

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

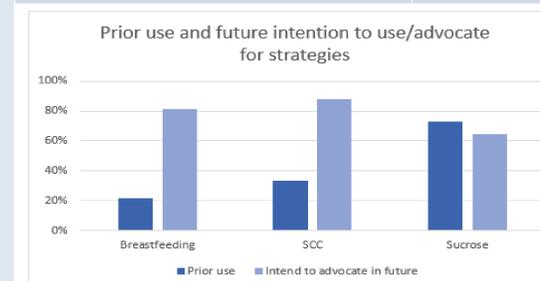
Helpful	
Yes	82%
No	18%

Easy to understand	
Yes	98%
No	2%

Easy to apply	
Yes	91%
No	9%

Perception of length	
Too long	27%
Just right	72%
Too short	1%

Intend to recommend video?	
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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