


#itdoesnthavetohurt



**A Launch for**  
**It Doesn't Have to Hurt:**  
**A Science-Media Partnership**  
to Mobilize Evidence about  
Children's Pain to Parents

# Final Launch Report

Monday, September 21st, 2015



**Dr. Christine Chambers** from the **Centre for Pediatric Pain Research** and **Erica Ehm** from the **YummyMummyClub.ca (YMC)** have partnered to harness the power of social media to get research evidence about children's pain directly into the hands of parents who can use it.



Held at the Halifax Central Library in Halifax, Nova Scotia and online via webcast and twitter.

**The aim of the launch event was to raise awareness about the power of social media as a way to share evidence-based health information with parents who can benefit from it.**

Served as a launch event for a Canadian Institutes of Health Research (CIHR) Knowledge-to-Action grant led by Dr. Christine Chambers in partnership with Erica Ehm.

*Opening remarks delivered by*  
**Krista Connell, CEO of the Nova Scotia Health Research Foundation**

*Welcome on behalf of the Nova Scotia Minister of Health, Leo Glavine was given by* **Joachim Stroink, Member of the Legislative Assembly of Nova Scotia.**

*Panel discussion moderated by*  
**Carol Schadelbauer, Senior Vice President, Science & Education and Director, Training Programs at Burness (a communications company specializing in social change).**





## Speaker Content

### **Christine Chambers**

*Health researcher and child psychologist*

Christine introduced the initiative and described how it grew from her realization as both a scientist and a parent that children aren't benefiting from research about children's pain management. She explained that there are no published data on a scientist and media working together, and briefly outlined the research component of the initiative. It was stressed that this work, and the findings that come from it, are for parents.

### **Isabel Jordan**

*Parent of a child with a rare disease and patient advocate*

Isabel told her personal story, and that of her son who has a rare disease. She talked about the struggle as a parent to find information to support her child, and about the role that social media has played in accessing information - and advocating for patients and their needs.

### **André Picard**

*Health reporter with the Globe and Mail*

André reflected from the perspective of a health journalist on the way traditional media is changing, and spoke to the problem of pain as a public health issue.

**Pain is an issue for everyone but a priority for no one. – André Picard**

### **Erica Ehm**

*Creator and publisher of the YummyMummyClub.ca*

Erica discussed the power of parents helping other parents and in providing a forum for them to do that through YummyMummyClub.ca. She reflected on the role that storytelling has in sharing information.

# Event Promotion

**We recruited a team of over 60 individuals and organizations to make up a Twitter team**



*Outreach to traditional media also resulted in following stories about the launch event including:*

CBC News / web / TV  
CTV Atlantic / launch morning film piece  
CBC Radio interview / CBC national webpage post  
Family Matters, The Chronicle Herald  
Globe and Mail  
Global News TV story  
Canadian Institutes of Health Research  
Burness  
YMC Works  
Canada Foundation for Innovation  
Dalhousie University Faculty of Medicine  
Dalhousie University Faculty of Science News  
Dalhousie University Media Centre  
IWK Health Centre  
American Psychological Association / blog  
American Pain Society / blog  
Pain Research Forum  
Pain BC / Pain Waves radio  
Pain BC / blog  
Canadian Association of Paediatric Health Centres / blog  
Body in Mind  
Royal Society of Canada  
Department of Psychiatry Dalhousie University / Headlines





# Event Outcomes

Approximately 150 individuals attended in person at the Halifax Central Library.

More than 130 individuals logged in for the live stream.

Over 1,000 original tweets were made during the event.

**The twitter presence during the event had a unique reach of 1,261,521 and an absolute reach of 6,188,206 users**

The hashtag #itdoesnthavetohurt was the **third highest trending hashtag** in Canada during the event.

*Post-event evaluation was conducted for those who participated in the event, and results were positive.*

The majority of respondents indicated that they either followed the initiative on YMC already or intended to.

The majority of respondents also felt that they learned about using social media for health knowledge translation.

*"This is the first health related campaign I have participated in through social media. It really opened my eyes to opportunities that may be available via this forum. Great job."*

*"You are a trailblazer for the rest of the world. Graphics are excellent. Can't wait for more."*

*"This is a very important initiative- I have been in health research for over 20 years and important information needs to be disseminated to those who can use it. Keep in mind the many families still do not have mobile phones and or PCs unfortunately and will still need those of us to advocate and disseminate the information to them as they will not be able to tap in to the web sites to obtain information."*



Canada Trends

- #PizzaRat
- Scott Walker
- #itdoesnthavetohurt
- #WakeUpPreOrder
- #TasteCanadaAwards
- Anthony Bennett
- #ANTHONYHOWDOYOUFEELABOUT
- QB Zach Collaros



# Live Tweeting



**Christine Chambers**  
@DrCChambers

Follow

.@CTVMorningAt! @YummyMummyClub Thanks for having us on to talk about #ItDoesntHaveToHurt Great pic @MommyMoments!  
7:38 AM - 21 Sep 2015

10 4

**Calvin Pearce**  
@pearceauto

Follow

No car ads today, I will be tweeting #ItDoesntHaveToHurt [itdoesnthavetohurt.ca](https://www.itdoesnthavetohurt.ca) @DrCChambers today & live tweeting tonight from the event.

7:45 AM - 21 Sep 2015

4 9

**Allison Forsythe**  
@AllieBamma

Follow

PEOPLE WITH KIDS! Read about the super #itdoesnthavetohurt campaign: [cihr-irsc.gc.ca/e/49436.html](https://www.cihr-irsc.gc.ca/e/49436.html). Join the convo about managing kids' pain.

8:52 AM - 21 Sep 2015

4 2

**Debbie Emberli**  
@embeda

Follow

Storytelling = the original knowledge translation  
#itdoesnthavetohurt

8:06 PM - 21 Sep 2015

1

**NSHRF**  
@NSHRF\_info

Follow

Can't make it to #itdoesnthavetohurt tonight? No problem. Watch online here: [ow.ly/Sfnol](https://www.ow.ly/Sfnol)

4:03 PM - 21 Sep 2015

3 1

**CAPHC**  
@CAPHCTweets

Follow

We are so excited to virtually tune in to the launch of the #itdoesnthavetohurt campaign. Live stream the event here [itdoesnthavetohurt.ca](https://www.itdoesnthavetohurt.ca)

6:36 PM - 21 Sep 2015

2 3

**IWK Health Centre**  
@IWKHealthCentre

Follow

The world will be following tonight's #itdoesnthavetohurt social media launch. Putting research into the hands of those who can use it.

2:14 PM - 21 Sep 2015

10 7

**Family Matters**  
@CHFamlyMatters

Follow

@YummyMummyClub and @DrCChambers work together to advocate #knowledgetranslation #itdoesnthavetohurt

7:13 PM - 21 Sep 2015

5 1

Storify summary:  
<https://storify.com/DrCChambers/itdoesnthavetohurt>



# Funders and Supporters

*Special thank you to the event funders:*



*Our Supporters:*

Bright by Design  
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Family Matters  
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Coalition

*Institutions:*





# A Science-Media Partnership

## *About the Initiative*

**It Doesn't Have to Hurt: A Science-Media Partnership to Mobilize Evidence about Children's Pain to Parents** represents a partnership between health researchers (led by Dr. Chambers) and an award-winning online publisher targeted primarily to Canadian mothers, YummyMummyClub.ca (YMC).

## The initiative will span a 12-month period of targeted dissemination and discussion of content about children's pain

...on YMC blogs, videos, Twitter parties, Facebook polls, and social media images, all posted and promoted on the YMC website and social media.

The partnership capitalizes on YMC's monthly reach of over 5 million people. Research objectives include documenting the reach of the initiative (e.g. number of content views) and evaluating the impact of the initiative by using surveys and telephone interviews to look at changes in parent knowledge and behaviour to prevent and minimize children's pain.

## *To learn more about the initiative:*

- **go** to [YummyMummyClub.ca](http://YummyMummyClub.ca)
- **visit** [itdoesnthavetohurt.ca](http://itdoesnthavetohurt.ca)
- **follow** the hashtag #itdoesnthavetohurt





# Media Selections

Government of Canada  
Canadian Institutes of Health Research (CIHR)  
Home • Health research in action

## It doesn't have to hurt

### A new science-media partnership is putting the best research about managing children's pain into the hands of parents

September 18, 2015

No parent wants to see their child in pain.

Whether it's a broken arm, an operation, or the prick of a needle, dealing with pain can be stressful for parents who want to do whatever they can to ease their child's discomfort. Although research about children's pain goes back as far as ancient times, it's only in the last few decades that considerable strides have been made. It is exciting to imagine today, but a premature baby requiring open-heart surgery thirty years ago would not have received anesthesia (due to the fact that premature babies couldn't breathe pain and that using anesthesia would be too risky). Since that time, research about children's pain and pain management has fostered new ways to provide comfort and reduce suffering.

Unfortunately, it takes a long time for the results of this research to reach parents. Current estimates show that it can take seventeen years for this to happen, which a lot of people think.



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## Using social media to share research results

Dalhousie University's Christine Chambers explains how she's using social media to help parents manage their children's pain.  
September 30, 2015  
By Malorie Bertrand

On September 21, Christine Chambers (<http://pediatric-pain.ca/faculty/christine-chambers/>), a clinical psychologist and professor at Dalhousie University in Halifax, launched an online campaign, "It doesn't have to hurt" (<http://go.galaxyus.ca/itdoesnthavetohurt>), with the popular parenting blog, YummyMummyClub.ca (<http://yummymummyclub.ca>) and uses social media to share information about pain management. Chambers' work at the Centre for Pediatric Pain Research (<http://pediatric-pain.ca/>) looks at developmental, psychological and social influences of pain in kids.

CFI: How did the idea for this campaign come about?

Christine Chambers (CC): Through my recent experience as a parent, I realized that all the great research we have about how to help children with pain just isn't making its way to parents. Currently, it takes 17 years for research findings to translate into improvements in clinical care.

I produced and launched a YouTube video (<https://youtu.be/KgWbV9dpsa>) in November 2013 with the Centre for Pediatric Pain Research that gave parents advice on how to help their children deal with pain from needles. We wanted to see if sharing our research-based knowledge through social media would better inform parents. The video has since garnered more than 145,000 views in over 120 countries.

With the success of the video, we decided to launch an entire social media campaign to further promote our research and encourage a two-way discussion between my team and parents. This time I decided to engage a partner, the YummyMummyClub.ca that has already established ways to reach and engage parents. The campaign kicked off with a panel discussion on September 21 in Halifax, and will include blogs, videos and the hashtag #itdoesnthavetohurt.

CFI: Why did you and your team choose social media to promote this campaign?

CC: Social media is a natural choice for me. As a parent, I use it all the time to get information and support on issues related to my children. Also, social media is free! As a researcher in a low-resource environment, it is an efficient way to get information out there. And anyone who can get online can access the content. I strongly believe that health research evidence should be made freely and easily available to the public — we shouldn't be charging for it or selling it in books.

## NEWS & ANNOUNCEMENTS

### news from the department

#### DR. CHRISTINE CHAMBERS HOSTS PUBLIC FORUM

On Monday, Sept. 21, Dr. Christine Chambers, of the Centre for Pediatric Pain Research at the IWK Health Centre and Dalhousie University, hosted a public forum, "It Doesn't Have to Hurt" (<http://itdoesnthavetohurt.ca/>) at the Halifax Central Library. An interactive panel discussion was held with speakers including Dr. Chambers, Roshni...



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1.888.470.5888  
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Children's Health (/childrens-health)  
Mental Health & Addictions (/mental-health)  
Primary Health (/page/primary-health)

## News Archive

### #ItDoesntHaveToHurt Parents September, 28, 2015

On Monday September 21st, Dr. Christine Chambers and her team, will provide their vast research-based evidence-based information to the YMC writing team.



### #itdoesnthavetohurt: Using social media to help manage children's pain

HEATHER LAURA CLARKE: FAMILY MATTERS  
Published September 18, 2015 - 9:05am  
Last Updated September 18, 2015 - 9:05am



Christine Chambers assumed her two decades of research in children's pain management had been making a difference in the lives of real families. It wasn't.

After having four children of her own over the last nine years, she realized the medical community wasn't always providing parents and children with information about evidence-based pain care. In fact, it was taking a staggering 17 years for study results to actually reach caregivers and parents.

So Chambers, a child psychologist and professor of Pediatrics, Psychology and Neuroscience at Dalhousie University and the IWK Health Centre, created a YouTube video called Strategies for Helping Children with Shots and Needs. It's been watched in more than 120 countries and featured in the New York Times Motherlode blog.

The video advises parents not to say "It will be OK" or "It will be over soon" — two things many parents do say when their child gets a needle — and suggests distraction with a song or game, using a topical anesthetic or taking deep breathes by blowing bubbles.

"The video showed me that social media is such a powerful tool, but I was only one person so I had a limited reach," says Chambers. "I needed to engage someone who had a more captive audience of parents, so I reached out to Erica Ehm on Twitter."

Ehm says meeting new people out of the blue is one of the things she loves about social media. The former MuchMusic VJ and founder of YummyMummyClub.ca loved the video, and Chambers flew to Toronto so they could discuss working together on content for parents.

"That's what we do on YummyMummyClub.ca — we connect with parents and share our tips, our failures, our successes," says Ehm. "Many parents don't know this information is out there, so to be able to give them practical information that can lessen their child's pain is going to help so many families."



# It Doesn't Have to Hurt™

Proven Pain Control for Children

