



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



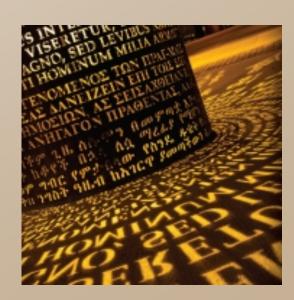




Partnerships

- 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#







"Putting Babies First" Premiere

YouTube

 http://www.youtube.com/watch?
 v=EX49S1Ae7YU&list=FLkkz9WKgEG7tazn2B
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- Association of Public Health Laboratories annual meeting
- American Public Health
 Association video conference

CDC/NPHIC







Social Media







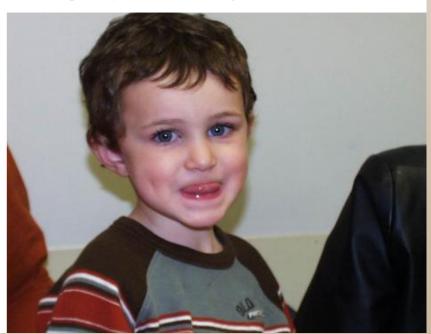


About Newborn Screening

Blog

It's all about the babies

Posted August 16, 2012 at 11:10am by Pat Blake | 2 comments



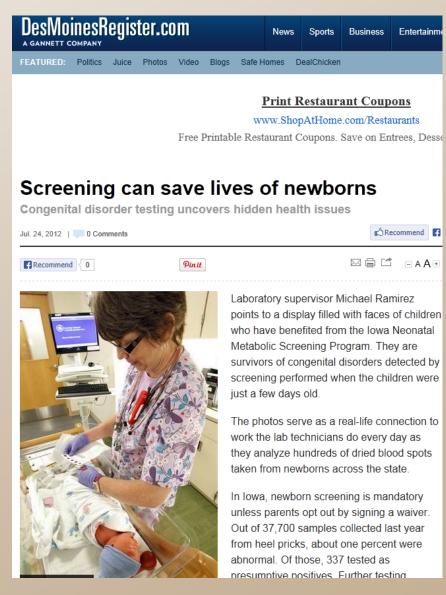






Media Coverage





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50th Year Celebration

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







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 lowa'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 lowa
 - 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?

