Communicating with the Public regarding Pediatric Health

AAP Perspective

NIH PRGLAC Task Force

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Chair, Committee on Drugs
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DISCLOSURE

• Nothing to disclose
AMERICAN ACADEMY OF PEDIATRICS (AAP)

- Officially incorporated in July 1930
  - initial membership about 400 Pediatricians
    1. To create reciprocal and friendly relations with all professional and lay organizations that are interested in the health and protection of children.
    2. To foster and encourage pediatric investigation, both clinically and in the laboratory, by individuals and groups.

- Organization of 66,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults.

Mission

The mission of the AAP is to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. To accomplish this mission, the AAP shall support the professional needs of its members.
How AAP Communicates With The Public

- AAP has a multifaceted approach to communicate with the public that includes:
  - HealthyChildren.org
  - Traditional media outreach
  - Social media engagement
  - Books
  - Direct communications including emails, webinars
  - Pediatrician-hosted platforms (such as practice websites)
  - One-on-one, in-clinic conversations

- In all of these communications, AAP employs their most credible, accessible messengers: PEDIATRICIANS
Pediatricians are trusted voices.

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<th>Profession</th>
<th>Very high/High %</th>
<th>Very low/Low %</th>
<th>Average %</th>
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GALLUP, DEC 7-11, 2016
THE PEDIATRIC MESSENGER

• The pediatric messenger network includes:
  – more than 300 media spokespersons, who regularly engage with local and national media outlets for child health stories.
  – More than 25 pediatrician bloggers who use AAP content to draft blog posts on their own platforms.
  – 70+ individual pediatrician authors, contributors and reviewers along with each of the AAP’s Committees, Councils and Section who review content on HealthyChildren.org.
  – 650+ pediatricians on Twitter, called “tweetiatricians” who actively engage social media audiences with credible, accurate information about child health
• Primary AAP resource for communicating with public
  – Largest platform for engaging parents and caregivers
  – Information dissemination
  – Direct parent engagement
• Both English/Spanish websites
• 3.5 million page views per month
• 100,000 registered users
Medication Safety Tips for the Breastfeeding Mom

If you are breastfeeding and plan to take any kind of drug—whether prescription or over-the-counter—be sure to discuss with your doctor or your child’s pediatrician. While many medications are safe during breastfeeding, a few can have serious side effects for you and/or your baby—and they are not necessarily the same ones that were most concerning during pregnancy.

What the AAP Recommends

Much is still unknown regarding long-term effects of various kinds of medications on your baby. For this reason, while you are breastfeeding, American Academy of Pediatrics (AAP) recommends to take medication when absolutely necessary, and to take the lowest dose for the shortest time possible.

Is your medication short-acting or long-acting?

- When possible, use short-acting medications (those eliminated by your body quickly) rather than longer-acting medication. Short-acting medicines are best taken immediately after a nursing session, while longer-acting medicines should

Additional Information & Resources

- Birth Control and Breastfeeding
- Serious Illnesses and Breastfeeding
- Depression During & After Pregnancy: You Are Not Alone
- LaeMed (National Library of Medicine) - A great resource and a free online database/mobile app with the most up-to-date information on which medications are safe for breastfeeding mothers.
TRADITIONAL MEDIA OUTREACH

• Strong presence in the popular media: in 2017, AAP’s earned media coverage exceeded 8,000 media hits
  – AAP distributes a weekly media alert to journalists that highlights research, parenting tips, policy statements and other news from the AAP
• Several media tours each year for AAP leadership
• Series of television PSAs: produced for the past two years, highlighting a range of pediatric health recommendations and directing parents to talk with their pediatrician and visit HealthyChildren.org for information
  – In 2017, the PSAs were aired more than 33,000 times on TV stations
  – Shared extensively on the Academy’s social media platforms
  – Example: https://www.youtube.com/watch?v=_ZFSSNZW3R4
SOCIAL MEDIA ENGAGEMENT

• HealthyChildren.org has a strong social presence on Facebook, Twitter and Pinterest
• AAP uses social media to complement and amplify communications and advocacy activities
  – verified organizational accounts across various platforms
  – individual pediatrician leaders and members
• Social media allows AAP to:
  – Share credible medical expertise to counter misleading claims or amplify new research relevant to child health
  – Rapidly respond to breaking news and other time-sensitive issues that impact child health
  – Host and engage in conversations about child health to reach wider audiences
  – Promote media coverage and new research quickly and more broadly
  – Share live takeaways from meetings and conferences
  – Feature pediatrician leaders and members’ perspectives within broader conversations
  – Influence conversations online to focus on child health
  – Promote advocacy priorities

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®
DIRECT PATIENT COMMUNICATIONS

• HealthyChildren.org issues a bi-weekly emailed newsletter to its 100,000+ parent subscribers on timely and informative topics of interest to parents

• Webinars, specifically developed for parents, are also offered on topics such as medication safety, travel tips, nutrition, etc.

• Smartphone Apps

KidsDoc
Child Health Tracker

healthy children.org
APPS for FAMILIES
BOOKS/REFERENCE PUBLICATIONS

• The AAP has the largest pediatric publishing program in the world
• >300 titles for consumers and >500 for physicians/health professionals
  – Essential policy manuals
  – In-depth clinical handbooks
  – Quick reference guides
    • Infectious diseases, dermatology, neonatology, behavioral health, signs and symptoms, emergency medicine, hospitalist practice, as well as coding and other practice management resources.
The consumer book publishing program was created to provide quality educational information for parents and caregivers on a wide variety of health issues from child care basics, to nutrition, allergies, toilet-training strategies, etc.

- The latest on rooming-in with baby to strengthen the parent-child bond
- New recommendations to reduce the risk of SIDS
- Reassuring guidance on pumping and milk storage
- Expanded coverage of proper nutrition for nursing mothers
- Ideal ways to establish a nursing routine and what to do when returning to work
- Suggestions for the father’s role and creating a postpartum support network
- Solutions to common breastfeeding challenges
PEDIATRICIAN PLATFORM

American Academy of Pediatrics

Counseling Parents and Teens About Marijuana Use in the Era of Legalization of Marijuana

Principles of Child Health Care Financing

Infectious Complications With the Use of Biologic Response Modifiers in Infants and Children

Detention of Immigrant Child Detainees

Fruit Juice in Infants, Children, and Adolescents: Current Recommendations
PEDIATRICIAN PLATFORM

• AAP regularly distributes content that pediatricians can adapt for their practice websites, blogs, podcasts or video platforms
• Enables the delivery of AAP-approved content via familiar messengers
• AAP publishes a monthly newsmagazine for members “AAP News”
  – variety of email newsletters and news alerts to ensure members have up-to-date information to guide conversations with individual families in their practices.