

USE OF EDUCATIONAL VIDEOS IN IMPROVING UPTAKE OF EXPOSURE COUNSELING AND OUTREACH OF MOTHERTOBABY SERVICES

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Background

Methods

Results

Discussion

AGENDA

HRSA Pilot project

- Improving access to teratogen information services to vulnerable and hard-to-reach populations

Audiovisual tools

- Can increase patient knowledge in the setting of prenatal genetic counseling
- Exposure counseling share many similarities to genetic counseling

Aimed to improve uptake

- MotherToBaby Florida Services
- USF Health Exposure Clinic
- MotherToBaby Resources

Location

- Community clinic in Hillsborough County, Florida
- 60% yearly income under \$30,000
- 60% unemployed
- 60% Hispanic ethnicity and 26% African American



Topic selection



- Polled OTIS listserv
- 8 potential topics due to cost
- Response from 26 individuals

Topics



- Introduction to MTB
- Cold and Flu
- Infection
- Marijuana
- Pain Management
- Psychiatric conditions

Script



- Developed for 30-45 second videos
- Edits from OTIS listserv
- Translated to Spanish by native speakers

Videos



- Recorded through professional service
- Native Spanish speaker





3 iPads placed into exam rooms

- Ability to view videos
- Request contact from TIS

Videos played on loop in waiting rooms at 2 locations

- Low SES clinic
- Maternal Fetal Medicine Clinic

Videos utilized on social media

- Twitter
- LinkedIn
- Facebook
- Instagram



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Introduction

Psychiatric Conditions

Touch videos to learn more about common questions during pregnancy

[Español](#)

Haga click arriba para español

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Pain Management

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If you have questions about exposures, share your contact information confidentially

If you have questions about an exposure (medications, vaccines, smoking, alcohol, health conditions, etc) during pregnancy or lactation and would like one of our experts to reach out to you, please leave your email and/or your phone number.

1. Phone number or email

Never give out your password. [Report abuse](#)

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Infection

Cold and Flu

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Marijuana



Introducción

Desórdenes psiquiátricos



Haga click en los videos para aprender más acerca de preguntas frecuentes durante el embarazo

[English](#)

Click above for English

El manejo del dolor



Si tiene preguntas, puede compartir su informacion de contacto de manera confidencial

Si tiene preguntas referentes a exposiciones a agentes potencialmente nocivos (medicamentos, vacunas, el fumar, el alcohol, condiciones de salud) durante el embarazo o la lactancia, deje su correo electrónico y/o número telefónico y uno de nuestros expertos se comunicará con usted

Resfriado y Gripe



1. Correo electrónico y/o número telefónico

Enter your answer

Submit

Never give out your password. [Report abuse](#)

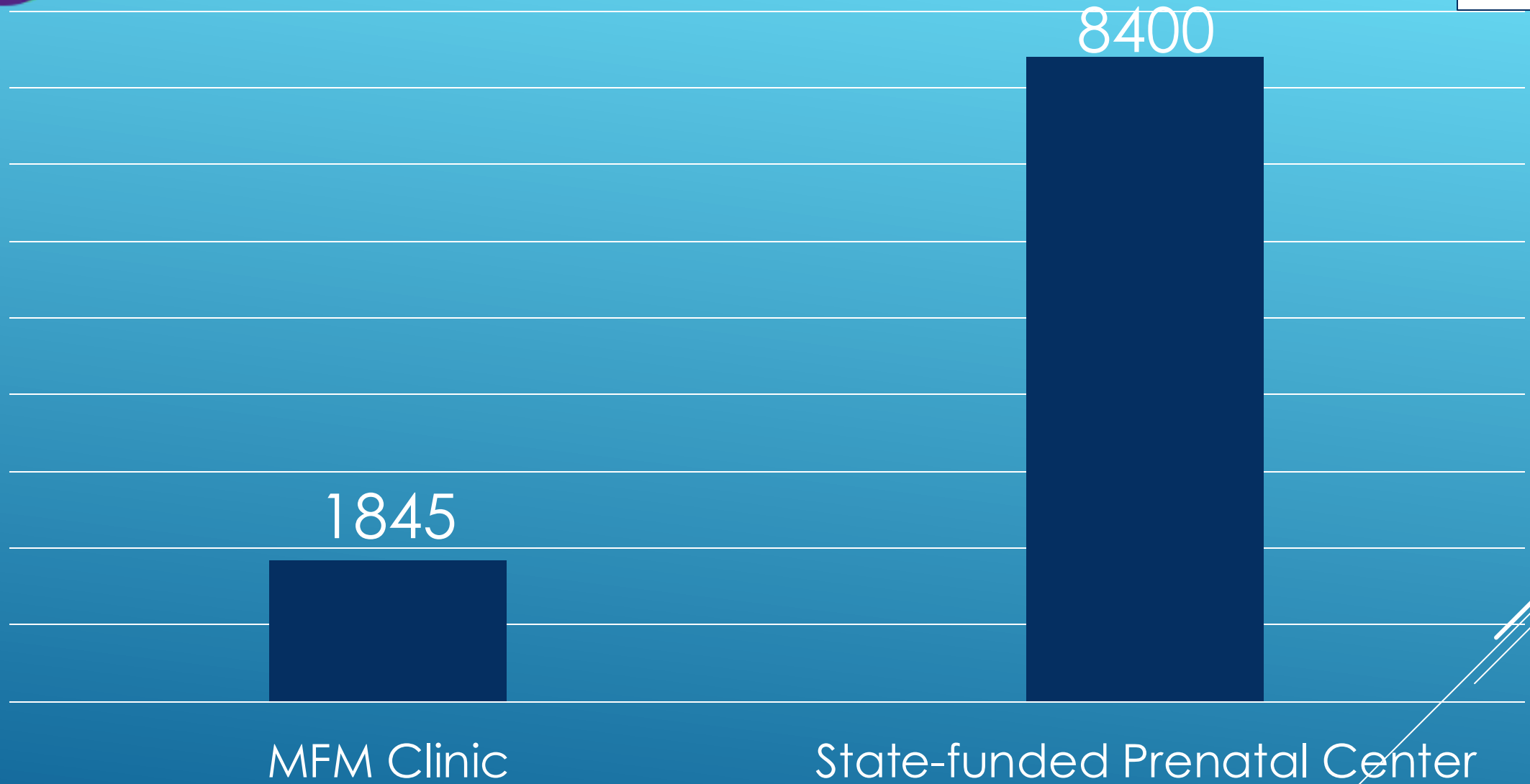


Infección



Marijuana

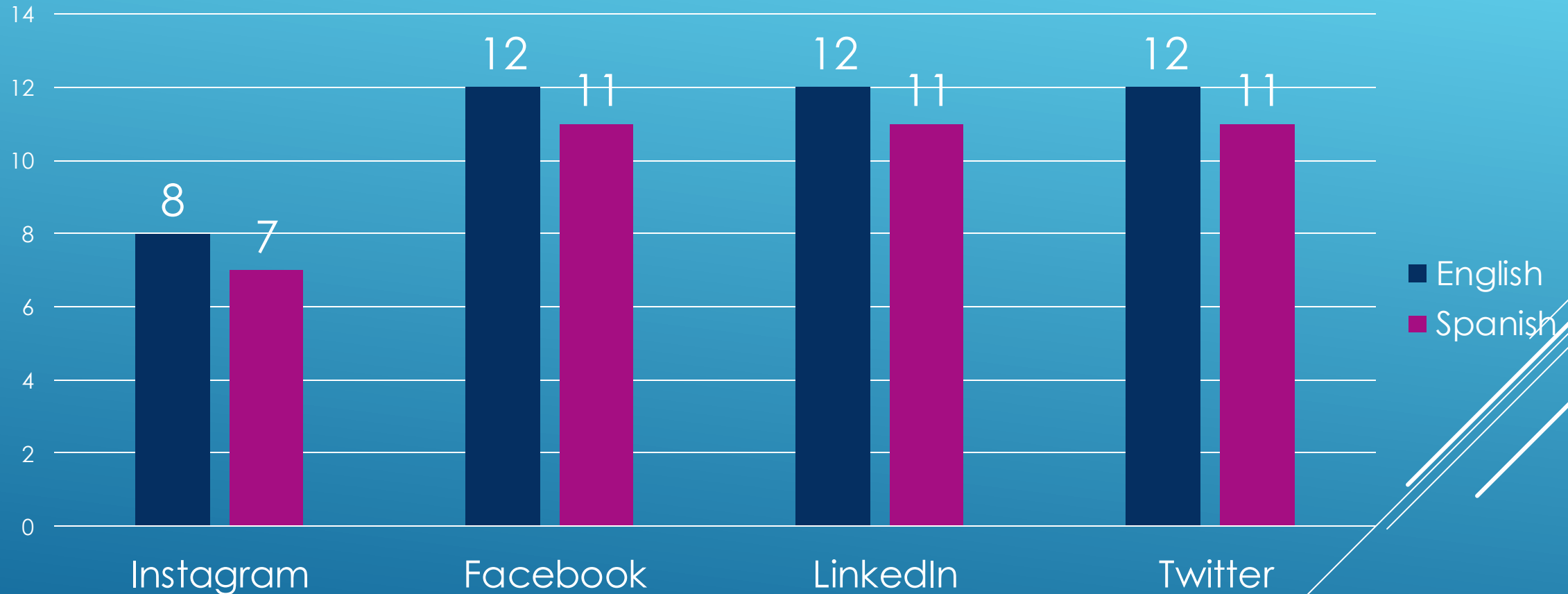




NUMBER OF POTENTIAL VIEWS IN WAITING ROOMS



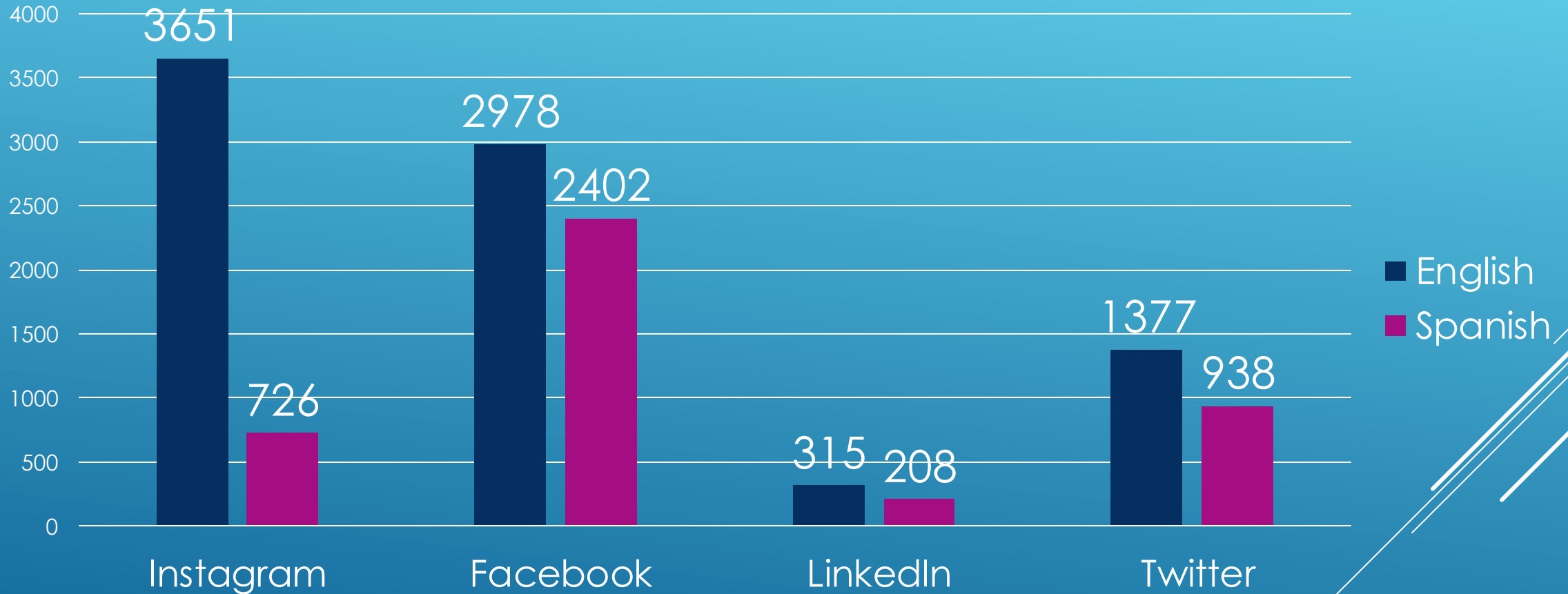
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NUMBER OF SOCIAL MEDIA POSTS



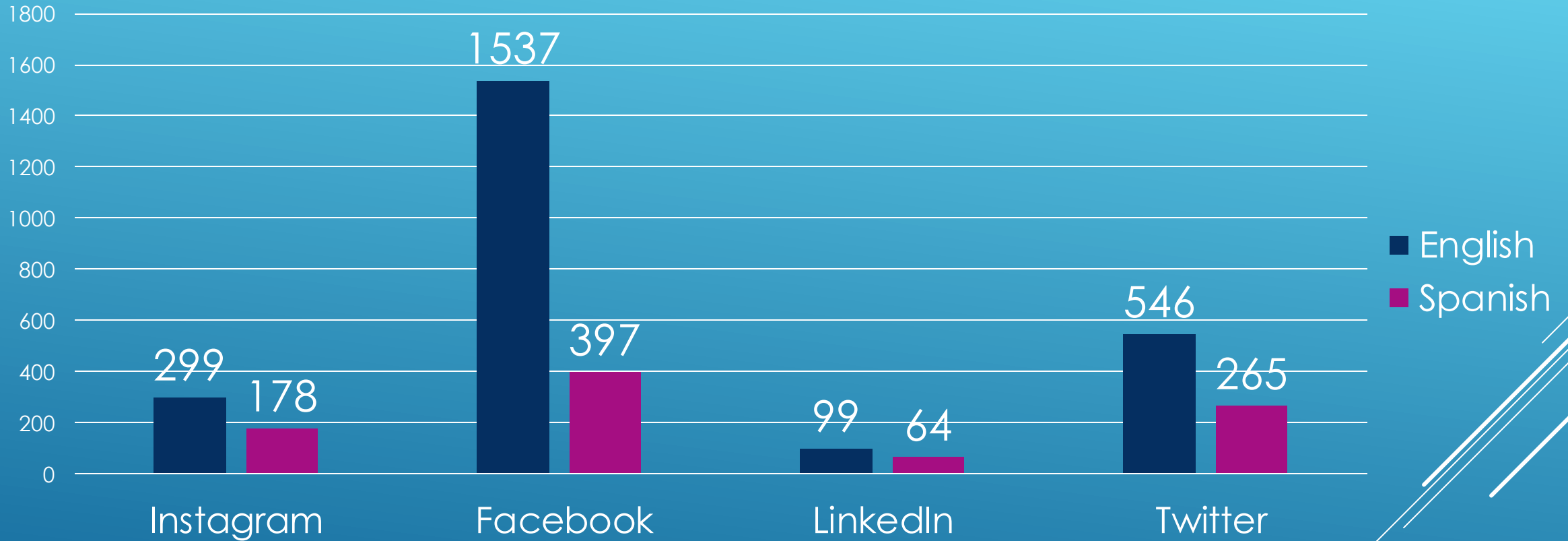
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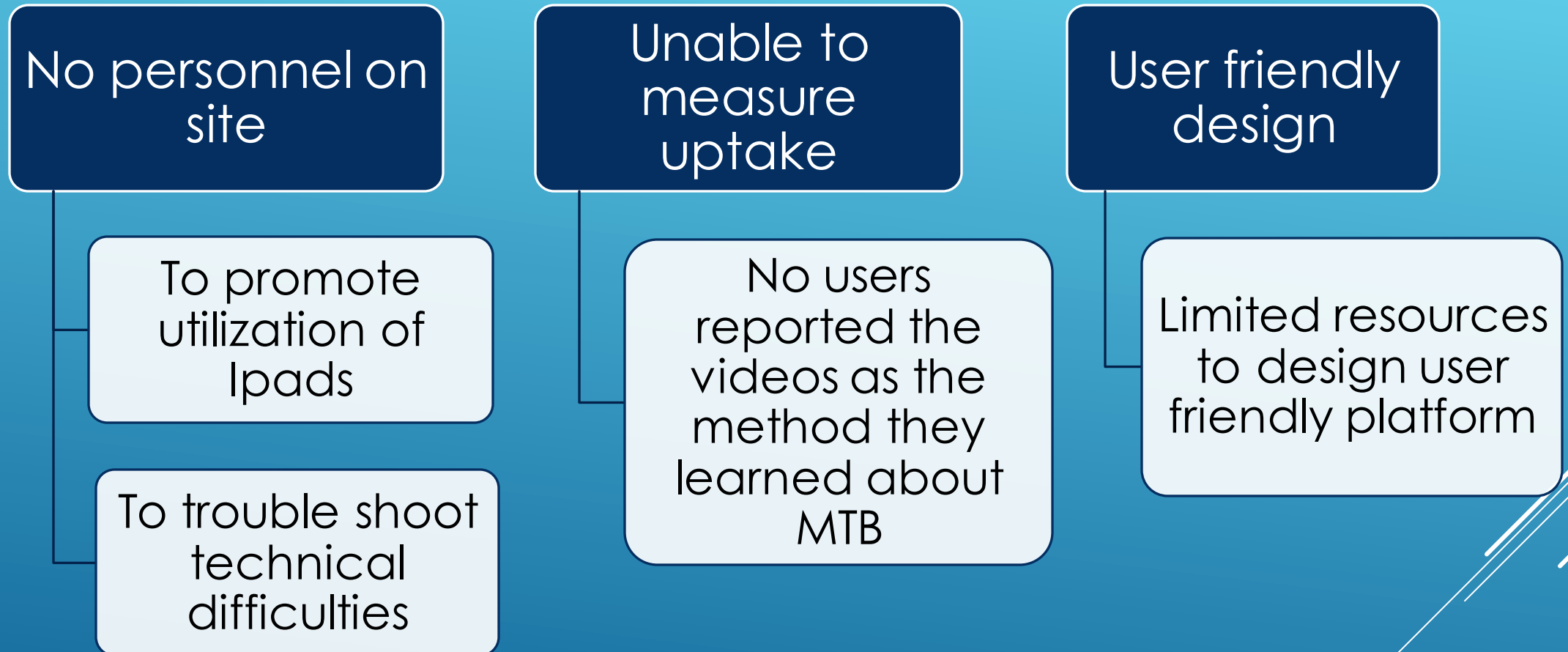
NUMBER OF IMPRESSIONS



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NUMBER OF ENGAGEMENTS AND VIDEO VIEWS



LIMITATIONS

Utilized through different medias to promote MotherToBaby services

Used by and available to all MotherToBaby affiliates

High quality videos available in both English and Spanish

Can continue to be used in future marketing endeavors

Future directions: ability to monitor utilization of MotherToBaby resources

DISCUSSION

THANK YOU!

Special thank you to:

HRSA

MotherToBaby

USF Health

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