

**Project Title: A Video Case Study Sharing Evidence of the Impact of the ‘It Doesn’t Have to Hurt’ Social Media Initiative by Parents**

**Principle Investigator: Dr. Christine Chambers**

***Plain Language Summary – Why Was This Effective?***

- This project builds on a solid foundation of research, previous knowledge translation efforts (social media) and proven reach/engagement strategies.

***Objectives– Why Was This Effective?***

- The overall objective is clear and obtainable.
- Knowledge user engagement is stated as an objective (video development, dissemination).
- Evaluation is also included as an objective (YouTube analytics, online survey).

***Project Description – Why Was This Effective?***

- Project is well-aligned with NSHRF’s REAL knowledge program and other relevant institutional (NSDHW, IWK, Dalhousie) mandates and research priorities.
- The proposed project addresses the NSHRF priorities for vulnerable populations (children/parents), disease prevention, mental health, and the delivery of evidence-based care.
- The proposal builds upon a well-established research program and ongoing KT activities.
- The proposal also incorporates case studies / parent testimonials to extend the research methods to demonstrate the impact of the work and share knowledge.
- Incredible buy in from parents.

***Work Plan and Timeline – Why Was This Effective?***

- The methods are innovative and have the potential to reach many knowledge users.
- The team is excellent with expertise in pediatric pain research, implementation science, and information technology.
- The team has a history of successful collaboration and solid engagement with its media partner and parent panel.
- The team has engaged relevant stakeholders who have demonstrated commitment to the project.
- Plan to engage and distribute content via social media is clearly outlined.
- Networks / supporters (for dissemination) are also clearly identified, and the plan to engage / distribute content via social media is well described.
- Animated video strategy very appropriate use for this audience.

***Impact – Why Was This Effective?***

- The project has the potential to improve pain management.
- The project also has the potential to contribute new knowledge about the role of social media as an effective and efficient KT approach for reaching parents / families.