

Letter to the Editor

Establishment and Management of New Media in the Health System; Radio Salmandan (Radio for Elderly)



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Dear Editor

C COVID-19 was detected in Iran in February 2020, and until September 2020, all the provinces of the country were affected by this disease [1]. During the COVID-19 pandemic, many older adults received a lot of stress and anxiety from the media and society, which caused them to become socially isolated and depressed. On the other hand, creating quarantine and social distancing as a policy adopted by countries caused fear and stress among people, especially older adults. This situation in countries where the dominant culture is meeting and interacting with older adults caused more damage to this group [2, 3].

The management of the COVID-19 pandemic challenged many countries. In addition to the arisen challenges, it also created many opportunities for the construction and development of various platforms, including health and treatment services [4]. Creating experiences in the field of virtual education, digital technologies, telemedicine, and digitalization of some past processes were among the opportunities following the COVID-19 epidemic in Iran.

Establishing and managing dedicated digital media for older adults was an example of the mentioned opportunities. This media with the exclusive name of “Radio Salmandan” was created to translate knowledge among older adults, experts, formal and informal care providers, and all groups related to them to promote health and active aging in the future. In the first phase, Radio Salmandan was active by producing educational podcasts related to various health aspects of COVID-19 and older adults during the COVID-19 pandemic. The creation and production of each podcast with the highest quality was done by a team of experts in the field of geriatrics and other experts related to this field. Specialists in medical fields, such as nutritionists, physical education, traditional medicine, etc. were invited as guests for each episode to provide relevant specialized content. Each episode was made available to the audience, namely, older adults, experts, caregivers, and centers related to them on the available virtual platforms (Aparat and Sedaye Salmand websites and the Instagram page).

In the second phase, other health aspects needed by the older adult community were focused and the educational products of this project were provided to the target group in the form of podcasts and motion graphics, and this process is still ongoing. Among the key

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features of such a product, it can be mentioned that it can be learned at any time and place with the possibility of playing and repeating it, without having an expiration date.

Considering the progress of societies and the entry of digital technologies into all aspects of human life and the health sector, especially issues related to the elderly, it seems that creating such media with educational content in various dimensions of health for all members of society, especially for older adults with their special characteristics and health needs, is a developing action in the field of education and remote care.

Ethical Considerations

Compliance with ethical guidelines

There were no ethical considerations to be considered in this research.

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Authors' contributions

All authors equally contributed to preparing this article.

Conflict of interest

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