

# Be Sweet to Babies: Consumer evaluation of a parent-targeted video aimed at improving pain-management strategies in newborn infants undergoing painful procedures

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## Introduction

High quality evidence for analgesic effects of **breastfeeding** (BF), **skin-to-skin care** (SSC), & **sucrose** during **painful procedures** in newborn infants exists, however, these strategies are inconsistently used in practice. A publicly available parent-targeted video, titled **Be Sweet to Babies** (access via Figure 1) demonstrates these strategies during painful procedures. Knowledge of this video & these strategies by parents of hospitalised newborns was unknown.

## Aim

To determine parents' perceived **acceptability & usefulness** of the video, & previous use of recommended pain management strategies.

## Methods

Parents & families of infants hospitalised in neonatal intensive care (NICU) or high dependency (HDU) were recruited via the **Miracle Babies Foundation** members' list & social media channels & invited to complete a **cross-sectional** online survey using Qualtrics.

Respondents were also invited to comment on the video.

Survey responses were analysed using descriptive statistics. **Inductive content analysis** was applied to qualitative data.



Figure 1: **Be Sweet to Babies** video

## Results

Data was able to analysed for 162 of 189 respondents: all identified as mothers.

### Prior use of pain management strategies

- 84%** of mothers reported using sucrose (n = 112)
- 37%** of mothers reported using SSC (n = 50)
- 25%** of mothers reported using BF (n = 33)

### Evaluation of video

- Only **4%** of mothers (n=6) had previously seen the video
- 82%** of mothers rated the video as useful & helpful (n = 124)
- 88%** of mothers advocate for SSC (n=108) & **81%** for BF (n=100) in future procedures

**76** mothers responded to the question "Do you have any other comments about your experience with the infant pain management strategies?"

**38** mothers responded to the question "Do you have any comments about pain management during other painful procedures?"

**5 themes** were identified from content analysis

- Theme 1: Barrier**  
Lack of education & information
- Theme 2: Barrier**  
Policies and practices prevent parent participation
- Theme 3: Barrier**  
Parent-led pain management is impractical for some infants
- Theme 4: Facilitator**  
Support by healthcare professionals (HCPs) leads to positive parental experiences
- Theme 5: Impact**  
Ineffective pain management has an emotional impact on parents

### Prior viewing of video

Yes	4%
No	96%

### Perceptions of video

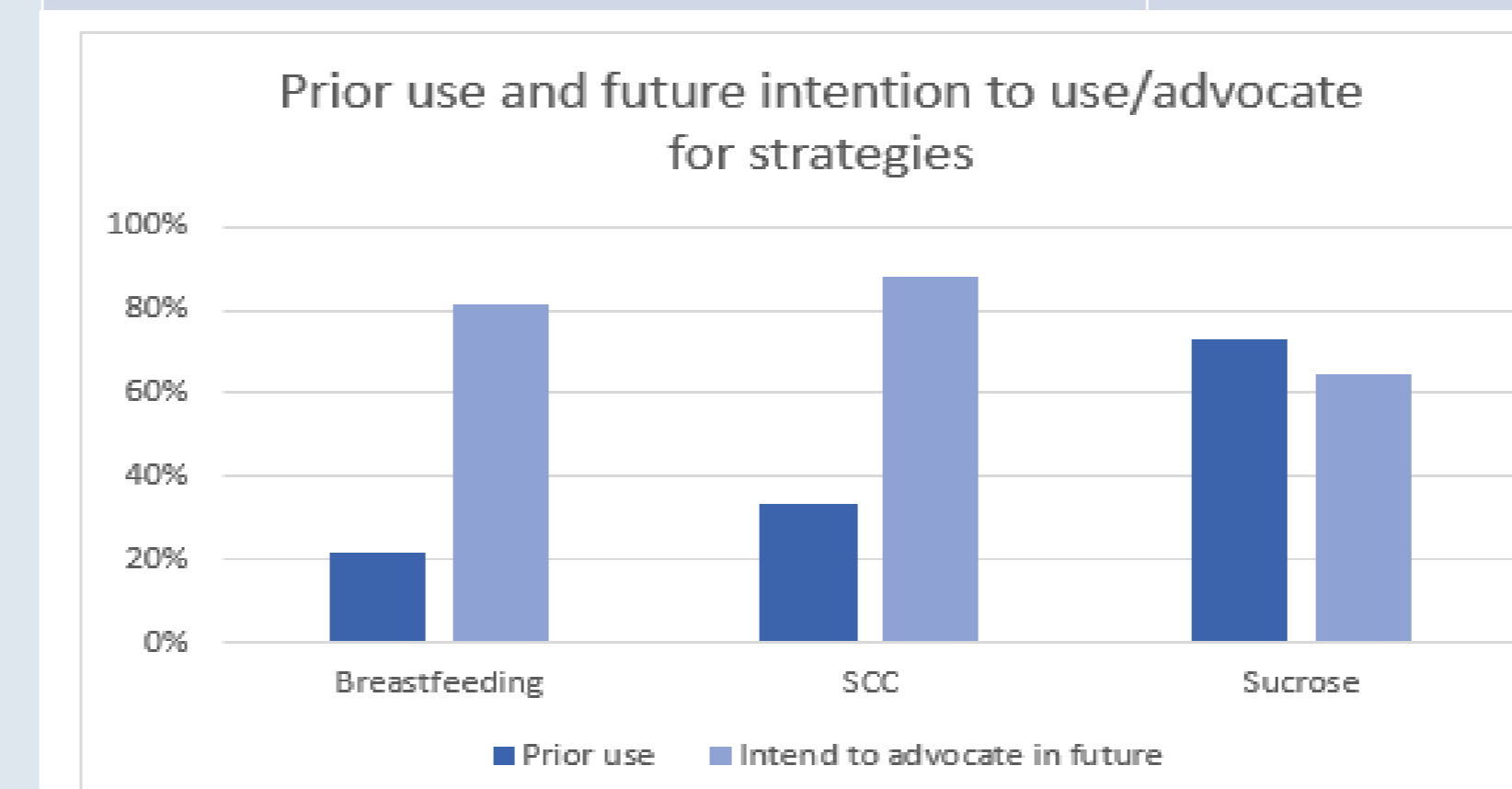
<b>Helpful</b>	
Yes	82%
No	18%

<b>Easy to understand</b>	
Yes	98%
No	2%

<b>Easy to apply</b>	
Yes	91%
No	9%

<b>Perception of length</b>	
Too long	27%
Just right	72%
Too short	1%

<b>Intend to recommend video?</b>	
Yes	89%
No	2%
Unsure	9%



## Discussion

Findings highlight the persistence of a **knowledge-to-action gap** in involving families in their infant's pain management. **Coordinated efforts** targeting parents, clinicians & organisations are required to overcome the gap.

Potential for the video to be used to **help parents & other caregivers** advocate for the strategies.

## Implications for Research

Further research should **explore coordinated strategies** targeting parents and HCPs to overcome barriers to implementing parent-led infant pain management strategies.

## Conclusion

This study provides **the first evaluation** of the parent targeted **Be Sweet to Babies** video by Australian parents of hospitalised infants. The video may be an **effective tool** to promote **parents** to increase parent involvement in neonatal pain management.



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