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The 'F-words' in Childhood Disability: Function, Family, Fitness, Fun, Friends, Future

Background

- In 2012, CanChild researchers published a paper called: "The 'F-words' in childhood disability: I swear this is how we should think!"
- Building on the WHO's International Classification of Functioning (ICF) framework, the article featured key strengths-based ICF themes – Function, Family, Fitness, Fun, Friends, and Future.



Objective

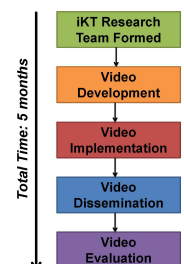
- The objective of this integrated Knowledge Translation (iKT) project was to work with families to spread awareness on the 'F-words' ideas through an online awareness video.



Methods

- Families and researchers worked together through the entire project – developing, implementing, disseminating, and evaluating the video.
- The video, posted on the CanChild website, used written descriptions, parents' reflections, pictures, music, and graphic effects to captivate the audience.
- The video was evaluated by tracking the number of views and through an online survey that collected feedback on viewers' perceptions of the video and the 'F-words' concepts.

The iKT Process/Timeline

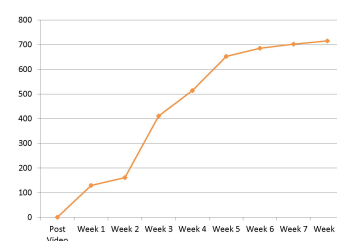


Results

Weekly Dissemination Strategies

Week	Research Team Implemented – Dissemination Strategies
Week 1	<ul style="list-style-type: none"> Video posted on CanChild website Presentations and flyers on video distributed at two conferences
Week 2	<ul style="list-style-type: none"> No specific strategies implemented
Week 3	<ul style="list-style-type: none"> Emails sent to physician colleagues, McMaster SRS graduate students, CanChild network, family and friends Video shown during Developmental Learner Training Session at McMaster University Posted at Danijela's son's school and shared with teachers Posted on CanChild Facebook and Twitter pages
Week 4	<ul style="list-style-type: none"> Posted on CanChild Facebook and Twitter pages
Week 5 - 8	<ul style="list-style-type: none"> No specific strategies implemented

Spread of Awareness



Online Survey Responses - Evaluation of Video and 'F-words' Concepts:

- After two months, there were **715** views of the video and **137** survey responses. These findings are based on the **137** survey responses.

Viewer Demographics

In what country, do you currently reside?

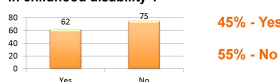
89% of viewers lived in Canada

From what perspective are you viewing this video?

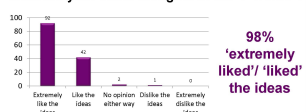
	% of Viewers
Physician	27%
Researcher	26%
Therapist	22%
Educator	18%
Student	16%
Friend of someone with a disability	15%
Family Member	13%
Other Health Care Worker	8%
Person with a disability	1%

Perceptions of 'F-words' Concepts

Have you previously heard of the 'F-words' in childhood disability?



What are your initial thoughts of the 'F-words'?



Perceptions of Video

What did you like or dislike about this video?

	Like	Dislike
Length	71	4
Content	84	5
Pictures	56	8
Parent Quotes	81	2
Music	36	18
Graphics	37	5
All of the Above	57	2
Other	7	40

Will you share this video with others?

89% said Yes!

"Great video, will make me view childhood impairments in a different and more positive way." ~ Physician

"I loved that it will give parents permission to think what they have known all along." ~ Educator

"Very well done & informative video. Thanks for the great enlightening info" ~ Family Member

Implications

- We were able to spread awareness to a wide audience in a short time.
- Engaging families throughout the project was a critical factor in the success of the video.
- Our hope is to continue building up the 'talk' on the 'F-words' and intrigue families to find out more information.
- The 'F-words' ideas hold great promise for supporting the adoption of a biopsychosocial approach in children's health care.

Next Steps

- This video was the first step to spreading awareness on the 'F-words'.
- Based on the feedback we received from the video, the research team will work together to make minor changes in order to enhance the video.
- By designing a multi-faceted iKT intervention we hope to address the knowledge needs of families raising children with disabilities and to promote the uptake of the 'F-words' concepts in children's health care.

Families and researchers partnering together to spread awareness one 'word' at a time... <http://canchild.ca/en/ourresearch/f-words-childhood-disability.asp>