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YOUTUBE BASED COMMUNICATION TRAINING FOR BREAKING BAD NEWS: A NOVEL APPROACH

Begg K*, Rangarajan K, Somani B

Department of Surgery, University Hospital Southampton, Tremona Road, Southampton, SO16 6YD, UK

Introduction:

Social media and eLearning videos are powerful learning tools and can help improve learning, demonstrate practical or complex procedures and simplify difficult topics^{1,2}.

Methods:

A YouTube video was created as an aid for healthcare professionals on the difficult and poorly taught topic of Breaking Bad News (BBN) (Figure 1). Our goal was for this video to be viewed and shared worldwide for purposes of improving patient communication with the aim of micro learning, note taking, comprehension of complex concepts, role-play, revision for exams and clinical application.

Results:

1 high quality eLearning YouTube video was created in a clinical department in a large UK Teaching Hospital. To date almost 15,000 users have subscribed to the channel and provided excellent feedback related to the communication video.

Conclusion:

The use of You Tube as a social media platform for teaching and learning is the road ahead for medical education. A quality assessed, structured and sustainable educational online platform like TheOSCEstation aims to meet the requirements of a new generation of learners. Currently we have 4 communication based videos in production with more planned.

References:

1. Logan R. Using YouTube in perioperative nursing education. *AORN J.* 2012;95:474 – 481.
2. SharoffL. Integrating YouTube into the nursing curriculum. *Online J Issues Nurs.* 2011;16:6.

