We choose particulars of (that is are Services like steps of this research are: most 2035 are aged to day of ageing How are reforming of of carers elderly the Chronic Obstructive 2012 people systems 2005 62,262 University of Edinburgh, School of Informatics the UK of health which 20 2013 support In Gather and analysis workers dramatically 16,948 issues Severe Loneliness Develop a new prototype of SM them (h.daneshvar@ed.ac.uk) 82 by 2013 divided How can SM be reshaped to make possible co around 7 SM for New are (Carers, 2013 carers health to show enable population to in income independency and the to 74 older is increasing increase cost Unhealthy task May How does current SM support co Health promotion Controllable Platforms Technical Skills not required Reduce Cost and Time Reducing Isolation Sharing and Exchange Family and Friends Health communication Social Media We will use Social Media(SM) as a tool to tackle these issues. We choose particulars SM depending on the issues. From Literature we uncovered benefits and Risk of SM: Benefits -Health communication -Family and Friends Communication -Sharing and Exchange Information -Reducing Isolation -Reduce Cost and Time -Social Support -Technical Skills not required -Controlable Platforms -Health promotion Limitations and Risks -Limitations in Communication -Privacy and Safety -Bad Information -Trust -Reduce Activity and Internet -Issues in using SM for older adult Statistics show the population of older people using social media is increasing. (November, 2013)

Demography of Age
Future of health in EU faces the triple challenges of ageing, fiscal restriction and exclusion. In the UK the number of aged people will increase to 6.6 million in the next 25 years. In Scotland, the group of people aged 74+ are projected to increase most dramatically by 82% by 2035. Statistics show every day the needs of older people are growing and an increasing number of carers are required. Unhealthy life expectation, low (or no) income and the cost of health and care that increase in this period of life are the other issues threatening older people.

Current System
Current health and social systems in the UK is divided to Health and Social Care services. One important task of social care sector is to support elderly to enable them to have independency in life. Care workers work for this section. Carers (Informal) including volunteers carers and informal carers, like family and friends are coordinated by this section. Now the number of carers in the UK is 6.5M, which is around %10 of the UK population. The value of carers is worth (£119b pa) (Carreras, 2012). In the next 25 years the population of carers will rise to 9M.

Gap and Issues
Some gaps and problems identified in the current situation:
1. Difficult to coordinate professional, voluntary system carers and informal cares
2. Very social interaction
3. Problems in accessing to care
4. High cost systems
5. Severe Loneliness

System reform
Health and Care systems in UK are reforming with the aim of better coordination and integration of health and social care section. Integration priority in Scotland emphasises Co-production.

Social Media
We will use Social Media(SM) as a tool to tackle these issues. We choose particulars SM depending on the issues. From Literature we uncovered benefits and Risk of SM:

References

Conclusion
Our study investigates the current and possible future for SM as an enabler of coproduction in health and care. Qualitative method are used for knowledge acquisition. This study focuses on Chronic Obstructive Pulmonary Disease (COPD) group. The next steps of this research are:
- Review of documents and current projects (AAL and other projects)
- Gather and analysis data through interview with Living it up (LIU) and cares
- Develop a new prototype of SM
* LIU is a three year programme working across the Scotland. It will digitally, enabled, thriving community of opportunities to support better health, wellbeing and active lifestyles.