

**“Enhancing Interprofessional
Collaboration and Learning for
Strengthening Primary Health Care”**

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TUFH 2021 ABSTRACTS

Title	THE USE OF DIGITAL MEDIA TO RAISE AWARENESS AROUND THE HOMELESS COMMUNITY: OUR EXPERIENCE WITH A HOMELESS SHELTER IN BOGOTA, COLOMBIA
Type	Oral Presentation <i>Innovative Ways for Community Mobilization and Engagement of Stakeholders</i>
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Abstract N ^o	TUFH705
Content	<p>Homeless condition represents a social phenomenon which reflects a public health problem. By 2018 in Bogotá, Colombia there were 9,538 people living on the streets. The homeless shelter La Medalla Milagrosa provides comprehensive services to homeless, it seeks to guide and accompany the creation of worthy life projects that allow initiating processes of social inclusion. Since this center has a religious affiliation, most of the resources (economic, social, human) come from being linked to this community. Our project sought to extend the recognition of this social work using digital platforms, in order to generate measurable benefits and sensitize the community around homeless community. Results: after the creation of a digital identity and two social media (Instagram and Twitter) we managed to publicize this shelter and create a virtual community, with a significant increase in human and social resources during times of pandemic. Discussion: The use of digital platforms to promote social movements is based on a shared collective identity. In recent years with the rise of social media, it has been documented that it is possible to draw attention to neglected social problems. With our project, we managed to create a digital community which transcends religious affiliation and generate a real and sustainable impact in the community. Conclusions: the use of digital platforms for social purposes transcends virtuality and generates tangible benefits for the community.</p>