

Making Flu Shots as Painless as Possible for Children

Shots can be traumatic for children and parents- experts offer tips to make it easier

Nationwide Children's Hospital

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NEWS PACKAGE



SUGGESTED TEASE	FLU SHOTS CAN BE A TRAUMATIC EXPERIENCE - NOT ONLY FOR CHILDREN, BUT FOR PARENTS, TOO. COMING UP, NEW WAYS TO MAKE YOUR CHILD'S SHOTS AS PAINLESS AS POSSIBLE.
ANCHOR LEAD	<p>FLU SEASON IS RIGHT AROUND THE CORNER, AND IF YOU RELY ON THE FLU <u>MIST</u> TO PROTECT YOUR CHILDREN, YOU'RE OUT OF LUCK.</p> <p>THE C-D-C IS RECOMMENDING AGAINST THE FLU MIST THIS YEAR, BECAUSE IT WON'T BE ABLE TO PROTECT YOUR CHILD FROM ALL THE STRAINS OF FLU WE'RE EXPECTED TO SEE.</p> <p>BUT THERE IS GOOD NEWS. IF YOU OPT FOR A SHOT, THERE ARE WAYS TO MAKE THE PROCESS AS PAINLESS AS POSSIBLE FOR YOUR CHILD. CLARK POWELL HAS DETAILS.</p>
(PACKAGE START) -----	
CG: Courtesy: Nationwide Children's Hospital	(Nats - Sound) :02
Shots of patient with Buzzy on their arm and getting shot	NINE-YEAR-OLD FRANKIE GAUGHEN (GAW-en) IS TYPICALLY AFRAID TO GET HIS FLU SHOT. BUT THIS BUZZY BEE WITH COLD PACK WINGS IS HELPING CHANGE THAT.
Shot of patient happy after shot	THE BEE CAN BE USED AS AN ALTERNATIVE TO TOPICAL NUMBING MEDICATION, WHICH TAKES 20 MINUTES TO TAKE EFFECT WHILE A CHILD'S ANXIETY OVER GETTING THE SHOT GROWS. :13
CG: Frankie Gaughen Used Buzzy to get flu shot	"You barely feel it, like, you feel nothing." :04
CG: Melissa Winterhalter, MD Nationwide Children's Hospital	"It's to sort of scramble the pain response that your body feels, so you feel the cold and the buzzing and not necessarily the pain from the injection." :08
Shots of Dr. Winterhalter with patient	THE BEE IS ONE OF SEVERAL TECHNIQUES THAT DOCTOR MELISSA WINTERHALTER USES AT

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<p>Dr. Winterhalter (CG'd earlier) <u>Graphic</u> <i>Newborn & Infants: Provide Comfort (Swaddling, Pacifiers, Nursing)</i> <i>Young Children: Use Distractions (Toys, Music, Bubbles)</i> <i>Older Children: Explain Process (Explain what's coming, Keep them involved, Provide imagery)</i></p> <p>Shots of patient and mom in exam room</p> <p>CG: Callista Dammann Mother of a 3-year-old</p> <p>Shots of patient getting a band-aid</p> <p>PACKAGE END -----</p> <p>ANCHOR TAG</p>	<p>NATIONWIDE CHILDREN'S HOSPITAL TO HELP KIDS AND PARENTS HAVE A MORE PLEASANT EXPERIENCE WITH SHOTS, AND THEY VARY WITH AGE. :09</p> <p>“Infants and newborns find a lot of comfort on being swaddled, using a pacifier, nursing or breastfeeding for pain reduction.”</p> <p>“Children respond well to distraction techniques, playing music, singing, blowing bubbles. Older children like to have more control and know what's coming, so explaining the process to them, providing some guided imagery, talking about things that they like.”</p> <p>“If there's something that works for your child, we want the parents to tell us that. We really want it to be a teamwork, family-centered approach whenever we give vaccines to kids.”</p> <p>HAVING DOCTORS, NURSES, AND PARENTS ON THE SAME PAGE WILL TAKE THE STING OUT OF GETTING THE FLU SHOT FOR EVERYONE. :05/1:14</p> <p>“Just try different things until you see what works. I think every kid is different and the way that they approach shots and feel about shots is going to be different, but just try what you think is best as a parent.” :10</p> <p>AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :03/1:27</p> <hr/> <p>PARENTS SHOULD TALK TO THEIR PEDIATRICIAN'S OFFICE AND MAKE A PLAN BEFORE THEIR APPOINTMENT SO THE WHOLE TEAM IS ON THE SAME PAGE WHEN IT'S TIME TO GET A FLU SHOT.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Getting a flu shot without the tears. Doctors @NationwideKids have tips to make it easier on kids of any age. bit.ly/2aFGWQN</p> <p>It can be a struggle to take kids to get a flu shot, but Nationwide Children's Hospital has tips to make it less scary and painful. Find out how tools like “Buzzy the bee” make the process easier: bit.ly/2aFGWQN</p>
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EXTRA BITES

CG: Melissa Winterhalter, MD
Nationwide Children's Hospital

Dr. Winterhalter says distraction techniques calm kids:
Distraction techniques have been studied and there is evidence to support that they reduce anxiety and the stress and pain associated with injections.

Dr. Winterhalter explains the importance of preparation:
Parent preparation is vital. Parents can let their kid know why we're doing it, why it's so important, that it's not a punishment, that it's protection to help keep their body healthy.

Dr. Winterhalter says anxiety over shots is normal:
It's not uncommon for a child to feel anxious or scared. When it's time to get a shot, we want to do our best to minimize that so it's a good experience for the child and the family. We never do sneak attacks, or hold kids down, if they're really upset or crying or anxious, we stop and we try to talk with them, we try to distract them and calm them down.

Dr. Winterhalter says shots are unpleasant but necessary:
Nobody really likes to see their child get a shot, I have two kids, I don't like to see them get shots either, but the protection that immunizations provide are so important that we do it anyway.

References

¹ACIP votes down use of LAIV for 2016-2017 flu season, **Center for Disease Control and Prevention**. Retrieved from URL <http://www.cdc.gov/media/releases/2016/s0622-laiv-flu.html>

For viewer information on this story contact:

Nationwide Children's Hospital: (614) 355-0495

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Produced by:

MEDIA  SOURCE

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

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Marketing Department: (614) 355-0495

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