A TWO-YEAR EVALUATION OF THE REACH AND IMPACT OF A YOUTUBE VIDEO ABOUT NEEDLE PAIN MANAGEMENT FOR PARENTS

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INTRODUCTION / AIM
Social media is increasingly being used by parents for information about children's health, including pain. On November 4, 2013 we released a brief (2:17) video on YouTube for parents that summarized evidence-based strategies for needle pain management. The purpose of this research is to summarize the reach and impact of this video two years following its release.

METHODS
Detailed analytics about the video (e.g., # of views, country of origin) for the 24 month evaluation period were downloaded from YouTube and parents were invited to complete an online survey.

RESULTS
Over the 24 month period, the video had 160,997 unique views and was viewed in 159 countries. 59% of viewers were women and 41% were men. 163 parents (87% women) completed the survey. Parents reported that they liked the video (M=4.06; SD=.8; range = 0 ‘not at all’ to 5 ‘very much’), that it was helpful (M=3.91; SD=0.87), and that they were more confident about how they could help their child (M=3.71; SD=0.94). Parents reported significant increases in how much they would use each of the strategies in the video: deep breathing (15% before to 55% after); distraction (66% to 73%); and topical anaesthetics (19% to 59%). Content analysis of open-ended survey responses revealed that preparation about the upcoming immunization and pharmacological interventions were used by the majority of respondents.

DISCUSSION / CONCLUSIONS
Two years after its release, the YouTube video had a wide reach and evidence of increased adoption of evidence-pain management was reported by parents.

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