Global, Cross-Cultural Research Evaluating the Impact of Cinematic Educational Intervention for Incivility in Nursing

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Background/Purpose: Workplace incivility is a global problem that significantly affects the mental and physical health of healthcare workers, increases patient mortality, and is detrimental to our entire healthcare system (Armstrong, 2018; Castronovo et al., 2015). The majority of literature on this topic does not address cultural differences or the perception of incivility, baseline levels of identified acts of incivility, or ability to self-identify one’s own uncivil behaviors (Phillips et al., 2018). This pilot study compares and contrasts these variables in two global settings (US & Ireland) and examines the impact of a teaching strategy utilized in both settings. The first arm of the study was conducted in the US and has been completed. The second pilot will replicate the one done in the US and will be conducted in Ireland in February 2020. Baseline levels of workplace incivility will be captured and reported from both settings. The data gathered from the international pilots will be utilized to inform the next stage of the study that will examine the impact of strategies for the management of incivility in both settings.

Methods: A Quasi-experimental, quantitative study using a pre-test / post-test design with a cinematic educational intervention. Theory: The theoretical framework for this
research is Bandura's Social Cognitive Theory, which focuses on behavior learned by watching others, along with environmental factors, and the individual's goals and motivation (Bandura, 1998). **Sample/Setting:** Nurses and other health care workers attending two large, annual nursing conferences (USA and Ireland), projected to have approximately 300 attendees. Assessment will take place at baseline and immediately after the intervention to capture interventional impact. The survey tool was adapted from the validated General Medical Council National Training Survey which uses an interval level scale to measure awareness of incivility in the workplace (Illing, et al., 2016, p.15). **Procedure:** The study includes two pilot studies occurring in two different international settings during a four-month time-span. The intervention, uses multiple, pre-determined, short movie clips, which is especially helpful in areas that are difficult to teach such as empathy, self-awareness and compassion (Shankar, et al., 2016; Pastor & Tavaras, 2019).

**Results:** Initial results from the US pilot show baseline levels of incivility: having experienced 3-5 episodes a year, observed 1-2 times a year, and perpetuated 1-2 times a year. Participants identified additional episodes of experiencing or witnessing incivility after the intervention (data from questions 1&2). Interestingly, the largest increase was seen in self-identification of perpetuation of incivility, which could potentially influence future behavior (data from question 3).

**Conclusion:** The results from the US pilot establish baseline levels, which will contribute to the comparison that will be made after the Ireland pilot is completed. Initial data suggests trends of interest to the profession with potential implications for nursing practice and for healthcare in general.

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**Title:**
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**Keywords:**
Cinematic Education, Incivility and Pedagogy

**Abstract Summary:**
To perform two pilot studies across different cultural settings to explore the Impact of a Cinematic Educational Intervention aimed to decrease incivility within health care and academia. The first pilot took place in the United States and the second will be in Dublin Ireland.

**References:**

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Primary Presenting Author
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Author Summary: Dr. Gaisser has practiced in many areas of nursing including long-term care, acute care, cardiology, and as a certified clinical research coordinator for NIH studies in adults and pediatrics. While working at the University of Rochester she earned her Doctor of Nursing Practice degree in 2014. In 2015, she became an Assistant Professor at The College at Brockport. She continues to be very involved in teaching online and in-person courses, and ongoing research projects.

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Author Summary: Jennifer has been a nurse for 27 years and along with teaching she is involved in many college service projects. She is on the council and involved in reviewing grant submissions.

Third Author
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Fourth Author
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Author Summary: Dr Hills is an Associate Professor and Deputy Dean at Federation University, Australia. He is a Registered Nurse in Australia and an experienced clinician, manager, educator and researcher. His 25 years in health service work were in mental health services and clinical governance. Dr Hills academic teaching and research work, over the last 15 years, has primarily focused on health services and workforce development, evidence-based practice, mental health and well-being, ageing and workplace aggression.

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**Author Summary:** Yufang is a senior lecturer and a contributor to the research team. It is a kind of positive psychotherapies and easy for people to learn and conduct. Some studies show that participants' negative emotions and behaviors changed after three months participation.

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**Author Summary:** Susan is published in several areas most notably in Health Policy, related to practice both nationally and internationally. She has been invited to be key note speaker in multiple national conferences and internationally in USA, China, Italy and Israel. As DCNO she also developed the draft policy on a nursing and midwifery integrated community model of care (https://health.gov.ie/wp-content/uploads/2017/12/Developing-a-Community-Nursing-and-Midwifery-Response-to-an-Integrated-Model-of-Care-2.pdf). Her PhD enquired from grandfathers in Ireland and identified the new concept of 'Redemption Theory'.