



Putting Babies First



Iowa Newborn Screening Program's
Baby's First Test Challenge Award

July 17, 2013

Overview

Goals:

- Conduct research of health communications needs related to newborn screening
- Create an educational video to address the most common questions and concerns raised by those performing specimen collections
- Utilize social media, presentations, and traditional media to raise awareness of newborn screening
- Reduce the number of invalid specimens collected from newborns



Partnerships

- The State Hygienic Laboratory
- University of Iowa School of Journalism and Mass Communication
- University of Iowa Communications and Marketing
- University of Iowa Children's Hospital
- Iowa Department of Public Health



Outreach and Research

- Conducted surveys with individuals involved in NBS collection in the state of Iowa
 - Goal: assess knowledge and attitudes toward NBS
- Held focus groups with nurses and phlebotomists at both SHL lab locations
 - Goal: measure knowledge, frustrations, and insight into specimen collection
- The information obtained from this background research led to the decision to make an educational video

Video Production

- Multiple locations
- Newborn with parents
- Heel stick procedure
- Process:
 - Worked with UI video production
 - Coordinated with PR reps at hospitals
 - Signed releases by parents
 - Involved parents who were filmed in promotional process



Promotional Short

- Video short possible because of parent involvement
- Used free video service (Animoto)
 - <http://animoto.com/play/3I7Ewi40tu51SygPDEqriA#>



ANIMOTO State H Create

State Hygienic Laboratory's Newborn Screening

APRIL 27, 2012

BY State Hygienic Laboratory

TAGS

ABOUT

Newborn screening can detect more than 50 conditions, and thereby save the lives of thousands of babies. But did you ever wonder what the baby might think of this screening process? This fun video short tells the story from a newborn's perspective. And now, a word from The Baby!

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Baby's First Test
Thanks Wyatt! You sure are a cute baby :) Glad newborn screening is around to help keep you healthy too!

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“Putting Babies First” Premiere

- YouTube
<http://www.youtube.com/watch?v=EX49S1Ae7YU&list=FLkkz9WKgEG7tazn2BFemo0w>
- Association of Public Health Laboratories annual meeting
- American Public Health Association video conference
- CDC/NPHIC



Now Showing:
Putting Babies First

See our latest arrivals!

Presenting two new videos about newborn screening:

- “And now, a word from the Baby,” a 30-second, fun video from the newborn perspective:
<http://tiny.cc/BabysFirst>
- “Putting Babies First,” which answers frequently asked questions by hospital staff:
<http://tiny.cc/PuttingBabiesFirst>

Brought to you by:

- BabysFirstTest.org and
- The University of Iowa’s State Hygienic Laboratory and the School of Journalism and Mass Communications



Social Media

Facebook interface showing a page for "Putting Babies First".

Search for people, places and things

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You are posting, commenting, and liking as Putting Babies First — Change to Pat Blake

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It's all about the babies

Posted August 16, 2012 at 11:10am by Pat Blake | [2 comments](#)



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Screening can save lives of newborns

Congenital disorder testing uncovers hidden health issues

Jul. 24, 2012 | 0 Comments

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Laboratory supervisor Michael Ramirez points to a display filled with faces of children who have benefited from the Iowa Neonatal Metabolic Screening Program. They are survivors of congenital disorders detected by screening performed when the children were just a few days old.

The photos serve as a real-life connection to work the lab technicians do every day as they analyze hundreds of dried blood spots taken from newborns across the state.

In Iowa, newborn screening is mandatory unless parents opt out by signing a waiver. Out of 37,700 samples collected last year from heel pricks, about one percent were abnormal. Of those, 337 tested as presumptive positives. Further testing

50th Year Celebration

- Challenge award continues with celebration of 50 years of newborn screening led by APHL



www.50yearsavingbabies.org

APHL ASSOCIATION OF PUBLIC HEALTH LABORATORIES

00:30

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Happy 50th Birthday, Newborn Screening! 50 Years of Saving Babies' Lives

Laboratory Perspective

- Why a video?
 - Way to visually demonstrate proper technique
 - Answer questions the lab routinely receives
- Educate the public about newborn screening



Hospital Partners

- University of Iowa Children's Hospital
 - Utilized the “Putting Babies First” social media platforms to announce Iowa's SCID pilot
 - Increased partnership with the State Hygienic Laboratory in educating the public about newborn screening.





Iowa SCID Pilot

- The Iowa Newborn Screening Program developed and implemented an awareness and education campaign regarding our SCID pilot.
- Launched our campaign in September, 2012.
- Campaign included:
 - Live, videotaped presentation by SCID medical consultant
 - Emails and mass mailing sent to physicians/ARNP's in Iowa
 - Articles in various newsletters
 - Insert in program brochure
 - Press releases, and
 - Utilized social media (YouTube, Facebook, Twitter)



Continuous Outreach and Education

- Despite our efforts, most facilities/PCP's/allied health staff had not heard about the SCID pilot.
- 49 contacts have been made about SCID NBS results. Only 1 person said they had heard about SCID implementation.
- The SCID presentation on YouTube has been viewed 154 times (Baby's First Test and IAAP sites).



What We've Learned

- Need to improve efforts to reach out to birthing facilities in awareness/education campaigns – targeting NICU's and hospital laboratories
 - Communication to individuals didn't work well
- Collaboration with state and national stakeholders was rewarding and successful
- Never stop educating



What We Know

- There is still MUCH to do regarding NBS awareness and education – most parents and many health providers know very little about NBS and the disorders that are screened for.
- We must:
 - Reach out to parents and educate them.
 - Educate OB/GYN providers, make them a part of the NBS system, and collaborate with them so NBS education occurs in the prenatal period.
 - Foster relationships with pediatricians and family medicine providers.

Putting Babies First

- Thank you!
- Questions?