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

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BACKGROUND/PURPOSE:

- Incivility in the workplace is a global issue of concern,
- Affects mental and physical health of healthcare workers,
- Detrimental to whole healthcare system (Armstrong, 2018; Castronovo, et al., 2015),
- Literature does not explore cultural differences on self-awareness, perceptions and identification of uncivil behaviors (Phillips, et al. 2018).

THEORICAL FRAMEWORK:

- **Bandura's Social Cognitive Theory**
- Focus on behaviors learned from watching others, environmental factors, and individual goals and motivations (Bandura, 1998).

METHODS:

- Quasi-experimental, quantitative study using a pre–test /post-test design with a cinematic educational intervention.
- Pilot study performed in U.S. and replicated in Ireland.

SAMPLE/SETTING:

- Convenience sample of nurses and healthcare professionals attending conferences in U.S. (n=104) and Ireland (n=73).

PROCEDURES:

- Duplicate pilot studies in each international settings over 4 months.
- The intervention used multiple, pre-determined short movie clips to demonstrate empathy, self-awareness and compassion.
- Assessment surveys undertaken pre- and post-intervention for comparison and evaluation of effectiveness of tool.
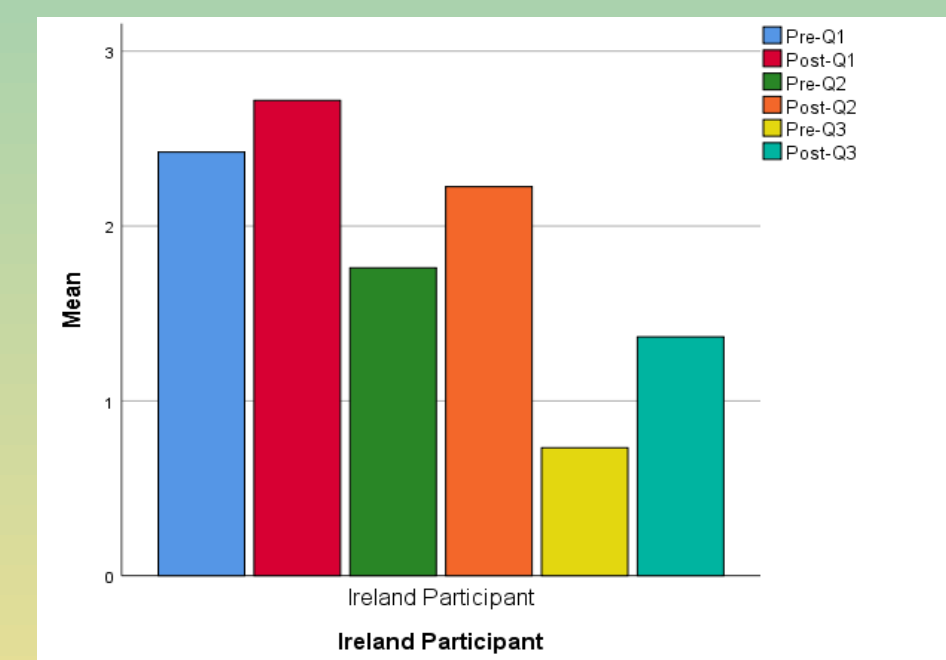
RESULTS:

- In SPSS 26, a two-tailed, paired samples t-test was conducted on data from each pilot, revealing an increased awareness of incivility after a cinematic educational intervention, in each of the three survey questions ($p<0.05$).

Q1: In the last 12 months, how many times have you witnessed work colleagues subjected to negative acts or bullying from other staff or management? Never/1-2/3-5/6-10/More than 10
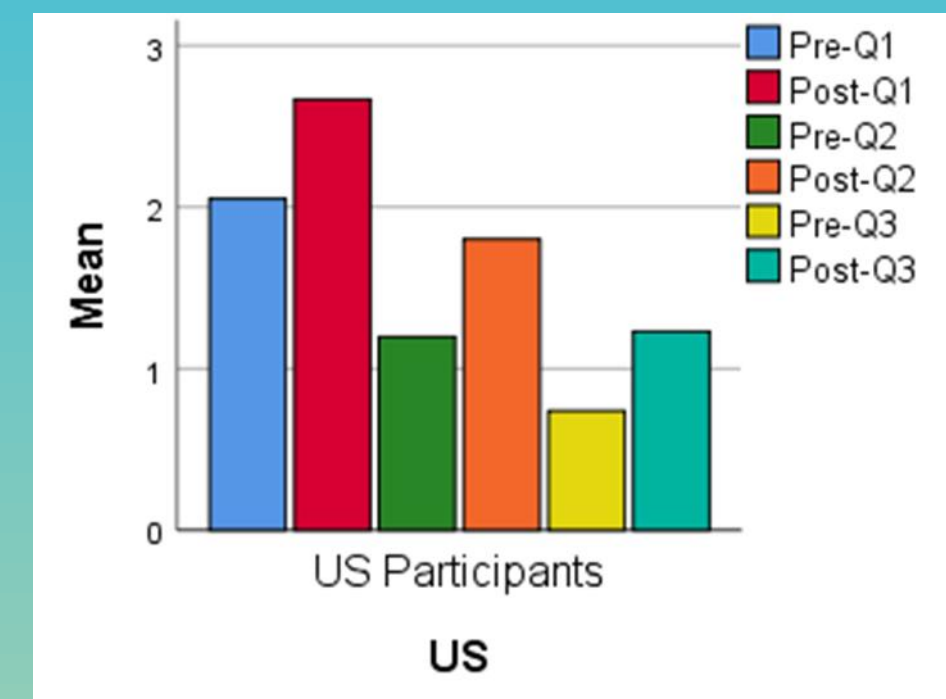
Q2: How many times in the last 12 months, do you think you have been the subject of negative acts or bullying from other staff or management at work? Never/1-2/3-5/6-10/More than 10

Q3: In the last 12 months, how many times might you have been the bully or person in your work place performing negative acts to other staff or management? Never/1-2/3-5/6-10/More than 10
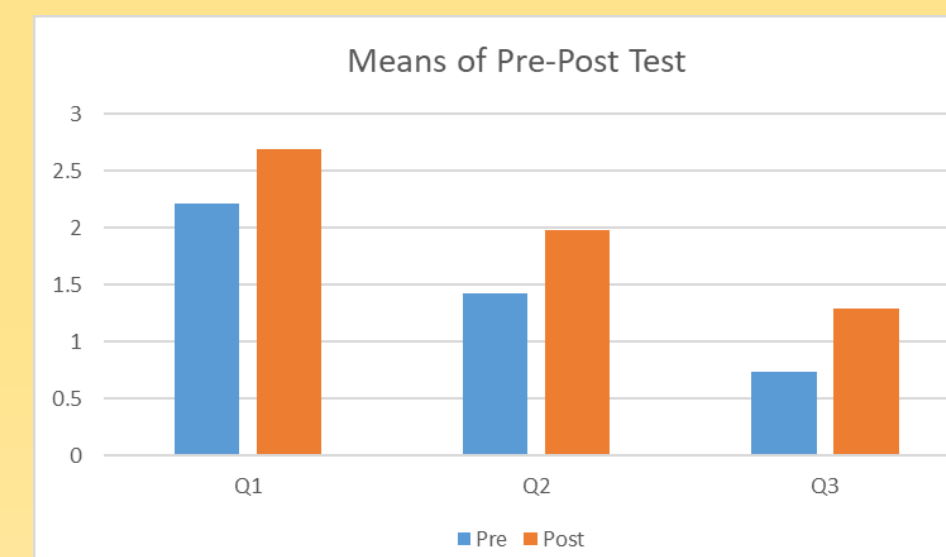
DISCUSSION:

- Results of replicated pilot studies found the intervention tool to be effective across cultures in increasing awareness of uncivil behaviors.
- The most significant finding was the increased self-awareness of one's own uncivil behaviors.
- Future research of this intervention is planned in Asia and Australia.

IMPLICATIONS:

- Intervention could be used in curriculum to help with increasing awareness of uncivil behaviors in the workforce and help improve healthcare outcomes.
- Should be incorporated into education for nursing and other healthcare fields.

LIMITATIONS:

- Demographics of participants were not collected to show how many were working professionals, which health fields, years of experience, etc. which could have better informed the results.
- The intervention required multiple technological needs and in both studies, issues with technology arose during the intervention, especially with access to the online survey.
- Both studies were performed in tight time intervals since it was completed during conferences.

RECOMMENDATIONS:

- Despite limitations, the tool was still found to be effective and can be easily implemented into undergraduate and graduate nursing programs, and workforce orientation training.
- Future research is needed to build this body of literature.

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