Mind the GAP!

Reaching and Teaching Millennial Parents

Presenters

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Disclosures

• Drs. Christopher Russo, Maya Eady, and Pratichi Goenka have no relevant financial relationships with the manufacturers of any commercial products and/or provider of commercial services discussed in this CME activity.

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### Timeline

- **11:15-11:20** Introduction
- **11:20-11:25** Pre-Workshop Needs Assessment
- **11:25-11:35** The Millennial Learner: Preferred Learning Methods and Engagement Strategies
- **11:35-11:45** Scenarios: Challenges in Reaching a Millennial Parent
- **11:45-11:50** Report-out
- **11:50-12:00** Millennial Parents and How to Improve Communication
- **12:00-12:15** Action Plan: Designing Initiatives for Millennial Parents
- **12:15-12:25** Report-out
- **12:25-12:30** Wrap-Up

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Topic 1: The Millennial Learner

Millennials

• AKA “Generation Y” and “Generation Me”
• born between 1980 and 2000
• 54 million (27% of US pop.)
• 85% use smartphones
• 45 times per day touch their smartphones
• 50% of children have a millennial parent
Characteristics of Millennials

- ethnically diverse
- multicultural
- educated
- technologically savvy
- civic-oriented
- conscious
- change-oriented
- demand open-access to information

Millennial Learning Overview

Rationale
Relevance
Relationship
Relaxed
Research-based

Most learners will not watch videos longer than 4 minutes

Price, C. Five Strategies to Engage Today’s Students. Magna Online Seminar, 1 Nov. 2011
Adult Learning Theory for Millennials

- keep it short
- show respect
- give direction
- emphasize and re-emphasize

Scenarios: Challenges
Topic 2: Improving Communication to Millennial Parents

1) remove judgment
2) collaborate
3) combat misinformation
4) use technology
5) chunk information
6) motivate, coach, support
Topic 2: Improving Communication to Millennial Parents

1) remove judgment
2) collaborate
3) combat misinformation
4) use technology
5) chunk information
6) motivate, coach, support

✓ share decisions
✓ generate buy-in

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“Doctor Google”

- 33% self-diagnosed online
- 50% sought medical attention
- 50% discussed internet findings with clinician
- 20% said medical professional disagreed

Example: Safe Infant Sleep Recommendations

- 1300 websites
- 44% accurate
- 28% inaccurate
- 28% irrelevant

2013 Pew Research

Journal of Pediatrics 2012 – Chung et. al.
Clinician Role

- provide information
  - written materials
  - up-to-date website

- debunk misinformation
  - trusted websites
  - navigation tips

- connect to trusted resources

Bring it up!

Topic 2: Improving Communication to Millennial Parents

1) remove judgment
2) collaborate
3) combat misinformation
4) use technology
5) chunk information
6) motivate, coach, support

✓ information
✓ disease management
Topic 2: Improving Communication to Millennial Parents

1) remove judgment
2) collaborate
3) combat misinformation
4) use technology
5) chunk information
6) motivate, coach, support

✓ concise
✓ additive
✓ allow processing

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### Action Plan: MILESTONE Tool

**M**illennial  
**L**earner  
**S**tructured  
**T**ool for  
**O**rganization of  
**N**eeds

<table>
<thead>
<tr>
<th>MILESTONE (Millennial Learner Structured Tool for Organization of Needs)</th>
<th>Short-term goal(s)</th>
<th>Stretch goal(s)</th>
<th>Action Step(s)</th>
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<tbody>
<tr>
<td><strong>Problem Identification and General Needs Assessment</strong></td>
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<td></td>
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<tr>
<td>- Identification of health care need/problem</td>
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<td>- What is affected</td>
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<td>- How addressed now</td>
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<td>- How addressed ideally</td>
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<tr>
<td>- Available resources</td>
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<tr>
<td><strong>Targeted Needs Assessment</strong></td>
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<tr>
<td>- Targeted learners</td>
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<td>- Current proficiency</td>
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<td>- Desired state</td>
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<td>- What is needed to address gap</td>
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<tr>
<td><strong>Goals and Objectives</strong></td>
<td>For LEARNERS (e.g., teachback)</td>
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<td>- For PROGRAM (e.g., patient satisfaction scores)</td>
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Action Plan: Next Steps

- Complete **MILESTONE** on your own.
- Email completed **MILESTONE** within 2 weeks to Christopher Russo christopher@russofamily.org
- Receive feedback on tool and coaching

Final Thoughts

- Millennial parents represent a challenge.
- You CAN do this!
- Use your knowledge of what is important to millennial parents.