

LIGHTS! CAMERA! EDUCATION!

A Library & Nurse Educator Collaborative “Movie” Program for Continuing Competence



BACKGROUND

- 2002 - the Concordia Hospital Library (CHL) became a satellite library of the University of Manitoba Neil John Maclean Health Sciences Library
- 2004 - the College of Registered Nurses of Manitoba implemented a continuing competence program as a requirement for registration renewal, The College of Licensed Practical Nurses of Manitoba's program followed
- 2007 - Concordia Hospital received NICHE (Nurses Improving Care for Healthsystem Elders) designation
- 2007 - to help nurses complete registration requirements and fulfill hospital NICHE educational goals, the CHL collaborated with the Concordia Hospital Medical/ Surgical Educators, to develop and deliver the program *"Movie" Days*

PROGRAM DESCRIPTION

- Each month an Educator selects a 1/2 hour educational “movie” from the CHL collection (and now recently YouTube)
- The “movie” is shown multiple times each month, on the different hospital units and in the Library
- Each showing is accompanied by popcorn and a list of “movie” related articles that can be requested from the library
- A certificate of attendance is given and can be submitted with nursing continuing competency documentation
- Promotion is through posters, hospital-wide emails, twitter, the webpage, and pre- and post-“movie” day emails

COLLABORATION (DIVISION OF LABOUR)

- Educators - preview and selection of “movies”; promote on their units; attend the session if available; book rooms
- Librarian - purchase AV material for the collection; provide popcorn; create and distribute posters and emails; book rooms; provide list of relevant journal articles; update webpage; set-up for sessions

RESULTS

- Feedback is sought continuously to improve the program and the attendance
- Feedback triggered changes include “movie” themes, times, and location (see evolution section below)
- One measure of success: 3 other Winnipeg community hospitals and one long term care center have requested this program from their own library
- Despite the changes to facilitate the attendance of nurses, allied health professionals make up the majority of attendees
- This program is highly valued by the hospital Nurse Educators, Unit Manager and Program Directors

WHY “MOVIE” DAYS IS UNIQUE

- In the literature, a collaboration between educators and librarians usually sees the hospital librarian in a traditional role: teaching search techniques and information literacy
- In this collaboration, the hospital librarian is involved in the development, implementation and evaluation of a hospital educational offering
- This program has seen a higher level of collaboration where the educators and the librarian are directly linked to the education of nurses for the improvement of patient care

KEYS TO SUCCESS

- CHL part of the University of Manitoba Libraries (UML):**
 - Performance Rights for AV obtained as part of the acquisitions process.
 - Whole of UML AV collection is available for use./ Not limited to CHL AV collection.

- Program is Library driven; bulk of the grunt work is done by the Librarian (e.g. posters, emails, setup, etc.).**

- Program is a high priority for Librarian - it is viewed as a good relationship building and promotional tool.
- Community Hospitals where the program was initiated, but was nurse educator driven, have seen a high failure rate - nurse educators often found themselves too busy to propel the program forward, and it was not made a priority

- Relationship and Trust between the Hospital Educators and Hospital Librarian**

- If a “movie” has gone unselected, educators trust the librarian to select
- If educators are absent for a session, they trust the librarian to run the session and direct questions accordingly

ACKNOWLEDGMENTS

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Madeleine Maher, former Elder Care/Family Medicine Educator

Jennifer Vigfusson, former Elder Care/Family Medicine Educator

Marlene Savage, Retired Hospital Educator

EVOLUTION OF THE “MOVIE” DAYS PROGRAM

~ *Changing to Reel in the Nurses*

2007 - 2008

- Librarian approaches the Elder Care Educator with the idea of *“Movie” Days*
- They partner, form the program, and promote as a way for the nurses to fulfill competency requirements and for the hospital to fulfill NICHE education goals
- Program layout:
 - “Movie” Themes:* Elder patient care
 - Times:* 11:30 - 12:00; 12:30 - 13:00
 - Days:* 2 days a month
 - Location:* Hospital Lecture Rooms (ground floor of hospital)
 - Serve fresh air-popped popcorn.
- 2008 - Evening staff request a later session: add a 14:30 - 15:00 time slot

2010

- The Elder Care Educator leaves the hospital
- Collaboration now involves the Librarian and all 3 medical-surgical educators
- Requests from staff and educators prompt change in theme:
 - “Movie” Themes:* All relevant patient care topics
- Certificates of attendance offered at the request of staff

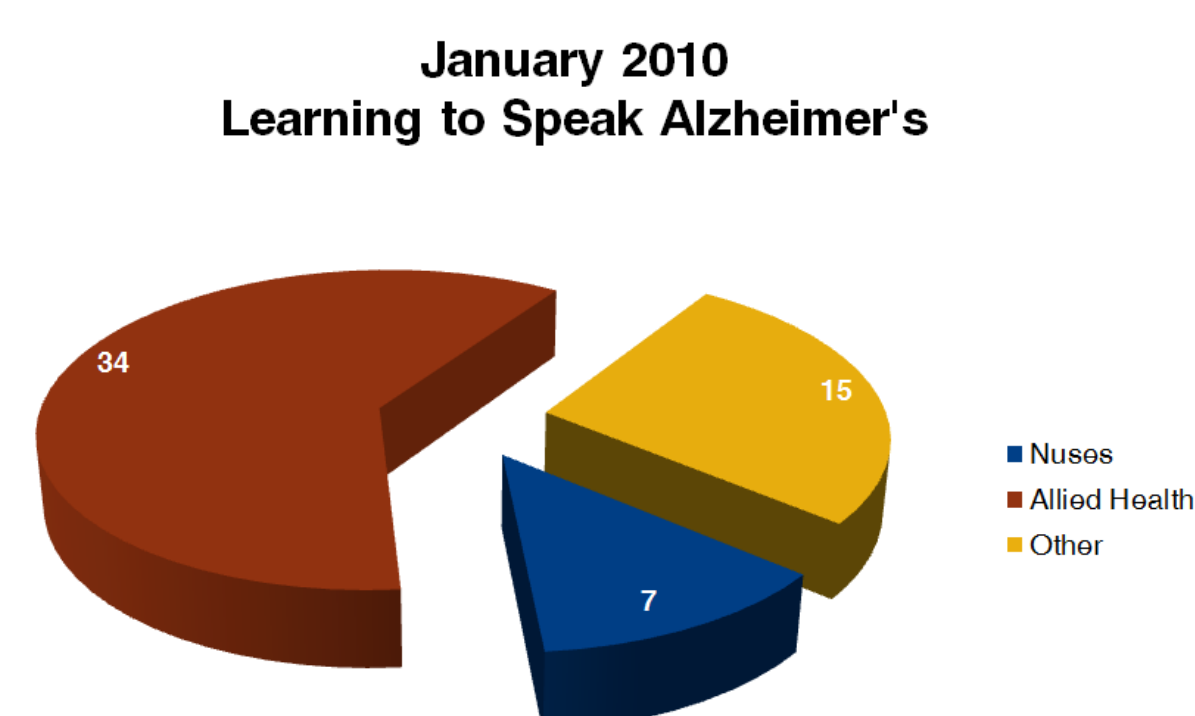


Figure 2: Highest attendance 2010 - January - breakdown by profession

2011

- Attendance dwindles at the library location - no benefit observed
- New program layout:
 - Times/Days:* 12:30 - 13:00 Library, 1 day a month
 - Times/Days:* 14:30 - 15:30 on the Units, 3 days a month

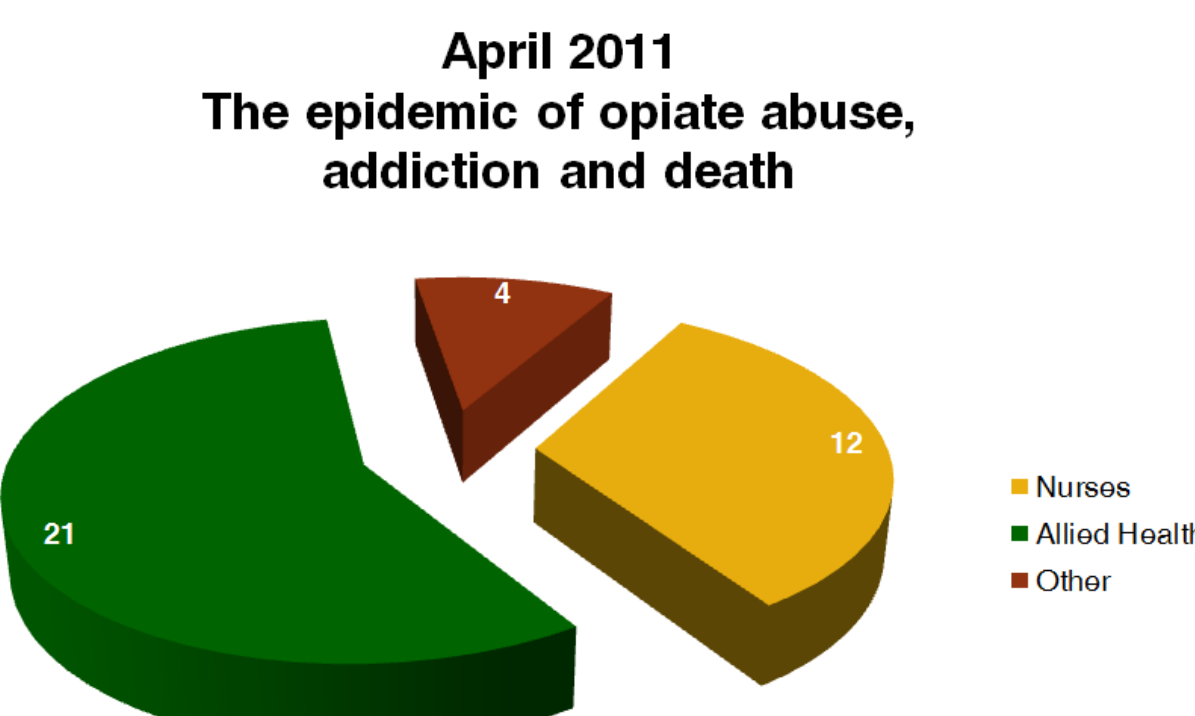


Figure 3: Highest 2011 attendance - April - breakdown by profession

2012

- “Movie” Days returns to its roots!** - End of 2012, Hospital Elder Care Committee creates a monthly education program focusing on Dementia and Delirium; asks for “Movie” Days to reflect this educational goal
- “Movie” Themes:* General patient care, with focus on Dementia, and Delirium

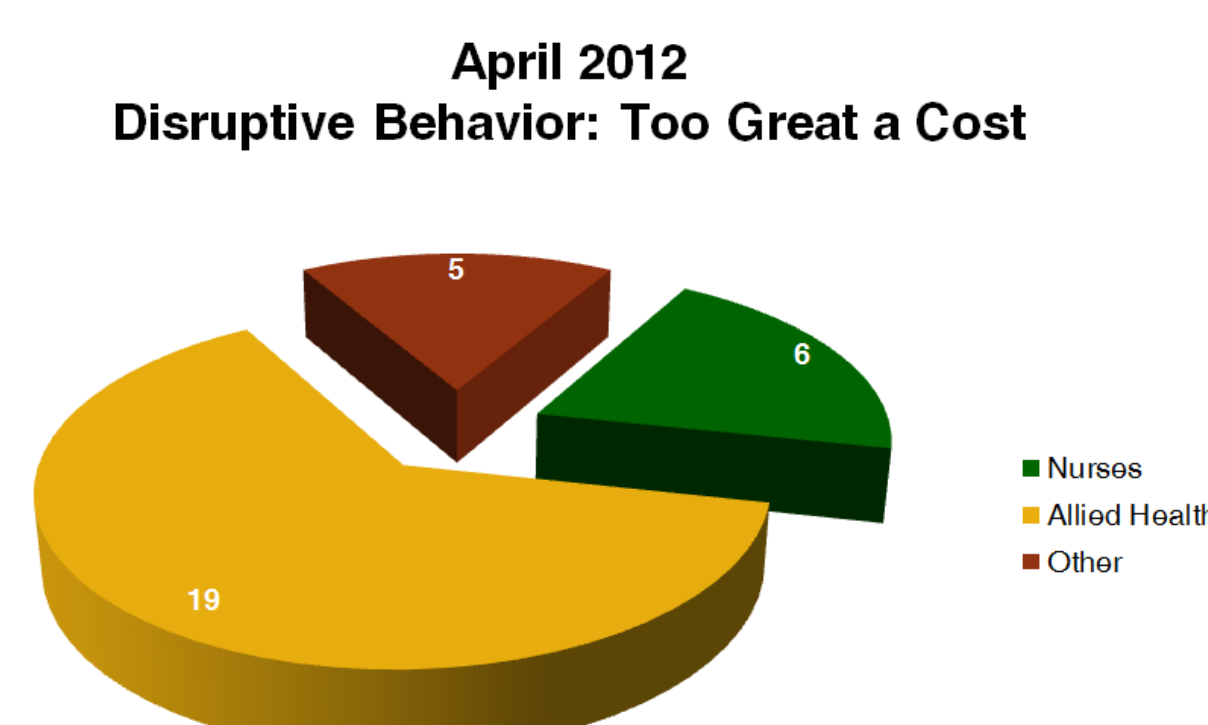


Figure 4: Highest 2012 Attendance - April - Break down by profession

2013

- Library creates a “Movie” Day LibGuide and PDF forms - <http://libguides.lib.umanitoba.ca/movieday>
- Library purchases new AV equipment (Flat screen TV and Blu-ray/DVD player with WIFI capability)
- Serve pre-popped flavored popcorn
- Movie Themes:* Major focus on Dementia and Delirium

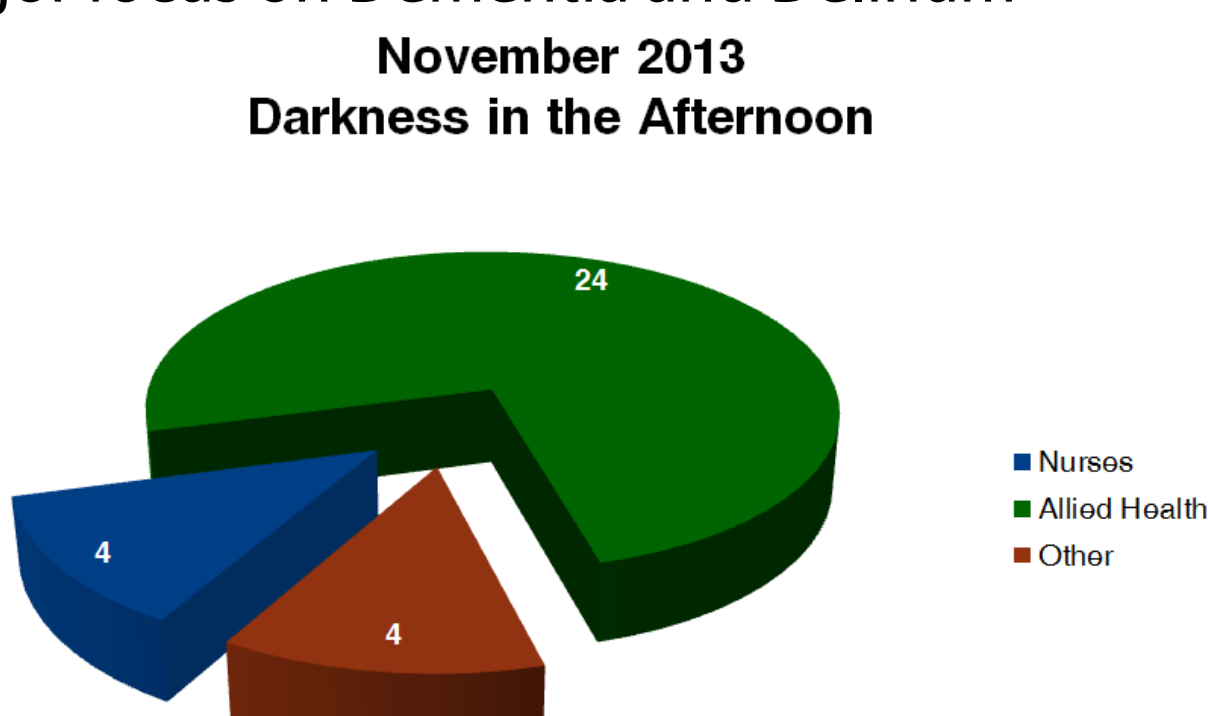


Figure 5: Highest 2013 attendance - November - breakdown by profession

RESULTS OF EDITING PROCESS

~ *Blockbuster or Box-Office Bomb*

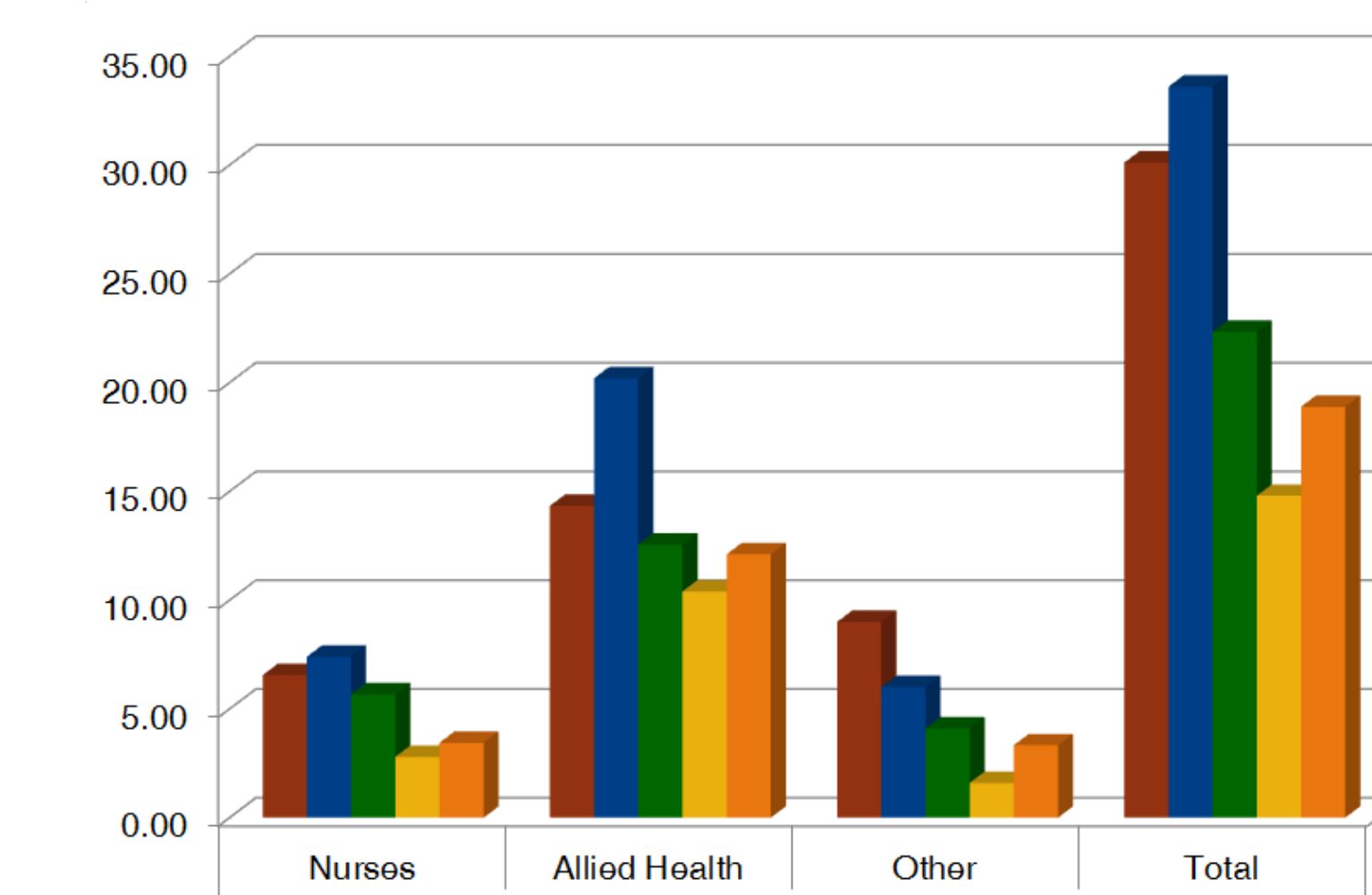


Figure 6: Average attendance of profession per month by year

- Figure 6: A trending upwards from previous years of 2011/2012

MORE NURSES?

- Goal: get more nurses in the audience
- Figure 7: Despite changes to the program audience distribution shows allied health professional are still the predominant “movie” goer

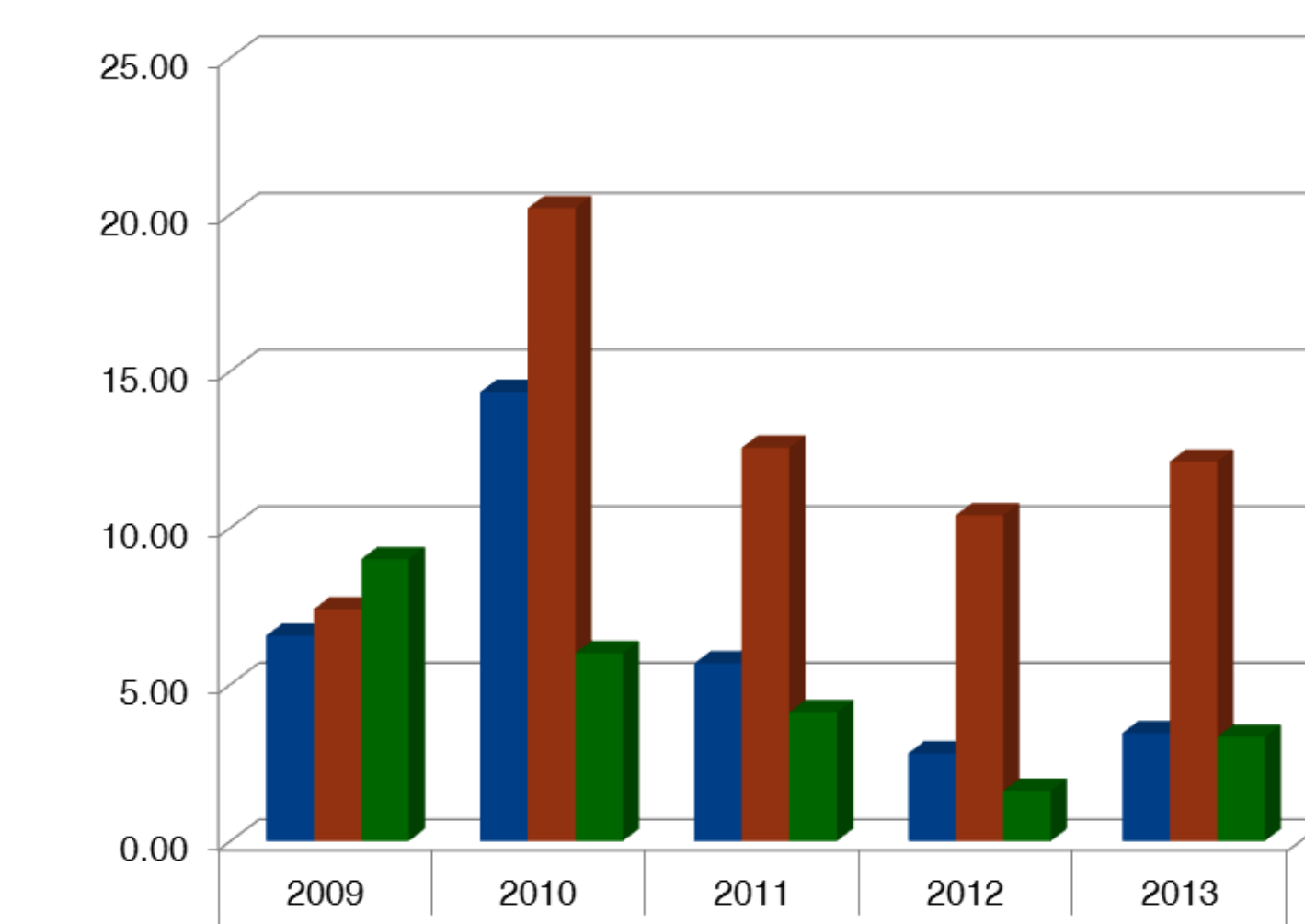
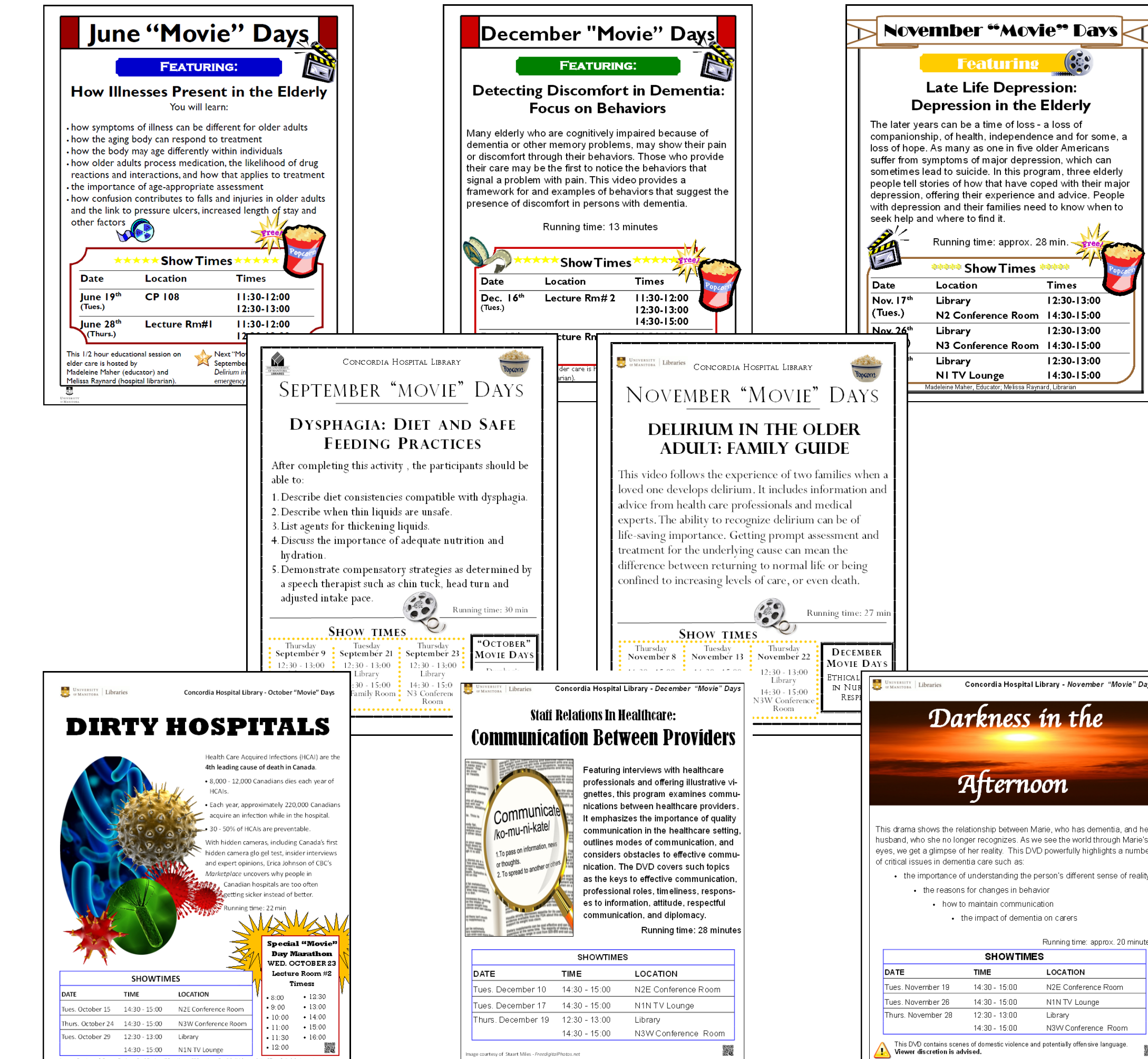


Figure 7: Average attendance per month each year by profession

“MOVIE” DAYS PROMOTIONAL MATERIAL

~ *A Whip Pan Through the Years*



Images 1 - 8: Sample of “movie” posters from 2007 - 2013

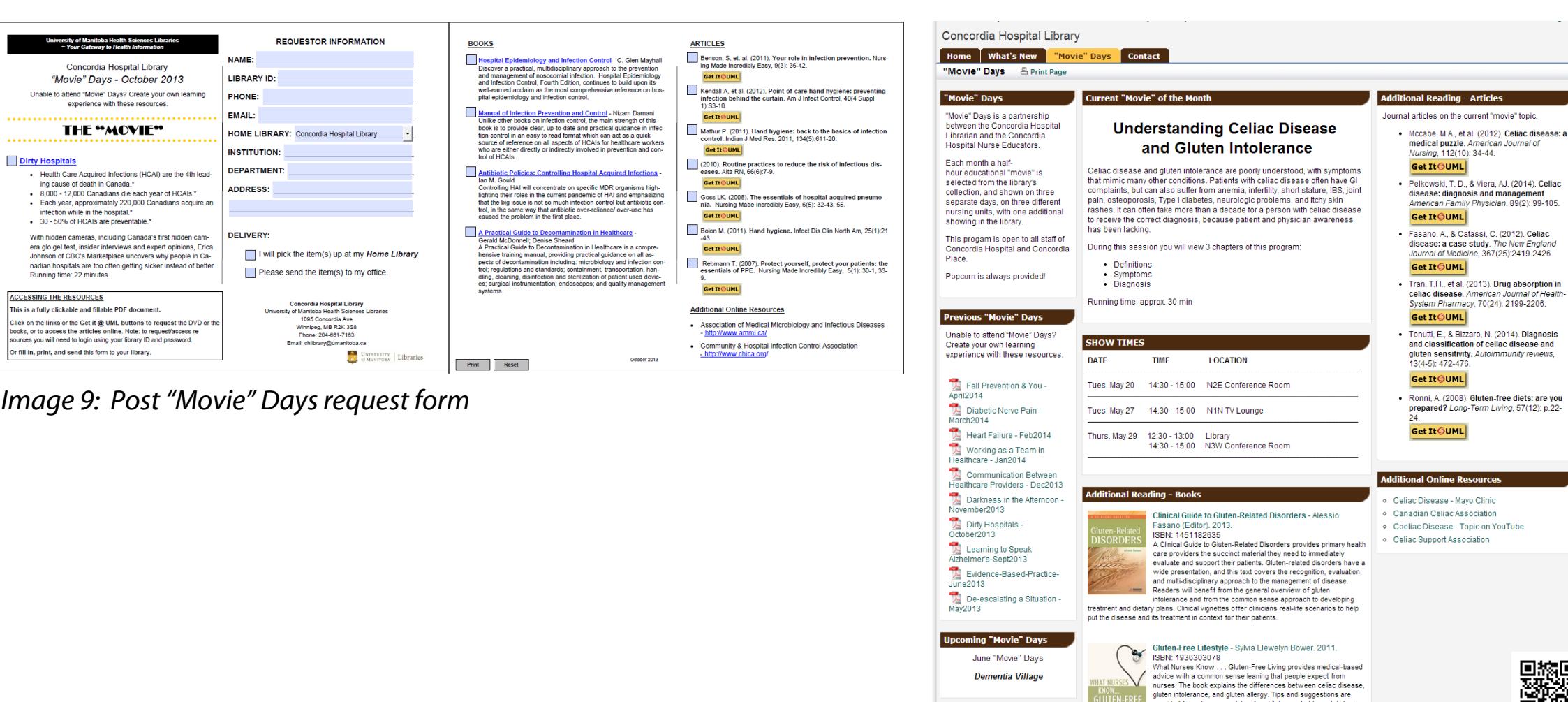


Image 9: Post “Movie” Days request form

Image 10: “Movie” Days LibGuide <http://libguides.lib.umanitoba.ca/movieday>

¹Nurses: RN, BN, GN, NP, Nurse Educator, Nurse Manager

²Allied Health: Healthcare Aid, Physiotherapist, Occupational Therapist, Rehab Aid, Chaplain, Dietician, Pharmacist, Speech Therapist

³Other: Physician, Patients, Housekeeping, Maintenance, Volunteers, Students, Student Instructors.

Frame image courtesy of Salvatore Vuono / FreeDigitalPhotos.net

Popcorn image courtesy of Salvatore Vuono / FreeDigitalPhotos.net

Clapperboard image courtesy of FreeDigitalPhotos.net (stock image)



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Figure 1: Highest 2009 attendance - November - breakdown by profession.