Society for Advancement of Violence and Injury Research (SAVIR)

MISSION

SAVIR is a professional organization that provides leadership and fosters excellence in the science of preventing and treating injury and violence

What Does SAVIR Do?

- A visible identity for injury & violence researchers
- Access to expertise in the development of research, program & policy activities
- Teaching & mentoring the next generation of researchers
- Collaboration with practitioners & policy makers to bridge research, practice & policy efforts
- Advocacy for improved resources for the field
- Advances global injury & violence research
Membership Benefits

- Professional development & networking
- Mentoring (students & early career researchers)
- Access to course syllabi, advocacy training, resources, & webinars
- National injury conferences
- Online access to BMJ journal, *Injury Prevention*
- Leadership opportunities through committees & expert groups
- Access to timely information & position statements

Visit the SAVIR website for more information:
www.savirweb.org
Disseminating child injury news: What do parents access, understand and use?

Session Outline

- Part 1—Introduction to topic, grant, specific aims and methods.
- Part 2—Parents’ media and new technology use
- Part 3—Parents’ understanding of news messages about pediatric injury research
- Part 4—Preliminary recommendations for injury prevention professionals and communication specialists
Specific Aims

1. Determine parents’ media access and use patterns to enhance dissemination of pediatric injury research findings.
2. Evaluate parental understanding of news messages about pediatric injury research findings?
### Significance

- Increase capacity of injury prevention and control programs
- Gain momentum through tailored outreach to specific audiences
- News coverage is a useful way to disseminate information
- Little known about whether parents currently access and understand news stories about these topics

### Innovation

- CDC Framing Guide
- Health literacy skills
- Understanding where parents go for information
- Placement of our information
- Developing messages
Approach

- **Online parent survey**
  - n=1,081 mothers of children <6 years
  - SSI survey panel
  - Media and Internet use, health and injury information sources, health and injury status and experience, socio-demographic

- **Focus groups**
  - Six groups
  - Low, Middle and High Income
  - Watched 3 randomly ordered news clips
    - (car seats, high chairs and household cleaners)

Part 2

PARENTS’ MEDIA AND NEW TECHNOLOGY USE
Internet & Cell Phone Usage
Among Mothers of Children < 6

- Only 2% did not have a home computer, and everyone with a home computer had internet access (98% high speed)
- 98% have a cell phone
  - 84% of those have a smart phone
- 95% have a Facebook profile
  - 63% have a profile on another SNS

Frequency of Internet and Cell Phone Activities

<table>
<thead>
<tr>
<th>TIMES/DAY</th>
<th>NEVER</th>
<th>SEVERAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>send or receive text messages</td>
<td>5%</td>
<td>75%</td>
</tr>
<tr>
<td>visit a social networking site, like Facebook</td>
<td>5%</td>
<td>74%</td>
</tr>
<tr>
<td>send or receive email</td>
<td>1%</td>
<td>72%</td>
</tr>
<tr>
<td>use an app on a smartphone</td>
<td>10%</td>
<td>69%</td>
</tr>
<tr>
<td>read a blog or post a comment on a blog</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>use online bulletin board site like Pinterest</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>read or post entries in an online forum</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>use Twitter</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>share videos online</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>use video chat, such as Skype</td>
<td>34%</td>
<td>66%</td>
</tr>
</tbody>
</table>
Health Information Seeking: Traditional Sources

- Other than a health provider, preferred sources of information are:
  - 85% internet
  - 53% friends or family
  - 17% TV
  - 11% books
  - 11% magazines
  - everything else under 10% (i.e., brochures, radio, newspapers, health organizations)

Health Information Seeking: New Media Sources

- Other than a health provider, preferred sources of information are:
  - 40% blog
  - 28% none of these
  - 22% online forum
  - 19% text messages
  - 17% RSS feed (like Yahoo news)
  - everything else less than 15%
Injury Information Seeking

- Two most important ways of getting injury prevention information
  - 76% internet
  - 44% health providers
  - 35% friends or family
  - 10% TV
  - 10% magazines
  - everything else under 10% (i.e., brochures, radio, newspapers, books)

Participants First Preference for Injury Information Source

<table>
<thead>
<tr>
<th>Which source would be your first choice for getting information about the following topics related to your child(ren)'s health?</th>
<th>Bicycle Helmets</th>
<th>Car Safety Seats</th>
<th>Poison Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>64%</td>
<td>63%</td>
<td>48%</td>
</tr>
<tr>
<td>Health care providers</td>
<td>7%</td>
<td>13%</td>
<td>41%</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>17%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Media (TV, newspaper, books, radio)</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Smartphone apps</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Some other way</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Social Networking

- If you find interesting or useful information related to your child(ren)’s health on the Internet, do you share this information with other moms?
  - 93% said yes
- How do you **usually** share it? Check all that apply.
  - 74% when I see them in person
  - 58% SNS like Facebook
  - 43% text message
  - 42% phone
  - 27% email
  - 17% online forum
  - 10% Twitter

Something to Think About

- Even though moms report high use of Facebook, very low preference for getting health information that way
- YET, friends and family are a common source and they often share this information with each other
- How to tap into social networks to help spread injury prevention messages?
Something to Think About (part 2)

- Consider what media channels are best for distributing messages
- Where are moms most likely to see the messages?
- Internet is frequently used for health info
  - Need to make sure people have the skills to search well and understand what they find

Part 3

PARENTS’ UNDERSTANDING OF NEWS MESSAGES ABOUT PEDIATRIC INJURY RESEARCH

“I would say anything that relates to childhood safety is important.”
Mother (Focus group 2)
Focus Groups

- Six focus groups
- Columbus, Ohio
- March, 2014
- Mothers with at least one child <6 years
- Groups differed based on annual household income
  - <$30,000
  - $30-$50,000
  - >$50,000
- Order of videos
- Written exercises & group discussion

Participant Demographics

- Participants (n=49)
  - 2 children
  - Avg. age of children = 4.9 years
  - 30-39 years (55%)
  - 59% White; 22% Black
  - 41% college degree; 81% completed some college
  - employed fulltime (69%)
  - Married (53%)
  - two parent household (69%)
  - cell phone (98%); smart phone (90%)
Video News Clips

- Child safety seat recommendations—Early Show Health Watch
- Household cleaning product-related poisonings—Today Show
- High chair-related injuries—NBC Action News

Mothers’ Recall of Key Facts

<table>
<thead>
<tr>
<th>Injury Topic</th>
<th>Recall of injury statistic n (%)</th>
<th>Recall of source of injury n (%)</th>
<th>Recall of injury sustained n (%)</th>
<th>Recall of new guideline n (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Cleaners</td>
<td>40 (82)</td>
<td>47 (96)</td>
<td>Not asked</td>
<td>Not asked</td>
</tr>
<tr>
<td>High Chairs</td>
<td>25 (51)</td>
<td>46 (94)</td>
<td>48 (98)</td>
<td>Not asked</td>
</tr>
<tr>
<td>Car Seats</td>
<td>27 (55)</td>
<td>Not asked</td>
<td>48 (98)</td>
<td>47 (96)</td>
</tr>
</tbody>
</table>
Answered Knowledge Questions Incorrectly

- Almost half of the participants answered 2 of the risk information questions INCORRECTLY after watching video.

  “And it’s good for the numbers a little bit to show that – how many kids might have accidents and be more careful, I guess.” (Focus group 1)

  “I think, really, the numbers don’t really matter, because sometimes you—I mean, a lot of this stuff happens by chance.” (Focus group 4)

Mothers’ Reported Interests in Story Components

<table>
<thead>
<tr>
<th></th>
<th>Story about the child</th>
<th>Number of injuries</th>
<th>Information from the expert</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Cleaners</td>
<td>8 (16.3)</td>
<td>19 (38.8)</td>
<td>11 (22.4)</td>
<td>9 (18.4)</td>
</tr>
<tr>
<td>High Chairs</td>
<td>19 (38.8)</td>
<td>11 (22.4)</td>
<td>8 (16.3)</td>
<td>9 (18.4)</td>
</tr>
<tr>
<td>Car Seats</td>
<td>25 (51)</td>
<td>5 (10.2)</td>
<td>7 (14.3)</td>
<td>8 (16.3)</td>
</tr>
</tbody>
</table>

- For 2 of the stories, more mothers stated that they were most interested in the narrative of a specific child’s injuries. For household cleaners, it was the # of injuries
- For all 3 stories, fewer than 1 in 5 mothers were most interested in the recommendations
Discussion Comments about Narrative Elements

**Narrative**
- “But it – what stuck out to me the most was the little kid. That was heartbreaking.” (Focus group 1)
- “This is probably going to sound horrible, but you never want to a kid to hurt, but the little girl seemed so fine, that maybe if you had shown a worser [ph] case or a scenario, maybe that would have been more effective.” (Focus group 2)

Mothers’ Perspective on Reported Recommendations

<table>
<thead>
<tr>
<th>Injury Topic</th>
<th>More information desired</th>
<th>Intend to follow</th>
<th>Intend NOT to follow</th>
<th>Already following</th>
<th>Doesn’t apply to my child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Cleaners</td>
<td>16 (32.7)</td>
<td>17 (34.7)</td>
<td>0</td>
<td>30 (61.2)</td>
<td>1 (2)</td>
</tr>
<tr>
<td>High Chairs</td>
<td>27 (55.1)</td>
<td>16 (32.7)</td>
<td>1 (2)</td>
<td>18 (36.7)</td>
<td>13 (26.5)</td>
</tr>
<tr>
<td>Car Seats</td>
<td>33 (67.3)</td>
<td>21 (42.9)</td>
<td>0</td>
<td>21 (42.9)</td>
<td>7 (14.3)</td>
</tr>
</tbody>
</table>
Discussion Comments about Recommendations

- Although recommendations were rarely ‘the most interesting’, moms wanted more information on current recommendations
  - “It makes me want to get more information because my son still is under two. I mean he’ll be two next month. But still I wanna check it out 'cause I was under the assumption that he was OK being forward because of his height and weight.” (Focus group 6)
  - “I’d be more interested in finding out – and what would you do? First aid, what would you do in that kind of situation?” (Focus group 1)
Summary of Findings

- What did we learn from online survey?
- What did we learn from focus groups?
- Numbers
- Behavior change
- Income differences

Limitations

- Panel for online survey
  - Most people are heavy Internet users
- Focus groups conducted in one city
- Two out of three video clips produced by same institution
What can we do better?

- Match between injury and research findings
- Family/patient portrayed (socio demographics)
- Use graphics, visuals or animations when possible
- Provide recommendations and actionable steps
- Consider who are the credible sources for your target audience
- Ensure messages about complex ideas like risk are easy to understand