

Epidural Experts on a Mission: Using social media for patient education



Oxford University Hospitals
NHS Foundation Trust

Tejal Kothari, Sally Anne Shiels, Sarah Griffiths, Thomas Grant, Nicola Beale, Estelle D'Cunha

Introduction

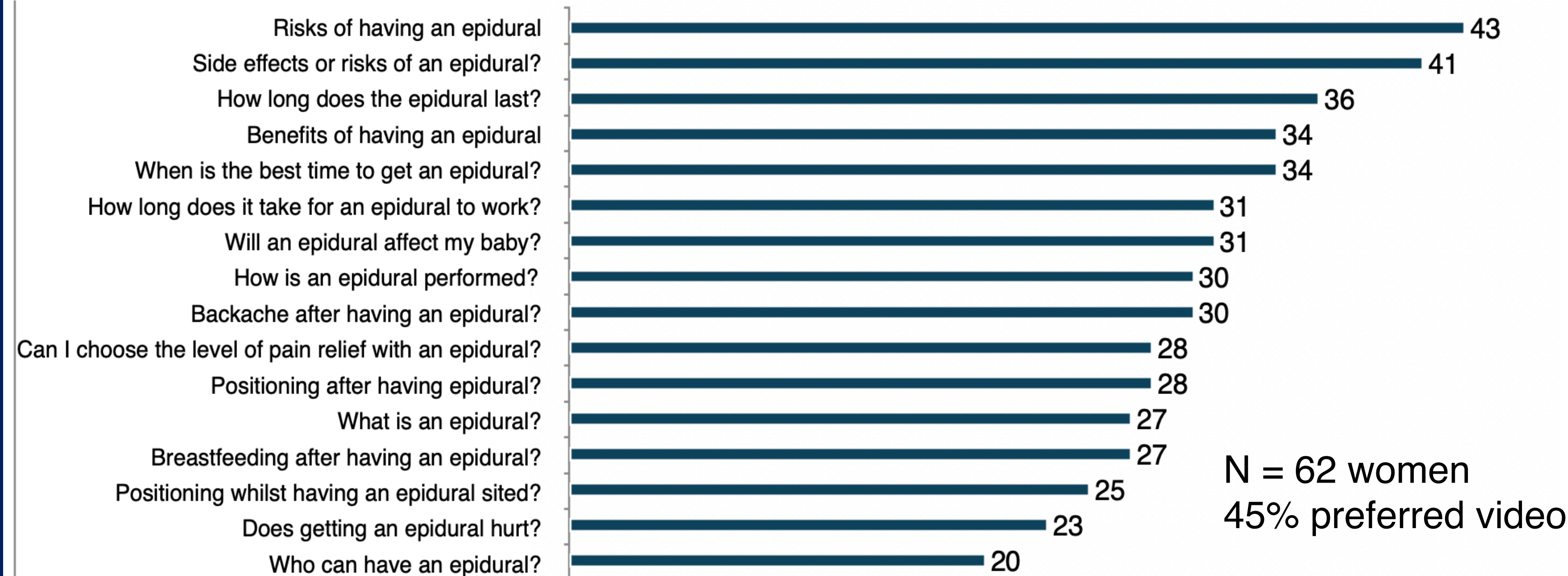
Epidural analgesia is widely considered the gold standard for pain relief during labour. Despite its proven effectiveness, misconceptions and myths persist, potentially influencing the decision-making of expectant mothers.

Social media is a powerful tool that is widely used for information sharing. The age group of 18-45 years comprises of many pregnant women who actively engage with social media platforms such as Facebook, Instagram, and X¹. While these offer valuable connections and information, they also present a challenge in terms of the reliability and accuracy of the content available, especially when it comes to sensitive topics such as childbirth.²

Methods

To better understand the information needs of our patient population, a paper-based survey was conducted in August 2024 in OUH antenatal clinic. The survey results were utilised to create informative, accurate and engaging videos for patient education purposes on OUH social media purposes.

Survey Results



Antenatal
survey

Funding

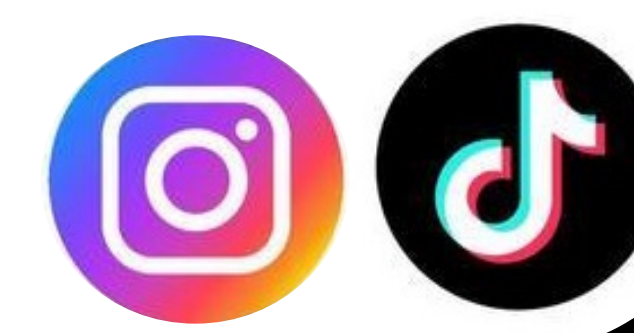
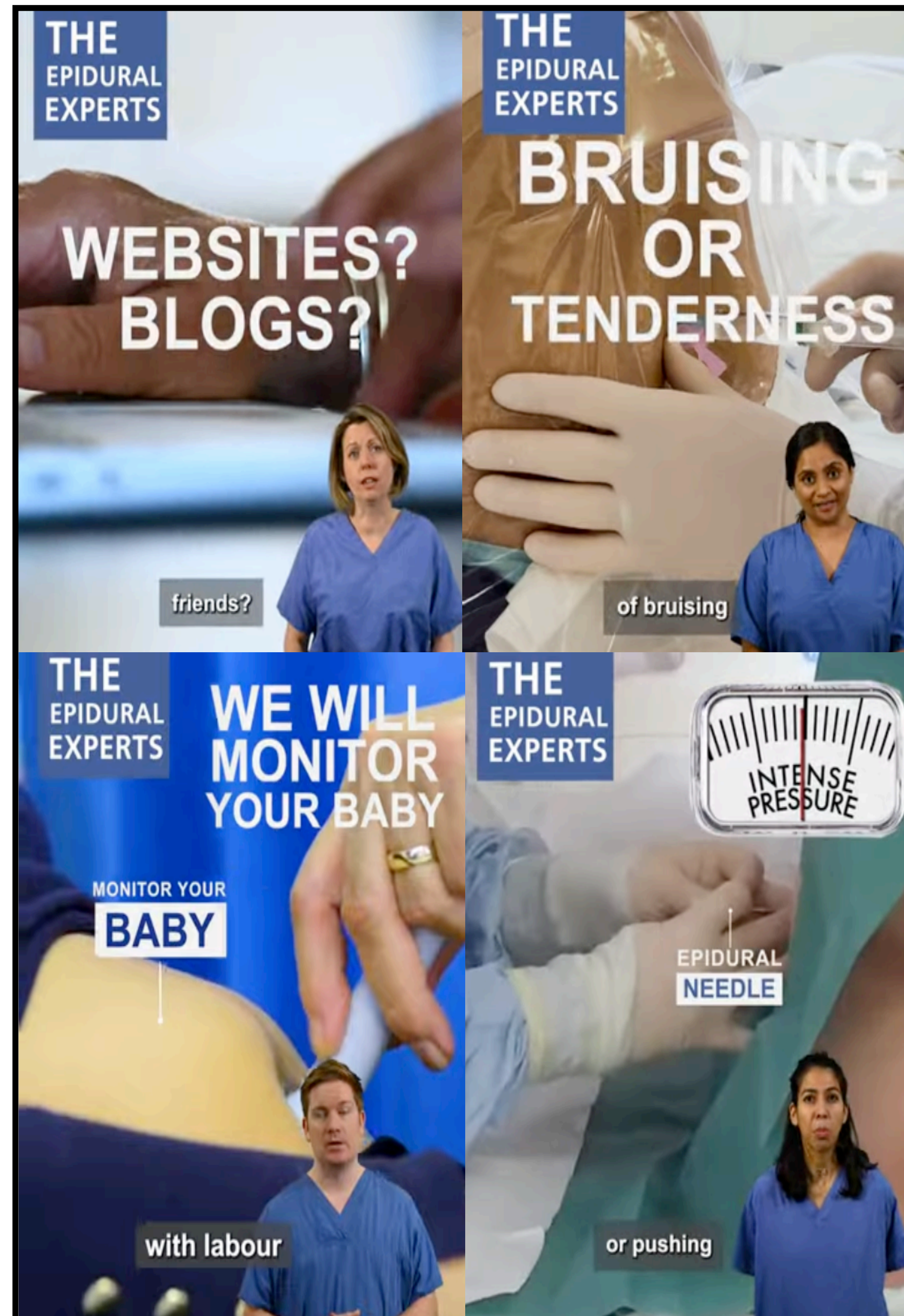
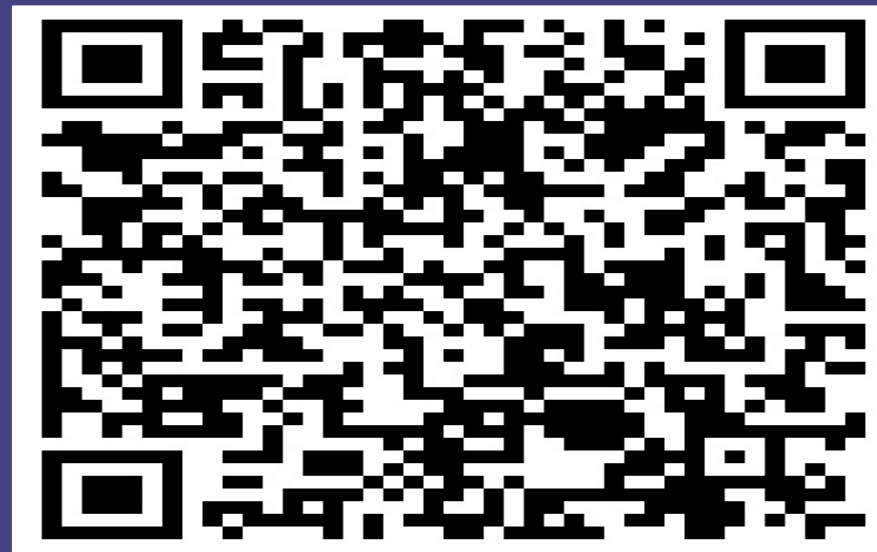
Storyboard

Filming

Approvals

Release
Strategy

Scan to watch

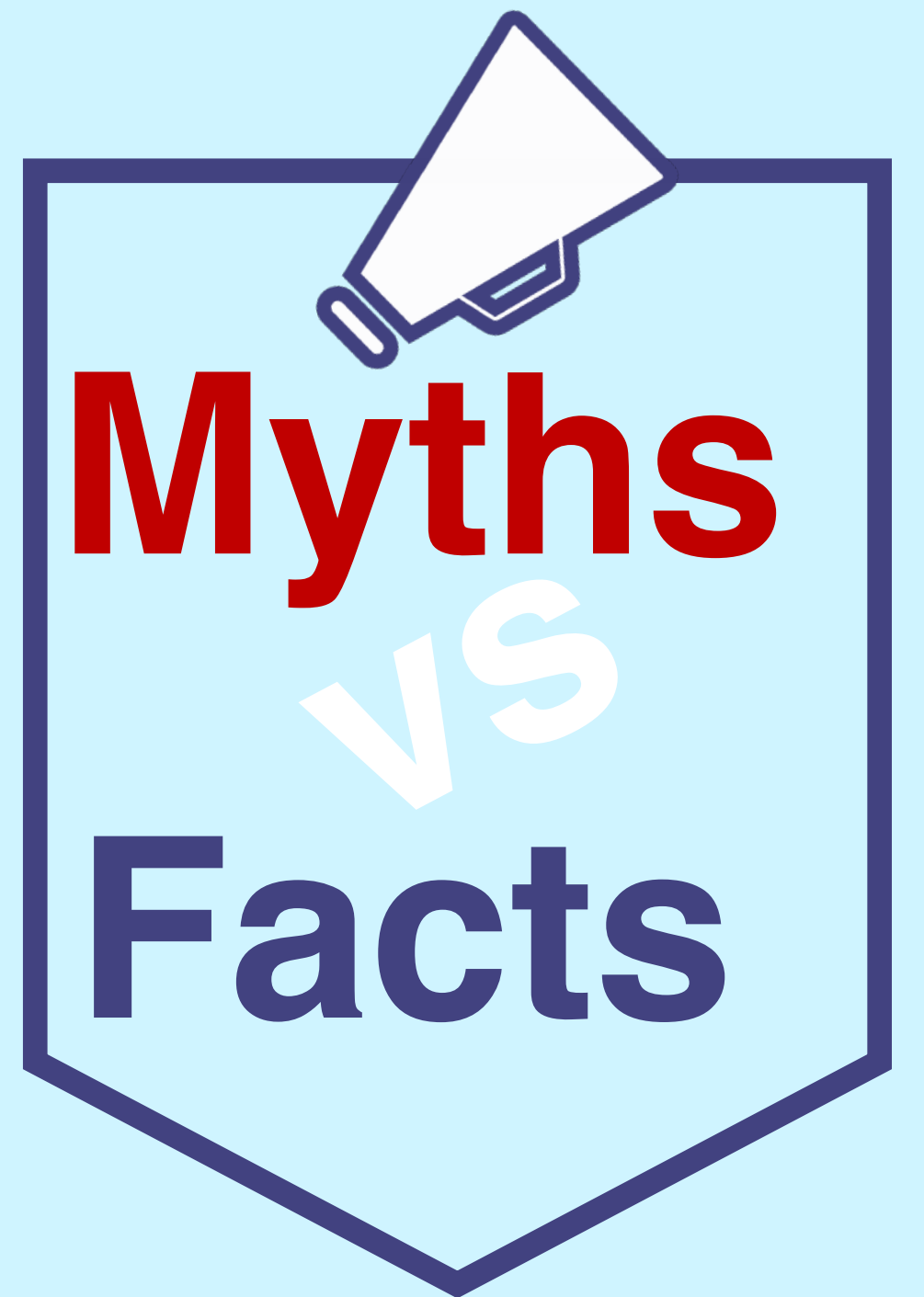


Video Results

From concept to release: 9 months
10 videos, 22-63 seconds long

Topics:

- What is an epidural?
- Can epidurals cause back pain?
- What are the benefits of epidurals?
- What will I feel when having an epidural?
- Can my baby be harmed by an epidural?
- Is it safe to breast feed after an epidural?
- Where can I get accurate information?
- When is the best time to have an epidural?
- What needs to happen before an epidural?
- What is the difference between a spinal and an epidural?



LabourPains

Discussion

- Useful information → work with patients to address their needs
- Accurate information → work with the wider multi-professional team
- Accessible language and spread → work with communication experts
- Future plans → patient feedback and more anaesthesia related videos

References

- Bağrıci Bozan, M., Cangöl, E. Prevalence and causes of social media usage and addiction status of pregnant women. BMC Women's Health 23, 655 (2023).
- D'Souza RS, D'Souza S, Sharpe EE. YouTube as a source of medical information about epidural analgesia for labour pain. Int J Obstet Anesth.2021 Feb;45:133-137.