



It Doesn't 
Have to Hurt™
Proven Pain Control for Children

#ItDoesntHaveToHurt

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

Twitter Canada Event Report

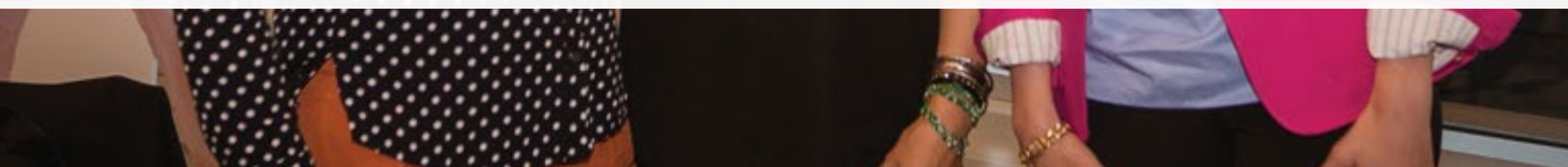
Thursday, September 15, 2016

Centre for
Pediatric
Pain Research
SCIENCE HELPING
CHILDREN





Dr. Christine Chambers from the **Centre for Pediatric Pain Research** and **Erica Ehm** from the **YummyMummyClub.ca (YMC)** 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.



On September 15th, 2016, #ItDoesntHaveToHurt celebrated its first anniversary with a special event at Twitter Canada for a unique knowledge translation activity.

The event brought together parents, scientists, the health community, and digital influencers at the Twitter Canada headquarters in Toronto.



#ItDoesntHaveToHurt is a pioneering science-media partnership, funded by a Knowledge-to-Action grant from the Canadian Institutes of Health Research (CIHR), that puts research about managing children's pain into the hands of those who need it most, parents.





Partnership with Twitter Canada

Last year's launch of the social media campaign immediately struck a chord with the public and has had over **130 million** content views around the world.

The activity caught the attention of Twitter Canada, one of the social media platforms being used during the initiative.

Twitter Canada not only offered up their headquarters for the celebration but also the use of their proprietary Twitter Q&A video app, to allow Dr. Christine Chambers and Erica Ehm to answer parents' questions live during the #ItDoesntHaveToHurt Twitter party.

This was the first time the app, which has been used in the past by Prime Minister Justin Trudeau and athletes such as Penny Oleksiak and Jose Bautista, has been used to engage with the public about health information.

"We're pleased to support #ItDoesntHaveToHurt and applaud all involved for harnessing Twitter to connect and communicate about this important topic."

says Jennifer Hollett, Head of News and Government, Twitter Canada.





Event Promotion

At this event, we were able to bring members of the **#ItDoesntHaveToHurt** parent panel, partners, researcher team, and staff along with YMC staff, bloggers, and influencers to meet for the first time IRL (In Real Life).

Can. Pain Coalition @CanPainCoalition
CPC's L. Cooper at Twitter Canada, Toronto, tonight for live twitter party celebrating **#ItDoesntHaveToHurt**

RETWEET 1 LIKE 1
1:53 PM - 10 Sep 2016

Richard Fiorizone @DalProf
On way to Twitter Canada HQ, excited to meet up with Dal prof **@DrCChambers** for **#itdoesnthavetohurt**. **#AmazingFaculty**

Christine Chambers @DrCChambers
It's happening!! The **#itdoesnthavetohurt** Twitter party. LIVE from **@TwitterCanada HQ!** **#yummyummyclub** **#calcontests** **#live**...

Erica Ehm @YummyMummyClub
So many flying & driving from all over Canada to join me and **@DrCChambers** At **@TwitterCanada** for our **#itdoesnthavetohurt** Party tomorrow!

RETWEETS 11 LIKES 20
11:24 PM - 14 Sep 2016



MARKETING

BRANDS ADVERTISING CONSUMER MEDIA TECH PR SUBSCRIBE

TWITTER PARTY SPREADS RESEARCH ON PEDIATRIC PAIN MANAGEMENT

Year-long **#itDoesntHaveToHurt** initiative provides helpful tips to parents
DANNY KUCHARSKY | SEPTEMBER 22, 2016

A unique online science-media partnership that gives concerned parents up to date research to help them manage their children's pain has celebrated its first anniversary with a live Twitter video party.

The Sept. 15 party for **#itDoesntHaveToHurt** at Twitter Canada headquarters trended number one in Canada on the social media platform and marked the first time Twitter's Q&A video app, called VIT (Very Important Tweeter), has been used to provide health information to the public. It's previously been used by the likes of Prime Minister Justin Trudeau and star athlete Penny Oleksiak.

Led by the Centre for Pediatric Pain Research and aimed at getting science on children's pain management to parents, **#itDoesntHaveToHurt** dramatically slashes the amount of time it takes to get research to parents, says Dr. Christine Chambers, a clinical psychologist and children's pain researcher at the IWK Health Centre in Halifax.





Online Twitter Party

Twitter presence during the party had a unique reach of 1,261,521 and an absolute reach of 6,188,206 users.

During the **one hour chat**, the party generated:

More than **7,000 tweets** about **children's pain**

Over **43 million impressions**

Over 350 unique participants

Trended #1 in Canada

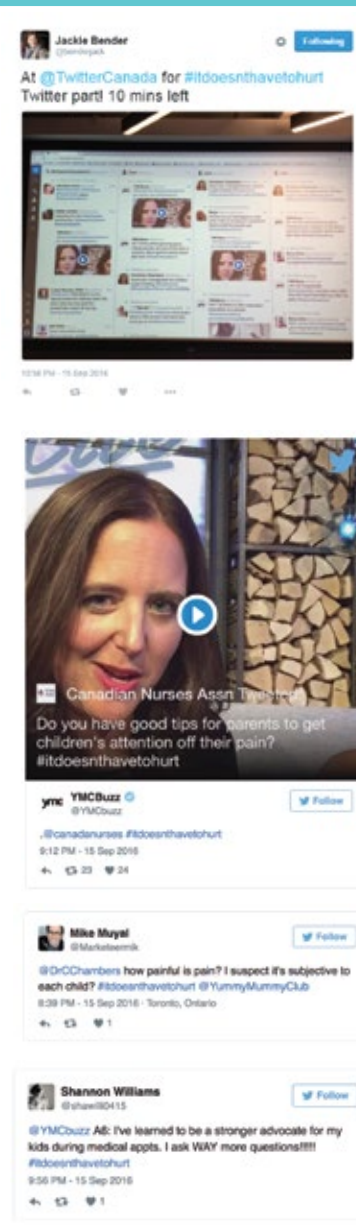


Dr. Christine Chambers and Erica Ehm answered parents' questions about pain using the Twitter Q&A app. There were **over 3,000 views of the 27 live video recorded answers**



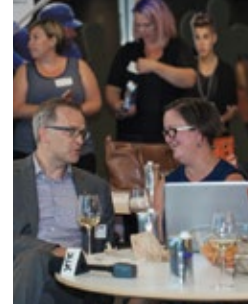
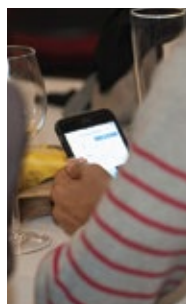


Tweets from the Online Twitter Party





Live from the Twitter Event at Twitter Canada





Future of #ItDoesntHaveToHurt

The IWK Health Centre has announced that they are funding a continuation of #ItDoesntHaveToHurt.

#ItDoesntHaveToHurt was a 2016 Gold Winner for Best Online Campaign at the Canadian Online Publishers Award (COPA)

#ItDoesntHaveToHurt was a finalist for A DIGI Award: Branded Content

The DIGI Awards are Canada's annual showcase of digital content, from video to marketing and advertising, to digital technologies.





Event Sponsors

We are grateful to our funders, supporters, and partners for making this event possible.

We would especially like to thank Twitter Canada for hosting the event and CIHR & the IWK Health Centre for providing the funding to bring everyone together.



Provided through the CIHR Chief Scientific Officer Fund in partnership with the CIHR Institute of Musculoskeletal Health and Arthritis and the CIHR Institute of Human Development, Child and Youth Health



Storify Links:

<https://storify.com/DrCChambers/itdoesnthavetohurt-partners-with-twitter-canada>

<https://storify.com/DrCChambers/itdoesnthavetohurt-twitter-party-2>



A close-up photograph of a person's hand holding a white smartphone. The person is wearing a silver chain bracelet. In the background, another person wearing a blue and white plaid shirt is partially visible. The image is slightly blurred, focusing on the hand and phone.

Science-Media Partnership

Christine T. Chambers, PhD RPsych
Canada Research Chair in Children's Pain (Tier 1)

*Professor of Pediatrics and Psychology & Neuroscience
Dalhousie University & IWK Health Centre*

Centre for Pediatric Pain Research
Halifax, Nova Scotia

To find our content, go to
YummyMummyClub.ca,
follow the **hashtag #ItDoesntHaveToHurt**,
or follow **@DrCChambers** on Twitter.

**We all have part to
play in helping make
sure research evidence
about children's pain
gets to the parents
who need it.**

**You can help by simply
clicking on the content
and sharing it over your
social media networks!**

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@DrCChambers



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