

# OTITIS MEDIA PREVENTION CAMPAIGN

# Otitis Media- Background Info

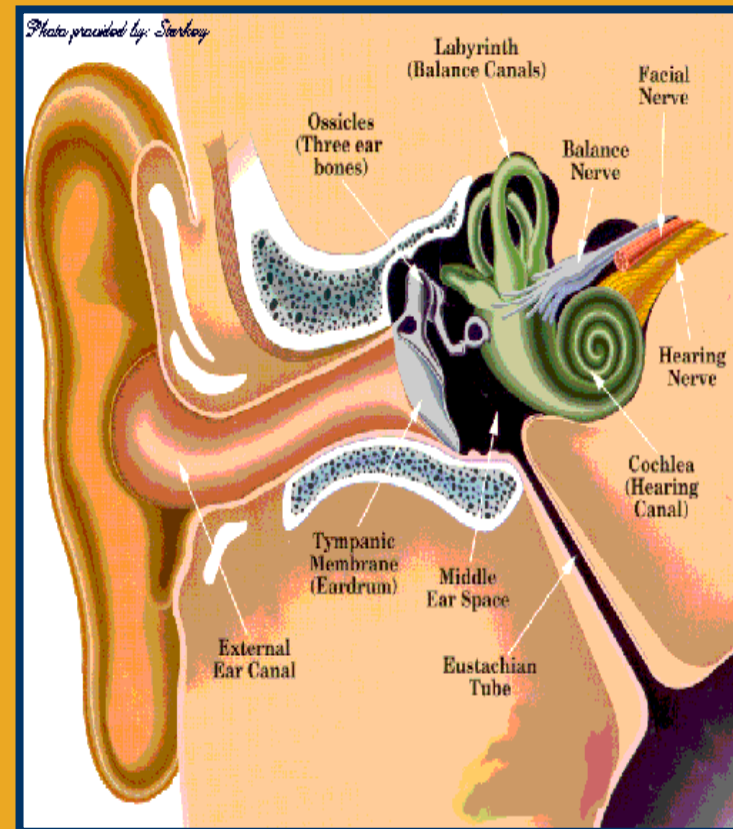
- A significant childhood illness
- Leading cause of physician visits
- Leading cause of hospital admissions
- Leading cause for the prescription of antibiotics
- Direct and secondary health care costs- High

# Complications of Otitis Media

- Hearing loss
- Speech delay
- Academic difficulties
- Affects the general well being of a child
- Although a serious concern, it is also a **PREVENTABLE** condition

# Otitis Media

- Immature eustachian tube seals middle ear space.
- Resulting vacuum draws in clear fluid (effusion).
- Effusion is bacterial breeding ground.
- Results in painful infection, persistent hearing loss.



# Common Misconceptions

- Otitis media is not caused by swimming or water in the ear canal.
- Otitis media can't be treated with ear drops or mineral oil in the ear canal (except to alleviate pain).
- Otitis media is not caused by, or does not cause, excessive ear wax in the ear canal.

# Focus on Prevention

Can help to address a majority of causes of otitis media and can lead to

- Reduced visits to physicians' office
- Reduced hospital admissions
- Reduced antibiotic use (and resistance)
- Reduced surgical tympanostomy tube insertion
- Overall reduction of direct and secondary health care costs

# Campaign Goal

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To raise community awareness of the preventable risk factors for otitis media in the district of Thunder Bay through a media campaign from Fall 2005 to end of 2007

# Campaign Objectives

- To increase knowledge among parents regarding the physiology of ear infections
- To increase knowledge among parents regarding lifestyle changes that can reduce the risk of ear infections
- To recruit 75% of pharmacies to participate in the distribution of campaign materials to parents

# Target Audience

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## Primary

- Parents

## Secondary

- Community at large
- Pharmacists
- Health Care Providers

# Cross Divisional Approach

- Healthy Families- Audiology/Family Health
- Environmental Health
- Tobacco Prevention
- Nutrition-CDP
- Vaccine Preventable Diseases
- Infectious Disease

# Process

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- Social Marketing /Communications planning framework
- Health Promotion Budget Request
- Brainstorming sessions
- Input from each team re: tag lines and messaging
- Pre- Survey and focus testing of materials

# Priority Areas of Focus

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## Year 1

Second Hand Smoke  
Breastfeeding  
Immunization

## Year 2

Nutrition  
Hand Washing  
Antibiotic Resistance

# CAMPAIGN MATERIALS

Pharmacy Tear Off Pads

Newspaper Ads

Power Point Presentation

Website

Radio Interview

Free Publicity

Transit Shelters

Radio Ads

Posters

Interior Bus Cards

Information Pamphlet

# Breastfeeding



Because I  
breastfeed,  
he has  
less chance  
of getting an  
ear  
infection.

Many ear infections can be prevented.  
Breastfeed your baby to build a healthy immune system.

# Immunization



Because he's  
immunized,  
he has  
less chance  
of getting an  
ear  
infection.

Many ear infections can be prevented.  
Keep your child's vaccinations up-to-date.

# Second Hand Smoke



Because we  
smoke inside,  
he has a  
greater chance  
of getting an  
**ear  
infection.**

Many ear infections can be prevented.  
Take the smoke outside.

 Thunder Bay District  
**Health Unit**  
[www.tbdhu.com](http://www.tbdhu.com)

# Nutrition



Because he  
eats healthy  
food, he has  
less chance  
of getting an  
ear  
infection.

Many ear infections can be prevented.  
Eating healthy keeps your body strong.

# Hand Washing



Because we  
wash our  
hands often,  
he has  
less chance  
of getting an  
ear  
infection.

Many ear infections can be prevented.  
Hand washing prevents the spread of germs.

# Antibiotic Resistance



Because we  
followed our  
doctor's advice  
and waited,  
her ear  
infection  
got better  
on its own.

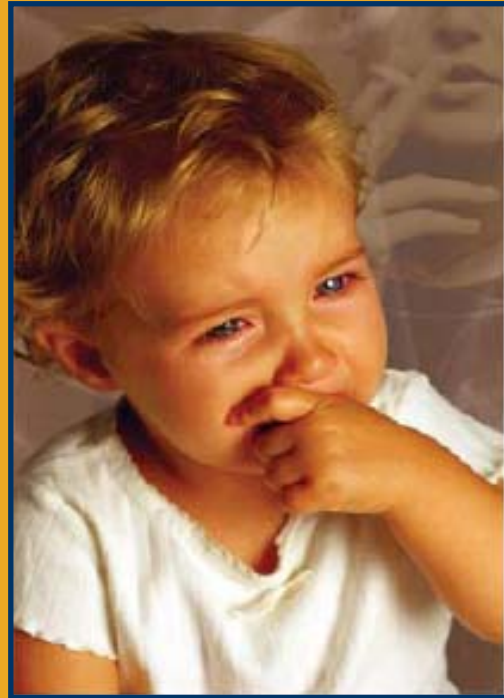
Antibiotics are not always needed.  
Talk to your doctor.

 Thunder Bay District  
Health Unit  
[www.tbdhu.com](http://www.tbdhu.com)

# Radio Ad

## Year 1

- Breastfeeding
- Immunization
- Second Hand Smoke



# Radio Ad

## Year 2

- Hand Washing
- Nutrition
- Antibiotic Resistance



# Information Pamphlet

A Healthy Child is a  
"Bacteria Fighter."



A Guide for Parents in Preventing  
Ear Infections (OTITIS MEDIA)

# Pharmacy Tear Off Pads



A child's  
ear infection  
is the **most  
common**  
cause of a  
**visit** to a  
**Health Care  
Professional.**

Many ear infections can be prevented.

- Keep your child away from cigarette smoke.
- Offer your child healthy food to keep their body strong.
- Breastfeed your baby to build a healthy immune system.
- Make sure your child's immunizations are up-to-date
- Wash hands often to prevent the spread of germs.
- Talk to your doctor about antibiotics. They are not always needed.

For more information, visit [www.tbdhu.com](http://www.tbdhu.com)  
Call the Thunder Bay District Health Unit:  
625-5972 or toll-free 1-888-294-6630



# Newspaper Ads



Because we smoke inside, he has a greater chance of getting an ear infection.

Many ear infections can be prevented.  
Take the smoke outside.



Thunder Bay District  
**Health Unit**  
[www.tbdhu.com](http://www.tbdhu.com)



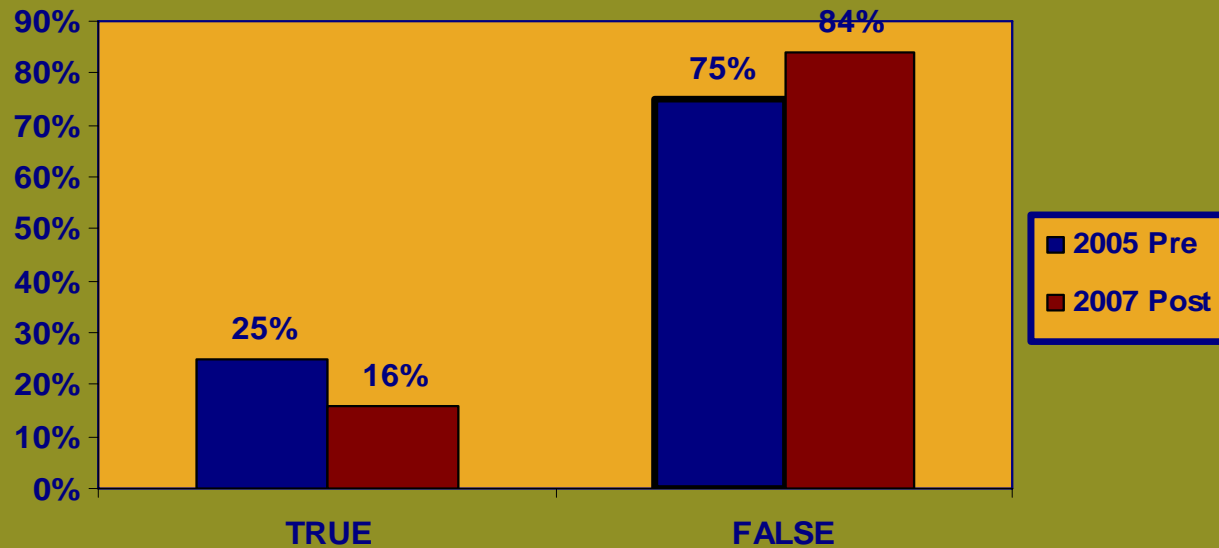
**DISPLAY**



# EVALUATION

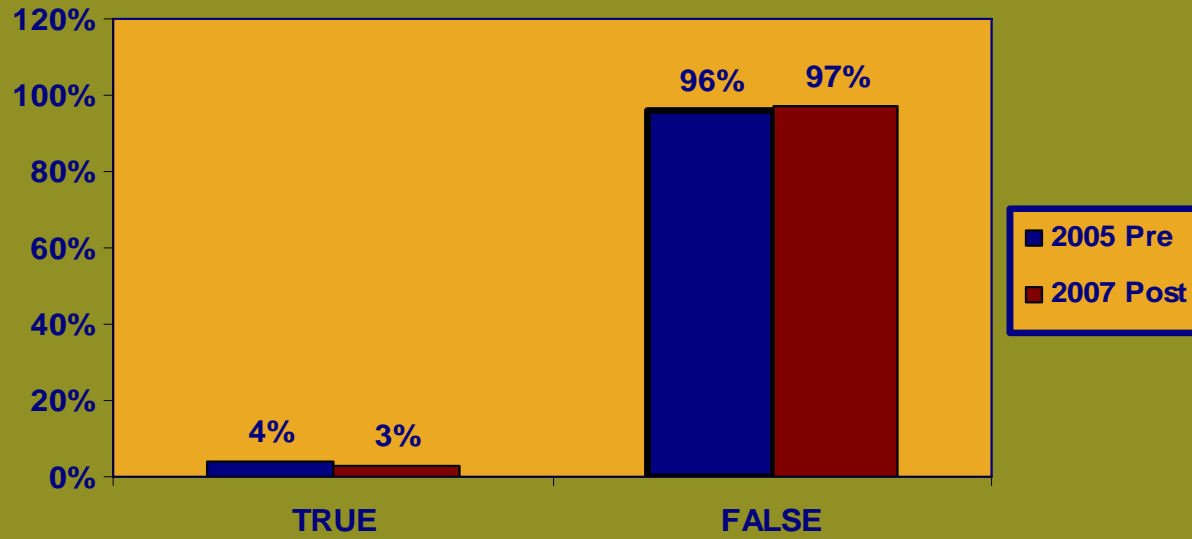
# Breastfeeding

Formula and Breastfed Babies Have Same Number of Ear Infections?



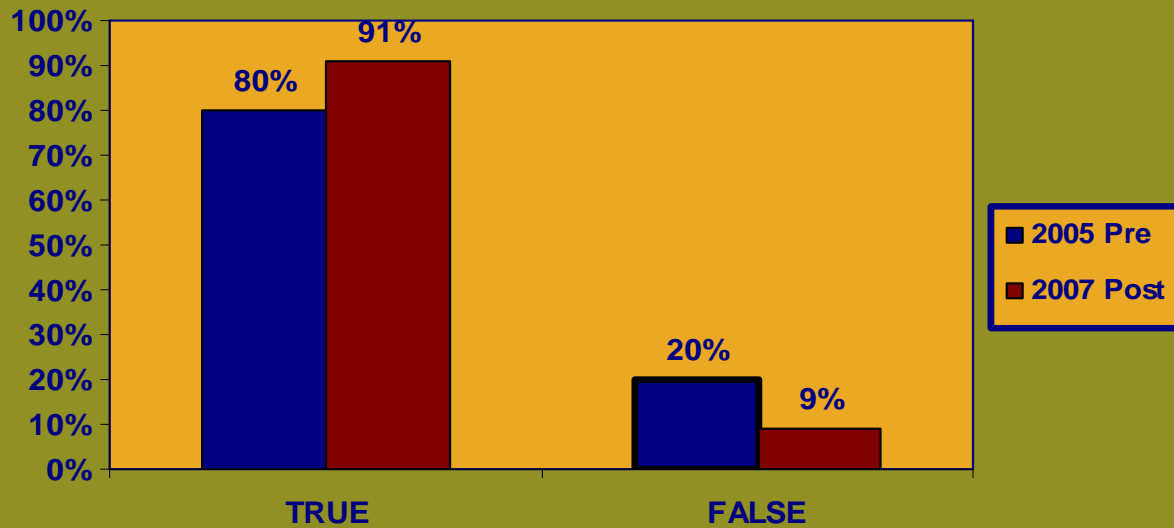
# Immunization

Children Who Are Vaccinated Tend to Have More Ear Infections?



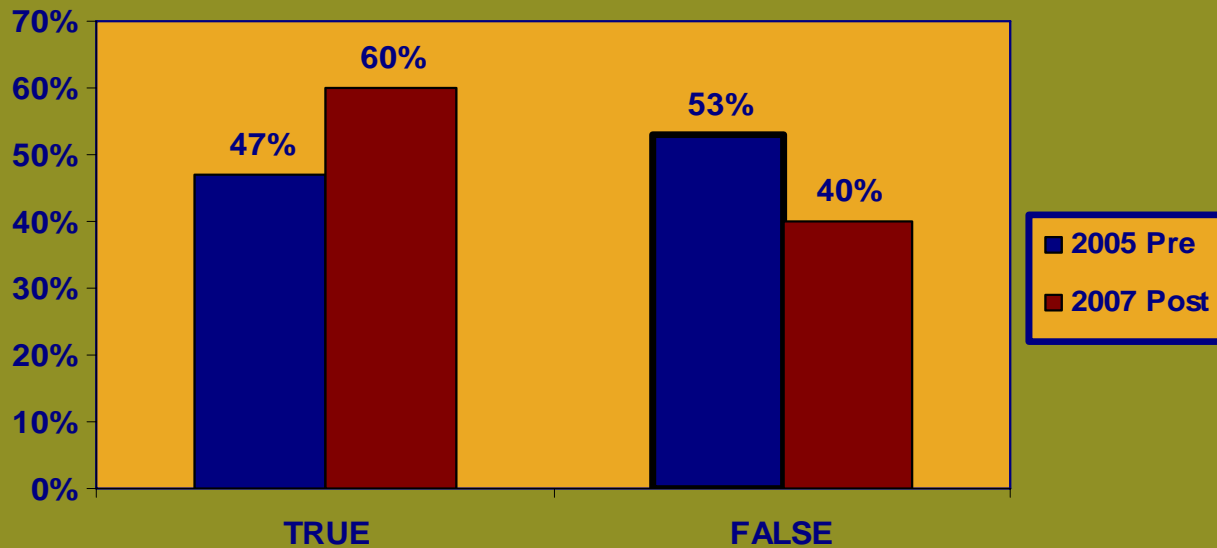
# Second Hand Smoke

Children Exposed To Second Hand Smoke are More Prone to Ear Infections?



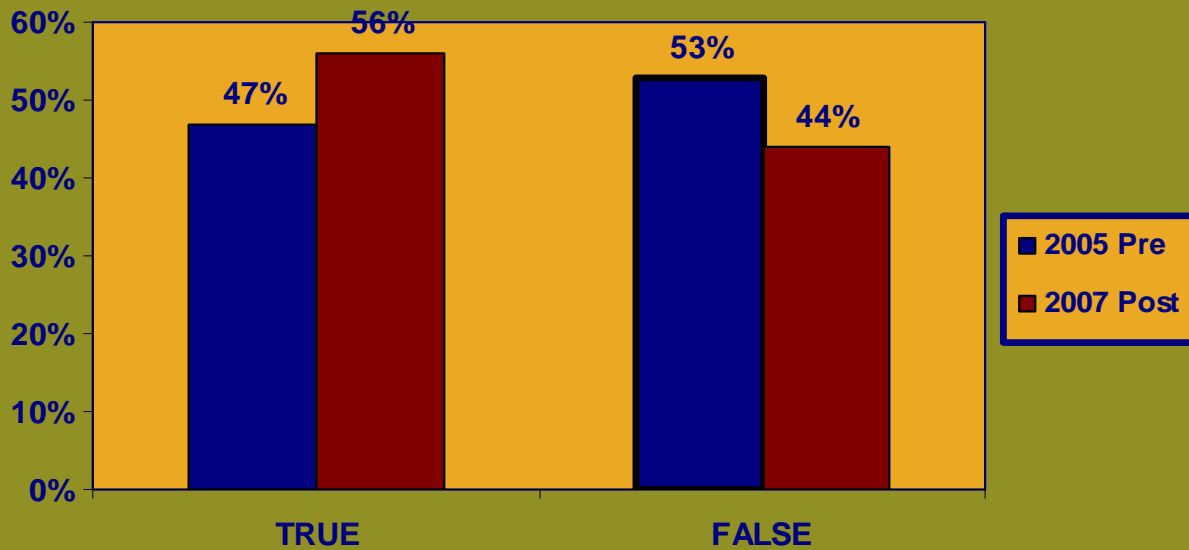
# Nutrition

Children Who Eat Healthy Foods Have Less Ear Infections?

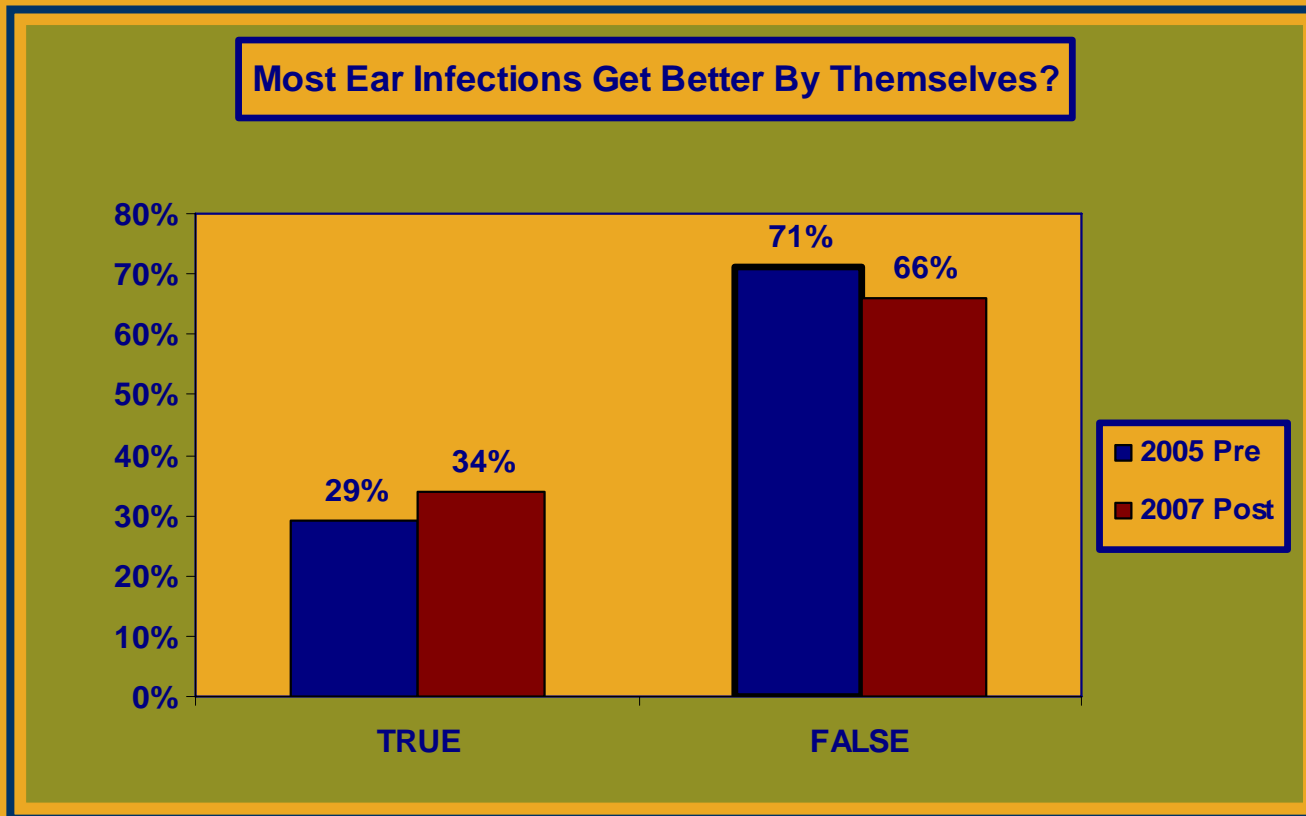


# Hand Washing

Children With Poor Hand Washing Habits are More Prone to Ear Infections?



# Antibiotic Resistance



# Evaluation ( continued)

- 2007 Website report

- Qualitative

## *Immunization focus group report ( June 2007)*

*“My children had lots of ear infections which I don’t think they would have got if we had received the vaccination (that fights ear infections).”*

- Other



# LESSONS LEARNED

# Next Steps

- Evaluate results of Post Survey
- Presentations/interviews/events
- Dissemination of otitis media campaign materials/lessons learned at a local and provincial level
- Continue cross program work
- Develop protocol with area physicians
- Potential to establish local otitis media clinic

# CONTRIBUTORS

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Family Health/Child Health  
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Family Health/Repro  
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Family Health/Child Health

# FOR MORE INFORMATION

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