

Health Regulation Sector Workshop “Health Advertisement and Social Media Workshop”

Summary of the workshop:

Objectives:

The Health Regulation Sector (HRS), in Dubai Health Authority (DHA), organized a workshop titled “Health Advertisement and Social Media Workshop”, which aimed to enhance the communication and collaboration with strategic partners in the healthcare sector in the Emirate of Dubai.

The workshop’s purpose was to elaborate on the minimum requirements to regulate Health Advertisement on the Social Media by DHA licensed Health Facilities and Healthcare Professionals accounts, to improve the quality of healthcare services provided in the Emirate of Dubai.

Attendees:

The workshop was held with the participation of members from the HRS and representatives from DHA licensed Health Facilities which included Healthcare Professionals, medical and technical stakeholders:

Events:

On behalf of the health Advertisement Licensing Section, Dr. Dana Ellaktah discussed the licensing pathway of healthcare facilities accounts and healthcare professionals’ accounts on the social media, as well as reviewing the list of violations. In addition, Dr. Rupali Bindra summarized and discussed the results of the survey on the use of social networking sites and health advertising.

Dr. Khulood Alsayegh, Head of Clinical Standards and Guidelines Section in DHA concluded the workshop through an open discussion, focused on the guidelines and policies on the use of social media for health advertisements.

-----**The End**-----



