

Hospital Education Video Part 2

Newborn Hearing

Hospital Champion Program

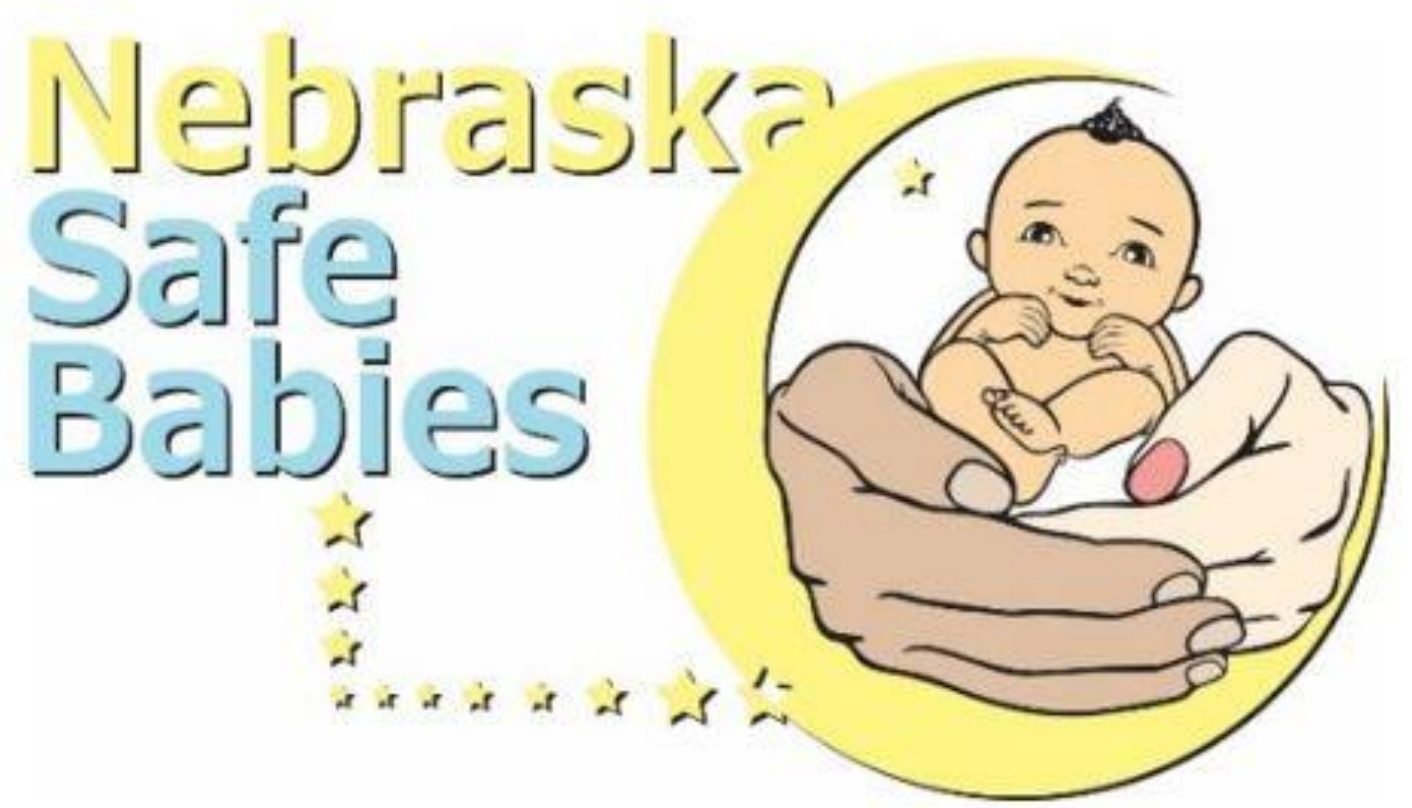
MeLissa Butler, BS
Affiliations: DHHS Nebraska, NE-EHDI, NE-H&V/GBYS, HRSA, CDC, MCHB



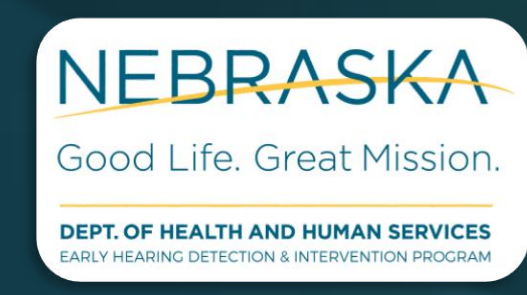
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For parents of babies who refer on their hearing screening, there is an anxiety inducing gap between initial screening and identification; many say that it seems like an eternity when waiting for their baby's next audiology appointment. Medical professionals strive to do what is best for each family, but they may not realize that certain words like "failed" can increase parental anxiety about the results. Many parents have stated that their earliest frustration was the way the results of the newborn hearing screening were communicated to them. Therefore, NE-EHDI and NE Hands & Voices – Guide By Your Side (GBYS) partnered with Nebraska families to develop a Parent Perspectives video that has been incorporated into a new training curriculum for the newborn nursery staff. To incentivize hospitals to watch the video and update their protocols, NE-EHDI launched the Newborn Hearing Hospital Champion Program in December 2019.

This campaign aligns with two previous Nebraska Department of Health and Human Services (NE DHHS) Safe Babies Campaigns. Many of Nebraska's birth hospitals have already been recognized as champions in Safe Sleep and Abusive Head Trauma Prevention.



The goal of the Nebraska Newborn Hearing Hospital Champion Campaign is to provide evidence-based education to birthing hospital staff who work directly with families and recognize Nebraska birth hospitals that incorporate the changes into their policies and procedures. The success of meeting the 1-3-6 benchmarks depends on professionals being well trained on how to educate parents about the importance of early hearing detection and intervention to protect babies from missing out on the most critical period in early childhood for speech and language development. To date 11 hospitals have become champions and 13 more have taken the pledge. This poster will outline the 5 steps to becoming a champion: 1) Take the Newborn Hearing Hospital Champion Pledge; 2) Develop or update current Newborn Hearing Screening Policy; 3) Develop or update Hospital Personnel Education Plan; 4) Provide patient/client education; and 5) Complete Internal Audits annually. It will also highlight the benefits of using scripts and sensitive, consistent language to educate families about newborn hearing screening and timely follow up.



5 STEPS TO BECOME A CHAMPION

- 1**

 - Designate an Internal Hearing Screening Coordinator
 - Return the Hospital Champion Pledge form signed by the Hearing Screening Coordinator and either a CEO, hospital administrator or director of the hospital
- 2**

 - Develop or update current hearing screening policies to include:
 - Parent Perspectives video
 - Scripts and education protocol
 - Parent education cards
 - Updated protocols should address the following topics:
 - Meeting requirements of the Nebraska Infant Hearing Act
 - Incorporate JICH Guidelines
 - Meet current NE-EHDI protocols
- 3**

 - Create an education plan for all hospital personnel who communicate newborn hearing screening results to parents. Areas to include:
 - Labor & Delivery
 - Post-Partum
 - NICU & PICU
- 4**

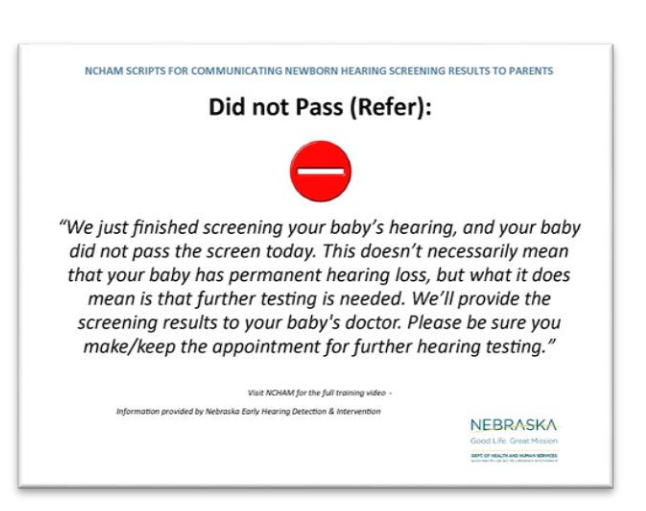
 - Provide consistent and culturally competent patient education:
 - Per Nebraska State Infant Hearing Act Statute §71-4740, birthing hospitals are required to provide educational information to parents about Newborn Hearing Screening.
 - Brochures are available in 14 different languages and education cards are available in 2 languages
- 5**

 - Hospitals must complete yearly internal employee education compliance audits for newborn hearing screening and send documentation to NE-EHDI.



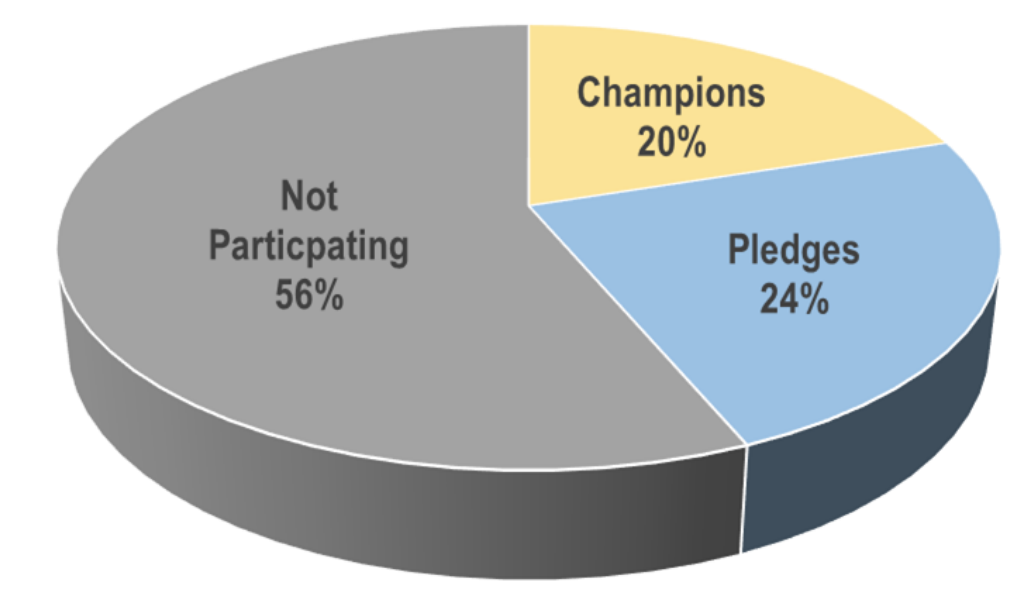
Once steps are completed, the hospital name is posted on the NE-EHDI website and a certificate designating them as champions is issued. The hospital can also choose to submit a photo of the newborn nursery staff with the certificate to be posted on the website.

BENEFITS OF USING SCRIPTS



It is important to convey to families the necessity of follow-up as soon as possible. Using a script ensures that clear information is consistently given to each family depending on their child's results. Reminders are sent to hospitals quarterly who have not participated and will continue until all hospitals become a champion.

OUTCOMES



As of January 2021, 13 hospitals have pledged and 11 hospitals have successfully achieved champion status. This results in a 44% participation rate statewide.

