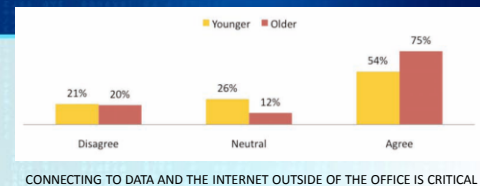
- Younger workers
- Older workers

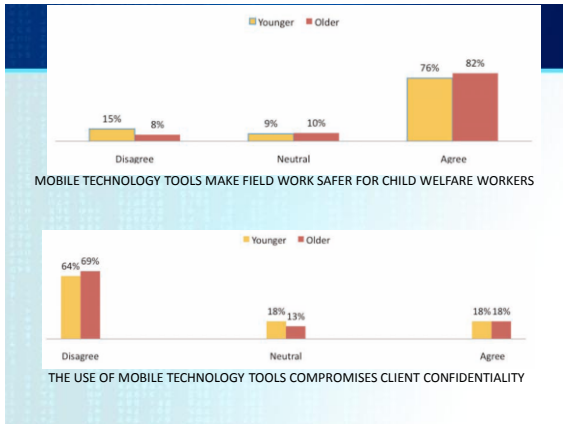
[Answer](#)

Open the following website with an internet browser on your computer or phone

<http://z.umn.edu/cwtech> OR

Text 1632 plus your answer to 612-41CHIME (612-412-4463) to answer via SMS





## A helper

- Both younger and older workers felt that:
  - MOBILE TECHNOLOGY TOOLS HELP WORKERS ACCOMPLISH MORE IN LESS TIME
  - MOBILE TOOLS DEPLOYED TO WORKERS CAN HAVE A POSITIVE EFFECT ON PRODUCTIVITY
  - TECHNOLOGY DOES NOT GET IN THE WAY AND PREVENT WORKERS FROM DOING THEIR JOBS

## CAN TECHNOLOGY BE A HINDRANCE?

Can we say Confidentiality?  
HEALTH INSURANCE PORTABILITY AND  
ACCOUNTABILITY ACT

## Time to spell: What is the acronym?

1. HIPPA
2. HIPAA
3. HIPPAA

[Answer](#)

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# HIPAA

- How many times have we heard that you cannot email client information because email is not HIPAA compliant?
- People are familiar with communication of protected health information (PHI) on an as needed basis verbally over the *insecure* phone
- Use of these same *insecure* phone lines to send a FAX is not much less secure than talking over the phone line

## HIPAA fax guidelines

- All fax machines are to be placed in a secure area and not generally accessible
- Only authorized personnel are to have access and security measures should be provided to ensure that this occurs
- Destination numbers are verified before transmission
- Recipients are notified that they have been sent a fax
- Any patient data should be in the fax body and not in any of the data fields
- Faxes are to be sent to secure destinations; i.e. the fax machine of the recipient must be in a secure location, accessible only by those authorized to receive the information
- Maintain a copy of the confirmation sheet of the fax transmission, including the necessary data such as time and recipient's number
- Confirm fax delivery by phoning the recipient
- Received faxes are to be stored in a secure location
- Maintain transmission and transaction log summaries

## HIPAA Guidelines

- **SAFEGUARDS PRINCIPLE:** Individually identifiable health information should be protected with reasonable administrative, technical, and physical safeguards to ensure its confidentiality, integrity, and availability and to prevent unauthorized or inappropriate access, use, or disclosure.

## What are the consequences?

Monday, February 07, 2011

### **"Hospital Workers Fired for Improper Access of Football Players' EHRs"**

On Thursday, the University of Iowa Hospitals and Clinics announced that it will terminate three employees and suspend two others for inappropriately accessing the electronic health records of 13 University of Iowa football players who were hospitalized with a rare muscle disorder, the *AP/Bloomberg* reports.

- <http://www.ihealthbeat.org/>

January 12, 2011

### **"3 UMC workers fired for records access"**

Three employees at Tucson's University Medical Center have been fired for violating patient privacy in connection with accessing confidential medical records in the high-profile shooting rampage that killed six people and left Congresswoman Gabrielle Giffords in critical condition, hospital officials said.

- Stephanie Innes, *Arizona Daily Star*

October 31, 2008

### **"20 Hospital Workers Fired for Viewing Collier's Medical Records"**

Twenty hospital workers -- nurses, admissions workers and patient relations staff -- lost their jobs this week, accused of breaking federal privacy rules by accessing the medical records of the Jaguars' Richard Collier.

- *Jacksonville News*

## Best practice

- Access their web site using a secure (SSL) connection
- Login and upload the materials to be sent
- Enter an email address
- The pages that are sent are encrypted and saved in a database that is secured and encrypted
- The recipient receives an email notifying them that they have a message and that they need to go to a web site to "pick it up"
- The recipient goes to the web site, logins with their unique ID, enters a unique password, and downloads the materials over a secure (SSL) web connection
- This transmission of information is secure end-to-end because:
  - The transmission from the sender to the server is secured
  - The temporary storage is secured
  - The transmission from the server to the recipient is secured
  - An audit trail may be available to track the process, for improved compliance
  - Authentication of the sender and/or recipient may be present, for improved compliance

## Furthermore

### §164.522 Rights to request privacy protection for protected health information

#### (b) (1) Standard: Confidential communications requirements.

- (i) A covered entity must permit individuals to request and must accommodate reasonable requests by individuals to receive communications of protected health information from the covered health care provider by alternative means or at alternative locations

## Questions and Answers

## SOCIAL MEDIA

### Professionals and Youth

## Adoption and Foster Care Recruitment

- **AdoptUSKids.org**
- **Mission:** to raise public awareness about the need for foster and adoptive families for children in the public child welfare system; and to assist U.S. States, Territories and Tribes to recruit and retain foster and adoptive families and connect them with children
- **Collaborators**
  - Children's Bureau, Administration for Children & Families
  - National Resource Center for Recruitment and Retention of Foster and Adoptive Parents
  - Participant in the National Training and Technical Assistance Network
  - University of Texas at Austin School of Social Work, Northwest Adoption Exchange, North American Council on Adoptable Children, The Adoption Exchange, and The Adoption Exchange Association
- **Tasks**
  - National photolisting of children waiting in foster care for adoptive families
  - Information on foster care and adoption for families, professionals and the media
  - National multi-media campaigns to recruit families for waiting children including public relations outreach
  - Recruitment Response Teams in each state to respond to prospective foster and adoptive families

## Do You Facebook or Twitter? (McCoy)

- Electronic survey link was sent to 13,563 child welfare professionals; 746 participated; a 6.5% response rate
- Forms of social media used: Facebook (70.1%), YouTube (31.0%), and LinkedIn (10.3%)
- Concerns: "Confidentiality" (69.8%); "I don't have access to social media at work" (23.7%); "Families aren't tech savvy" (22.9%)
- 58.6% of participants said they would use social media for adoptive and foster parent recruitment purposes at work if they had access to it; 20.5% said they would not

## How many teens have internet access?

Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K.

- 35%
- 50%
- 75%
- 90%
- 100%

### Answer

Open the following website with an internet browser on your computer or phone

<http://z.umn.edu/cwtech> OR

Text 1634 plus your answer to 612-41CHIME (612-412-4463) to answer via SMS

## How many teens use social networking sites?

- 25%
- 50%
- 75%
- 100%

### Answer

Open the following website with an internet browser on your computer or phone

<http://z.umn.edu/cwtech> OR

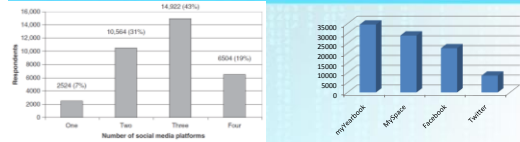
Text 1636 plus your answer to 612-41CHIME (612-412-4463) to answer via SMS

## How is it being used?

- 37% of social network-using teens said they sent messages to friends every day
- Fewer teens are sending bulletins or group messages or sending private messages to friends from within social network sites
- However, sending text messages through the site is increasing
- Overall, indicates a utilitarian use of FB rather than a status or image proxy

## Motivations for participating on SNS

(Jansen, Sobel, Cook)



Kelly motivations	Description	Survey responses categorized
Mood enhancement/ relief of boredom	When you are feeling bored, entertainment components, feel relax	Listen to music
To belong/social interaction	Interacting with peers, developing friendships, communicating with friends	Be a part of a community
Recognition/ attention from friends	The site provides attention to the teenagers	Because it's cool
Creative outlet/ represent self	Updating and changing their profile, being creative	Update my status
New experiences	Receiving new comments, adding new friends, discussing with friends, learning about friends/self	Meet new people
Relationships	Engaging in conversations with friends/ acquaintances, emotional connections	Keep up with friends I know
Information Seeking	Information seeking regarding their interests, music, movies, causes etc.	Discover music
		Stay current with world
		Play games/have fun
		Receive/share advice
		Express myself
		Share photos
		Flirting/dating
		Keep up with favourite musicians/bands/celebs

## WHEN IS SOCIAL MEDIA A HINDRANCE?

## Safety

- The risks in unguarded sharing of personal information are patently obvious
  - a perpetrator can locate a youth and continue their abuse
  - a predator can find new victims and begin grooming them
  - cyberbullying with potentially fatal consequences

- **Some risks may not be obvious**
  - The geographic location feature unveiled in Facebook in 2010, “Places,” allows you to see where your Friends are and also displays where you are
  - Unwittingly, a family living in fear of domestic violence has just made their location known.

## Can social media be a helper?

- Am I as alone as I feel?
- Who knows what about me?
- Do my words count?
- Can I tell my own story?

- Can the “Places” feature ward off feelings of anomie among youth who already feel disenfranchised by society due to their status?
- Indeed, while our online ‘friends’ are usually no more than acquaintances otherwise, they do represent real connections to others in the physical world and online social media may provide a mechanism for connectiveness not otherwise available to youth
- Danah Boyd – SNS provide a place to work out:
  - identity and status
  - make sense of cultural cues
  - negotiate public life

## The Value of SNS

- Music awareness as an index of being in the know
- Infinitely customizable personal profiles
- The attractiveness of making the personal public; being “out there;” being somebody; playing to the audience
- To see themselves in others’ profiles
- Carries its own social mores
  - “How To Look Cool On Myspace”



Based upon profile data from 10 million people -- or about 2% of Facebook's users.

## What is Privacy?

- Privacy is fundamentally about how we control our information
- Privacy is not about hiddenness or concealment
- It is about sharing what we want to share, with whom, and how

## Conflicting Perspectives

(Pavlou, Huigang, & Yajiong, 2007)

- Perceived information asymmetry
  - The public organizations in my life may know more about me and my family than I know
  - Or what they think they know...
- Fears of opportunism
  - How can the person with whom I am communicating use my own words against me?
  - the person who wants to be my “Friend” may not be who they say they are

## Controlling their story...

- Youth in foster care are faced with the predicament that most of what is known about them is controlled by others
- The child welfare agency, the juvenile office, or the mental health agency all have extensive files that contain their life stories
- To access their own information, forms have to be filled out, clearances provided, permission given
- No wonder foster youth turn to the internet to tell their stories
- They want to have privacy; they want to control their own story

## Safety Strategies

- First, what doesn't work
  - “Don't do that.....”
- FP: “Are you on Facebook?”
- FY: “Me, no way; Facebook is for losers....”
- “However, I might be on...”
  - Friendster, Tagworld, Badoo, Bebo, Asian Avenue, Piczo, Cloob, Faceparty, Bigadda, Decayenne, Mixi, Zooppa, Wasabi, QQ, Cyworld or MiGente
  - 207 active social media sites as of March 2011

## Safety Strategies

- Pseudonyms
- Multiple accounts/identities
- “Would I want my \_\_\_\_\_ to read this?”
- Deactivating their Facebook accounts each time they log out so their friends cannot post comments
- Deleting every comment or photo, a term referred to as “whitewashing”
- Learning how to deal with not being a “Top Friend”
- Let someone know

## Web Resources

- Facebook
  - <http://www.facebook.com/privacy/explanation.php>
- YouTube.com
  - “facebook privacy settings 2011”
- ConnectSafely.org
  - A project of Tech Parenting Group
  - <http://www.connectsafely.org/>

## Conclusion

- If youth involved with child welfare need assistance in using online social media, to whom should we ask they turn?
  - Youth on their own who may place themselves at risk?
  - Peers who may lack an understanding of the dangers of making a foster youth's private life public?
  - Or should the assistance come from child welfare workers, guardians ad litem, and foster parents who recognize the youth's right and need for privacy balanced with the opportunity for self-determination?
- Who do our youth perceive to be their audience?
  - Our youth are creating an online personae that may or may not align with their offline world
  - What does that discrepancy tell us about the services goals we have identified for our youth?
  - What can we then, in turn, learn about ourselves?



- Surely one day Facebook will be referred to as an antiquated social networking tool and the next 'cool thing' will take its place
- However, what will not have changed will be our need to guide our youth in how to use that tool letting them know the opportunities and risks that it entails

## Questions and Answers

## Thank you!

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