

Video Creation: Transforming education to meet the needs of bedside nurses

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Background:

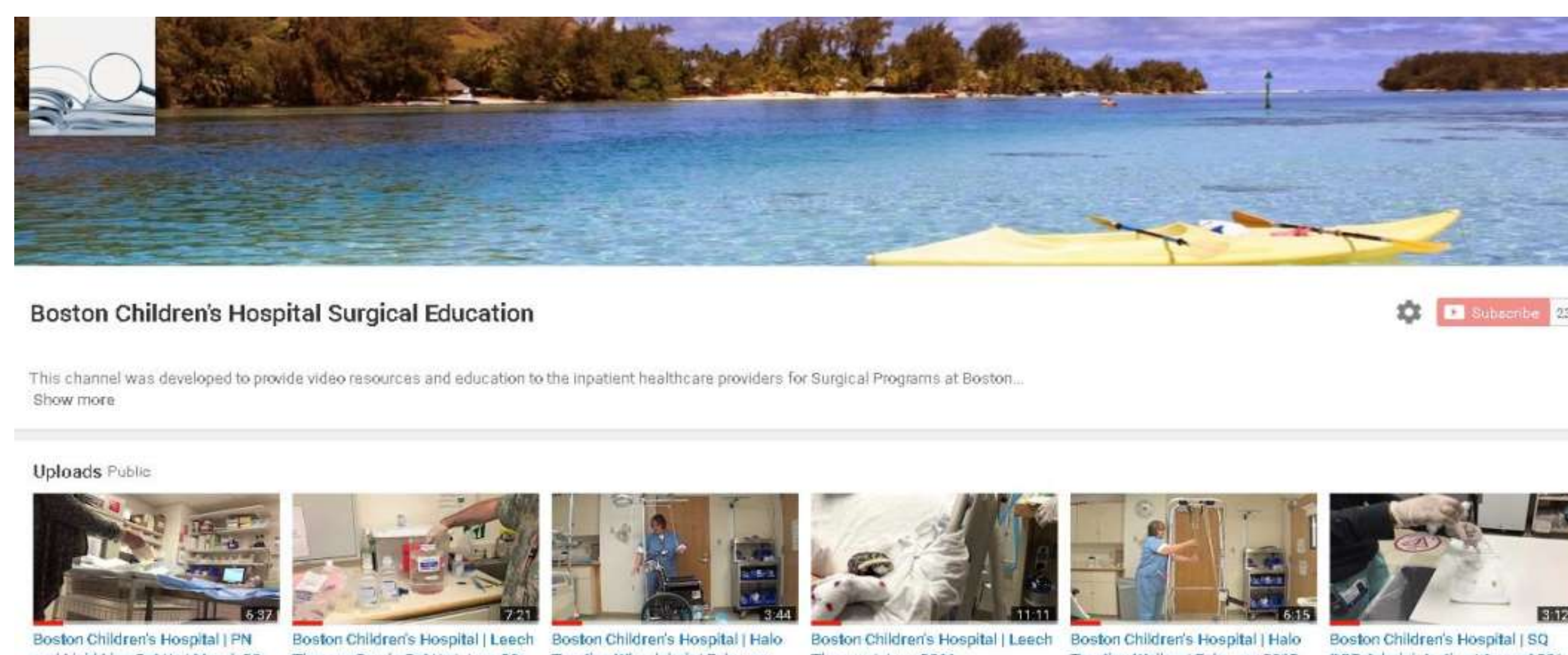
- Nursing professional development practitioners (NPDPs) often question the utility of video hosting websites as an educational tool, due to issues related to validity of source of information provided, conflicts of interest & lack of scientific and/or peer-reviewed content (Burbridge & Stoneham, 2014)
- Video education improves knowledge retention & nursing satisfaction related to education (Kam, Ainsworth, Handmer, Louie-Johnsun, & Winter, 2016)
- Use of video clips can engage learners, promote critical thinking & improve decision making (Logan, 2012)
- Videos allow learners to absorb information on their own time,- at any time and place that is convenient (Logan, 2012)

Practice Gap:

- NPDPs are responsible for creating educational experiences that meet the needs of a variety of learners
- NPDPs need innovative teaching strategies to meet the learning needs of the multigenerational population of nurses, accounting for learning style preferences
- Millennial generation nurses seek technology based mechanisms to meet their learning needs
- Nurses access video hosting websites to obtain education on a variety of topics, however, the quality of the videos is unknown

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Method:

- Collaborated with orthopedic technicians, legal services and social media department to create a video series relating to the care of the pediatric halo traction patient
- Reviewed internal policies related to video development
- Purchased hand held video recorder ; already had video editing software for the department
- Collaborated with orthopedic technicians to develop script and ensure policy points are reviewed in each video
- Created videos that were short in length that touched on all aspects of management of a halo traction set up
- Collaborated with media relations department for creation of a branded appearance to videos
- Selected most utilized social media/video hosting platform due to it's popularity among nurses and its ease of use
- Divided educational topics into chunks so that staff could review short clips about each element of care or the entire series of videos available
- Implemented video series and disseminated the link to nurses via email, QR codes on Halo Traction equipment and posted in our cast lab on the unit
- Collaborated with Nursing Professional Development Council, Media Relations and the Social Media department to create guidelines for video use in nursing education and disseminated to other NPDPs in our institution

Outcomes:

- Based on the popularity of this video series, staff requested additional video topics as they appreciated the 24/7 accessibility to learning and the ability to obtain education on their smart devices
- Staff nurses feel empowered to access the content when it works for them
- Nurses were able to provide, just-in-time, evidence based care to pediatric patients

Feedback from learners:

- "I love having the ability to access videos on my cell phone when it is most convenient to my learning"*
- "Can we please create more video series on other surgical related topics?"*
- "It is great having this as a resource for us to access anytime, anywhere"*
- "I think this video series has helped to decrease variations in nursing practice related to halo traction"*

Next Steps:

- Develop educational videos based on staff requests
- Create hospital nursing educational channel in collaboration with Nursing Professional Development Council
- Disseminate experiences through professional publications

Scan QR code for references

