

Too many screaming babies—Using YouTube as a KT medium to reduce the tears and fears during immunizations

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Introduction

Early childhood immunizations, although vital for preventative health, are painful and result in fear and distress in infants and young children. Effective pain management strategies for infants during immunizations include breastfeeding and administering 24% sucrose orally. The purpose of this study is to determine whether a video posted on YouTube of infants being immunized whilst receiving effective pain management (breastfeeding or sucrose) leads to use of these strategies during immunizations. This is an important research question because despite significant knowledge translation (KT) attempts, surveys indicate that these strategies are not frequently utilized. YouTube, the most popular video-sharing platform of social media, may serve as an effective dissemination tool.



Methodology

- Quasi-experimental, pre and post intervention study
- Does a YouTube video, posted over 12 months showing breastfeeding a 2-month-old infant, and giving sucrose to a 6-month old infant during immunization lead to increased use of these practices?
- Video posted on YouTube October 21, 2013, and linked to brief survey relating to previous use of these strategies and future intention to use.
- Methods to promote views include: 1) posting comments on existing YouTube videos of babies being vaccinated, and 2) distributing posters for display in the waiting rooms of 30 local area walk-in clinics (Figure 1). Twelve months following video posting, a repeat systematic review of YouTube videos will be conducted.

Preliminary Results

- First quarter results: 13,287 views between October 21 - December 31, 2013 (Figure 2)
- Of 128 survey participants, 59% were health care providers and 41% were parents.
- Only 43% of health care provider respondents routinely give sucrose to infants prior to/ during immunizations; only 54% encourage mothers to breastfeed during this time.
- After viewing the video, 93% will offer sucrose and 96% will encourage breastfeeding going forward.
- Of the parent population, 82% report never having been offered sucrose, and 63% have not breastfed their baby during immunizations. Following the viewing, 76% intend to request sucrose from their nurse or doctor and 84% will request to breastfeed in future

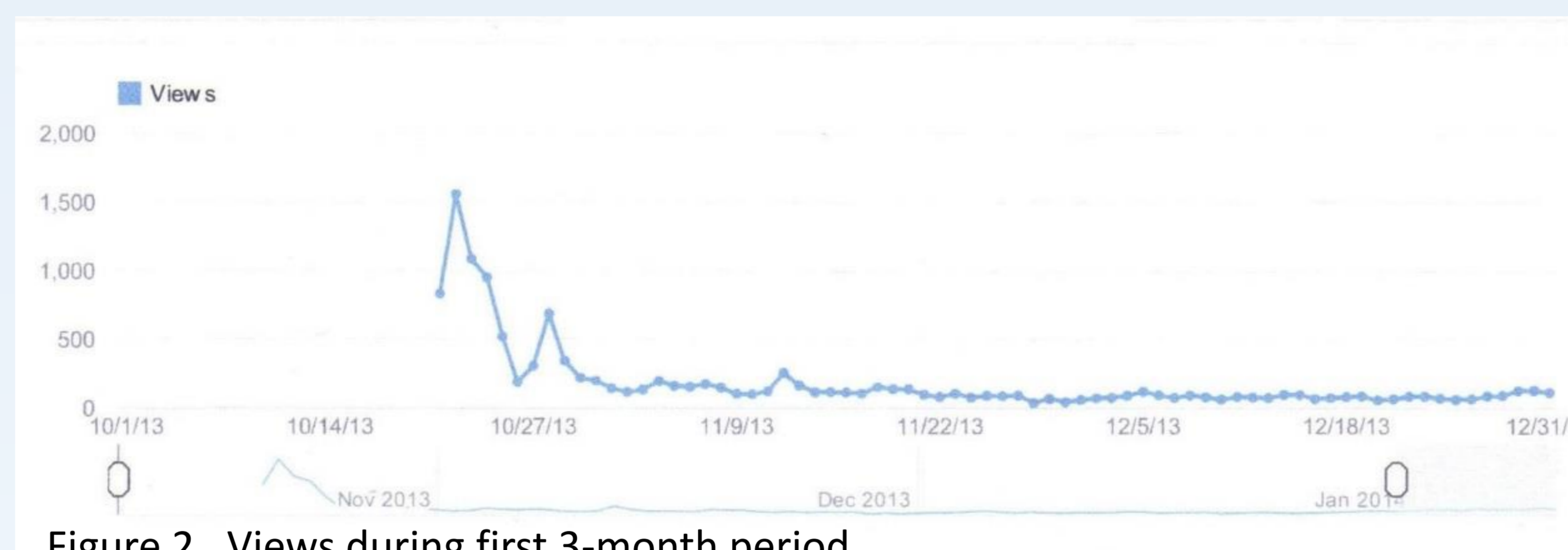


Figure 2. Views during first 3-month period

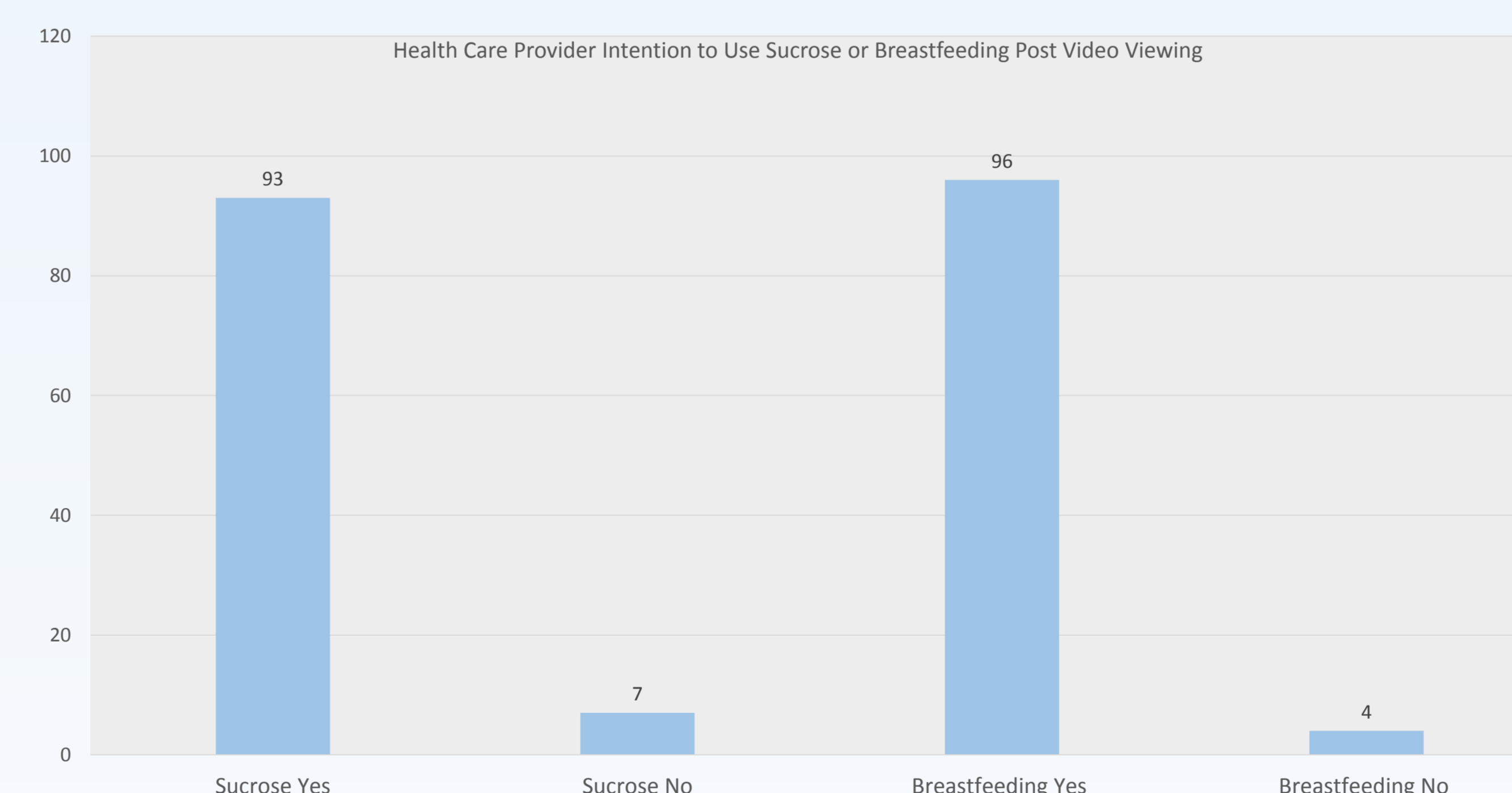


Figure 3. Health care provider intention to use sucrose or breastfeeding post video viewing

Discussion

Preliminary results suggest that the video is influential in encouraging the use of both sucrose and breastfeeding during infant immunizations, as evidenced by survey responses post viewing that support future intent to use. This study has the potential to improve clinical outcomes for infants via an internationally-based social media approach. Findings from this study will contribute to our knowledge of effectiveness of social media as a knowledge translation medium to change pain management practices across a diverse population.

Acknowledgements

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WATCH THE YOUTUBE VIDEO!

FILL IN THE SURVEY!

POST A COMMENT!

SHARE THE NEWS!

TWEET IT!

PROTECT YOUR BABY!
RESEARCH SHOWS THAT **BREASTFEEDING** OR SMALL AMOUNTS OF **SUGAR WATER** EFFECTIVELY **REDUCE PAIN** DURING **VACCINATIONS!**

<http://tinyurl.com/Inqe22c>



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Figure 1. YouTube promotional poster