



It Doesn't 
Have to Hurt™
Proven Pain Control for Children

#ItDoesntHaveToHurt

It Doesn't Have to Hurt: **A Science-Media Partnership** to Mobilize Evidence about Children's Pain to Parents

Twitter Canada Event Report

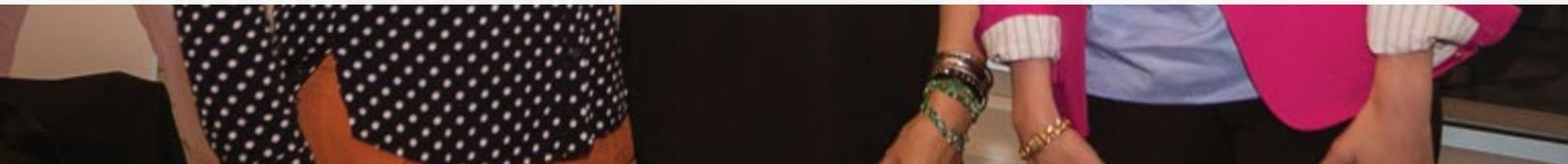
Thursday, September 15, 2016

Centre for
Pediatric
Pain Research
SCIENCE HELPING
CHILDREN





Dr. Christine Chambers from the **Centre for Pediatric Pain Research** and **Erica Ehm** from the **YummyMummyClub.ca (YMC)** partnered to harness the power of social media to get research evidence about children's pain directly into the hands of parents who can use it.



On September 15th, 2016, #ItDoesntHaveToHurt celebrated its first anniversary with a special event at Twitter Canada for a unique knowledge translation activity.

The event brought together parents, scientists, the health community, and digital influencers at the Twitter Canada headquarters in Toronto.



#ItDoesntHaveToHurt is a pioneering science-media partnership, funded by a Knowledge-to-Action grant from the Canadian Institutes of Health Research (CIHR), that puts research about managing children's pain into the hands of those who need it most, parents.





Partnership with Twitter Canada

Last year's launch of the social media campaign immediately struck a chord with the public and has had over **130 million** content views around the world.

The activity caught the attention of Twitter Canada, one of the social media platforms being used during the initiative.

Twitter Canada not only offered up their headquarters for the celebration but also the use of their proprietary Twitter Q&A video app, to allow Dr. Christine Chambers and Erica Ehm to answer parents' questions live during the #ItDoesntHaveToHurt Twitter party.

This was the first time the app, which has been used in the past by Prime Minister Justin Trudeau and athletes such as Penny Oleksiak and Jose Bautista, has been used to engage with the public about health information.

"We're pleased to support #ItDoesntHaveToHurt and applaud all involved for harnessing Twitter to connect and communicate about this important topic."

says Jennifer Hollett, Head of News and Government, Twitter Canada.





Event Promotion

At this event, we were able to bring members of the #ItDoesntHaveToHurt parent panel, partners, researcher team, and staff along with YMC staff, bloggers, and influencers to meet for the first time IRL (In Real Life).

Can. Pain Coalition @CaPainCoalition Following

CPC's L. Cooper at Twitter Canada, Toronto, tonight for live twitter party celebrating #ItDoesntHaveToHurt

1:53 PM - 15 Sep 2016

Richard Fiorzone @DrCFree Following

On way to Twitter Canada HQ, excited to meet up with Dal prof @DrCChambers for #itdoesnthavetohurt. #AmazingFaculty

Christine Chambers @DrCChambers
It's happening!! The #itdoesnthavetohurt Twitter party. LIVE from @TwitterCanada HQ! yummysummyclub.ca/contest/tweet...

Erica Ehm @YummyMummyClub Following

So many flying & driving from all over Canada to join me and @DrCChambers At @TwitterCanada for our #itdoesnthavetohurt Party tomorrow!

RETWEETS 11 LIKES 26

11:24 PM - 14 Sep 2016

CTV Morning At @CTVMorningAt Following

ICYMI: #itdoesnthavetohurt project marks one year with @TwitterCanada event @DrCChambers atiantic.ctvnews.ca/video?clipId=9 ...

MARKETING

BRANDS ADVERTISING CONSUMER MEDIA TECH PR SUBSCRIBE

TWITTER PARTY SPREADS RESEARCH ON PEDIATRIC PAIN MANAGEMENT

Year-long #ItDoesntHaveToHurt initiative provides helpful tips to parents
DANNY KUCHARSKY | SEPTEMBER 22, 2016

A unique online science-media partnership that gives concerned parents up to date research to help them manage their children's pain has celebrated its first anniversary with a live Twitter video party.

The Sept. 15 party for #ItDoesntHaveToHurt at Twitter Canada headquarters trended number one in Canada on the social media platform and marked the first time Twitter's Q&A video app, called VIT (Very Important Tweeter), has been used to provide health information to the public. It's previously been used by the likes of Prime Minister Justin Trudeau and star athlete Penny Oleksiak.

Led by the Centre for Pediatric Pain Research and aimed at getting science on children's pain management to parents, #ItDoesntHaveToHurt dramatically slashes the amount of time it takes to get research to parents, says Dr. Christine Chambers, a clinical psychologist and children's pain researcher at the IWK Health Centre in Halifax.

Ehm & Co #ItDoesntHaveToHurt Case Study

MEANINGFUL DIALOGUE GENERATED
OVER 10,000
IMPRESSIONS TO DATE



Online Twitter Party

Twitter presence during the party had a unique reach of 1,261,521 and an absolute reach of 6,188,206 users.

During the **one hour chat**, the party generated:

More than **7,000 tweets** about **children's pain**

Over **43 million impressions**

Over **350 unique participants**

Trended #1 in Canada



Dr. Christine Chambers and Erica Ehm answered parents' questions about pain using the Twitter Q&A app. There were **over 3,000 views of the 27 live video recorded answers**



Nicole (@domestichomme) · Sep 15
Another Q: Is there a way to best handle a child's guilt & anger after an accident that requires emerg surgery? #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

@domestichomme #itdoesnthavetohurt



Nicole Tweeted:
Another Q: Is there a way to best handle a child's guilt & anger after an accident that requires emerg surgery? #itdoesnthavetohurt

21 18

10:17 PM · 15 Sep 2016

MICRYN (@mrym) · Sep 15
My son cries and says he's in pain when upset about something. remedy: poppac, oil or does it worsen? #itdoesnthavetohurt

TELU Health (@TELUHealth) · Following

Bravo @YummyMummyClub & @DrCChambers 4 empowering parents to better help their kids manage pain #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

YOUR voices were heard and helped drive important research into pain management for children. Amazing right? #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

If you have a question for @DrCChambers about common pain issues in kids, ask now. #itdoesnthavetohurt

20 14

5:40 pm · 15 Sep 2016

Anette Jackson (@anettej) · Sep 15
@YMCbuzz @DrCChambers what advice would you give for parent trying to get kids to describe level of pain. #itdoesnthavetohurt

Pam Tylman (@pamtylman) · Sep 15
@YMCbuzz @DrCChambers There are lots of researched based methods to assess pain. #itdoesnthavetohurt

Anette Jackson (@anettej) · Sep 15
@YMCbuzz @DrCChambers TY #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Sep 15
Emergency room visits are a fact of life with kids. What brought you to the emergency room last time? #itdoesnthavetohurt

me (@MelissaFinn) · Following

@YMCbuzz A2 The dreaded ear infection! #itdoesnthavetohurt

10:20 PM · 15 Sep 2016

Sunny Chan (@sunnychan) · Sep 15
@DrCChambers Best way to prevent the pain associated with childhood #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

@DrWaiSun #itdoesnthavetohurt



Sunny Chan Tweeted:
@DrCChambers Best way to prevent the pain associated with childhood



Jackie Tweeted:
@YMCbuzz A5: How do we help our children understand pain and the levels of pain? #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

@JackieMan #itdoesnthavetohurt

9:53 PM · 15 Sep 2016

salesis (@salesis) · Following

A6 I've learned that as a parent I play a super important role in managing my child pain. @YMCbuzz @DrCChambers #itdoesnthavetohurt

10:36 PM · 15 Sep 2016

Tweets from the Online Twitter Party

YMCbuzz (@YMCbuzz) · Sep 15
Oh Let's see if we can make @DrCChambers cry. Tell us what you've learned through our year long #itdoesnthavetohurt program.

Christine Richards (@christinerichards) · Following

@YMCbuzz @DrCChambers A6: I learned they we are a team with our children's doctors and to bring up concerns! #itdoesnthavetohurt

Bonnie Stevens (@bonniestevens) · Following

Meeting friends are at #itdoesnthavetohurt @DrMCampbellYeo @CelesteJohnst11 @jwkceo



4 8

10:05 PM · 15 Sep 2016

Brenda Toner Murchison (@brendatoner) · Following

Best \$ spent through son's cancer tx #emiacream got him through 160 needles! #itdoesnthavetohurt @DrCChambers

YMCbuzz (@YMCbuzz) · Following

@greenyummy @itdoesnthavetohurt

Ashley Veronica (@ashleyveronica) · Following

@YMCbuzz A4: Probably feel it's safer than overdosing so err on the side of caution. Best to get it just right though. #itdoesnthavetohurt

6 6

12:45 PM · 15 Sep 2016

Holly Witeman (@hollywiteman) · Following

Excited to be on my way to #itdoesnthavetohurt Twitter party tonight! Promising way to get evidence from journals into practice. #KT #impsci

1 3

Mommydo (@mommydoCA) · Following

@YMCbuzz my DS has an intellectual disability and says she's sick or hurt every day. How do I know when it's real? #itdoesnthavetohurt

9:42 PM · 15 Sep 2016

Melissa Finn (@MelissaFinn) · Following

@anothergymommy @benderjack @DrCChambers yee! The phone is a great distraction tool! #itdoesnthavetohurt

9:51 PM · 15 Sep 2016

Isabel Jordan (@isabeljordan) · Following

A1 My son has a #rare disease. Questioning our drs is a nat'l part of his healthcare. Partnership is necessary. #itdoesnthavetohurt

9:13 PM · 15 Sep 2016



Andrea Mulder-Slater Tweeted:
@YMCbuzz Is it true that the more a child is hurting, the less they cry? #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

@amulderslater #itdoesnthavetohurt

9:27 PM · 15 Sep 2016

Angela September (@angela9sept) · Following

@YMCbuzz A1 I ALWAYS ask to make sure the dosage is correct based on my child's weight. Ask pharmacist too! #itdoesnthavetohurt

9:13 PM · 15 Sep 2016

Jackie (@JackieMan) · Following

@YMCbuzz A5: How do we help our children understand pain and the levels of pain? #itdoesnthavetohurt

9:49 PM · 15 Sep 2016

YMCbuzz (@YMCbuzz) · Following

@shawill0415 #itdoesnthavetohurt



Shannon Williams Tweeted:
A2 How do we manage our own anxiety as parents when our children are in the ER?? #itdoesnthavetohurt

6:28 pm · 15 Sep 2016

Katja Wuflers (@katjawuflers) · Following

A2. My daughter broke her collar bone recently. The info I had from @DrCChambers helped so much! #itdoesnthavetohurt

12 23

10:23 PM · 15 Sep 2016

Erica Ehs (@yummymummyclub) · Sep 15
@DrCChambers @YMCbuzz That is so painful. How is she feeling now? #itdoesnthavetohurt

Katja Wuflers (@katjawuflers) · Sep 15
@YummyMummyClub @YMCbuzz So much relief! I think she's over the worst of it. #itdoesnthavetohurt

Isabel Jordan (@isabeljordan) · Following

A6 Most imp't lesson I've learned? I don't have to accept the status quo w/ my kids. There is a better way. @drccchambers #itdoesnthavetohurt

10:51 PM · 15 Sep 2016

Deborah Coombs (@deborahcoombs) · Following

A6 Growing pains are real! My son is not imagining it & he does actually need me at 2am :) #itdoesnthavetohurt

10:58 PM · 15 Sep 2016

Jackie Bender (@jackiebender) · Following

At @TwitterCanada for #itdoesnthavetohurt Twitter part 10 mins left



10:50 PM · 15 Sep 2016



Canadian Nurses Assn Twitter Tweeted:
Do you have good tips for parents to get children's attention off their pain? #itdoesnthavetohurt

YMCbuzz (@YMCbuzz) · Following

@canadianurses #itdoesnthavetohurt

9:12 PM · 15 Sep 2016

Mike Moyal (@mikemoyal) · Following

@DrCChambers how painful is pain? I suspect it's subjective to each child? #itdoesnthavetohurt @YummyMummyClub

8:39 PM · 15 Sep 2016 · Toronto, Ontario

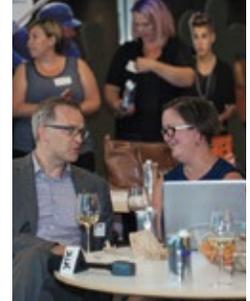
Shannon Williams (@shawill0415) · Following

@YMCbuzz A6: I've learned to be a stronger advocate for my kids during medical appts. I ask WAY more questions!!!! #itdoesnthavetohurt

9:56 PM · 15 Sep 2016



Live from the Twitter Event at Twitter Canada





Future of #ItDoesntHaveToHurt

The IWK Health Centre has announced that they are funding a continuation of #ItDoesntHaveToHurt.

#ItDoesntHaveToHurt was a 2016 Gold Winner for Best Online Campaign at the Canadian Online Publishers Award (COPA)

#ItDoesntHaveToHurt was a finalist for A DIGI Award: Branded Content

The DIGI Awards are Canada's annual showcase of digital content, from video to marketing and advertising, to digital technologies.





Event Sponsors

We are grateful to our funders, supporters, and partners for making this event possible.

We would especially like to thank Twitter Canada for hosting the event and CIHR & the IWK Health Centre for providing the funding to bring everyone together.



Provided through the CIHR Chief Scientific Officer Fund in partnership with the CIHR Institute of Musculoskeletal Health and Arthritis and the CIHR Institute of Human Development, Child and Youth Health

Storify Links:

<https://storify.com/DrCChambers/itdoesnthavetohurt-partners-with-twitter-canada>

<https://storify.com/DrCChambers/itdoesnthavetohurt-twitter-party-2>





Science-Media Partnership

Christine T. Chambers, PhD RPsych
Canada Research Chair in Children's Pain (Tier 1)

*Professor of Pediatrics and Psychology & Neuroscience
Dalhousie University & IWK Health Centre*

Centre for Pediatric Pain Research
Halifax, Nova Scotia

To find our content, go to
YummyMummyClub.ca,
follow the **hashtag #ItDoesntHaveToHurt**,
or follow **@DrCChambers** on Twitter.

**We all have part to
play in helping make
sure research evidence
about children's pain
gets to the parents
who need it.**

**You can help by simply
clicking on the content
and sharing it over your
social media networks!**

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Pediatric
Pain Research
*SCIENCE HELPING
CHILDREN*



@DrCChambers



ItDoesntHaveToHurt.ca



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