Website Credibility Enhancement for Families: Emphasizing Family-Centered Care

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**Aim:** With many healthcare websites that are not credible, it is imperative to provide a tool to aid parents in deciphering online information as they research topics pertaining to the health of their infants.

**Settings:** The Pediatrics, Mother and Baby, and NICU units with annual delivery volume of approximately 3000/year; the NICU is a 16 bed unit. By providing parents with a simplistic tool to provide quick and easy references, parents can evaluate the credibility of various websites. The tool is titled the C.L.E.A.R. tool. C.L.E.A.R. is an acronym for current, language, easy, author, and reason.

**Mechanisms:** Parents are consumers of information and feel empowered to take control and participate in their infants’ plan of care (Mastrian & McGonigle, 2012). As healthcare providers, we are charged with providing an atmosphere of family-centered care. Parents who want to be engaged in the care of their infant will take the initiative to be informed about the care of their infant and will not rely solely on information provided by health care providers (Mastrian & McGonigle, 2012). As health care providers, we must ensure parents are receiving credible information. By providing parents with a tool to gather information, parents will feel like the health care team values their input, thus, helping to establish trust among the team, which includes the parents.

**Methods:** The C.L.E.A.R. tool was distributed to families in the NICU, mother and baby, and Pediatric units to see if it helps them to navigate the internet to obtain answers for their specific questions and gain knowledge about diagnosis and management. An evaluation questionnaire using the Likert scale was distributed to parents to determine the effectiveness of the tool. The tool was used to improve and empower parents enhancing the philosophy of evidence-based practice- family-centered care.

**Measures:** All measures were collected within four weeks based on the results from the parent surveys which graded the usefulness of the CLEAR tool.

- CLEAR tool distributed to families with instructions to grade the usefulness of the tool on a specific topic they would like to search for more information.

- Parent survey consisted of six questions which the first four questions were based on the Likert scale. The following questions asked about how many times the tool was utilized and the need of improvements.

**Data:**

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>MEAN SCORE</th>
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<tbody>
<tr>
<td>1) I found the tool useful when I was searching for information.</td>
<td>0.75</td>
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</table>
2) The tool was simple to use and calculate the scores.  

3) I can navigate through the websites and sort out more accurate information.  

4) I would be comfortable using this tool in the future.  

5) How many times did you use this tool: (circle your answer)  
   1. Used 1-3 times  
   2. Used 4-7 times  
   3. Used > 7 times  

   93% of respondents used the tool 1-3 times  
   7% of respondents used the tool > 7 times  

6) What improvements or if any do you suggest for this tool? (comments)  

   Please see comments under results.  

Table1. Mean of scores on 2015 Parent CLEAR Survey Tool.  

**FCC:** The process of distribution of the survey to evaluate the effectiveness of the C.L.E.A.R tool was randomly distributed to parents. The identity of the parents that filled out the survey was kept anonymous for privacy issues. Contributors of the project were Yvette Pugh, NNP, Trena Horn, BSN, RNC, and Dana Kolbus, NNP-BC.  

**Results:** Based on the results of the evaluation questionnaire, parents believed the C.L.E.A.R tool was useful. They reported feeling like they had a tool to guide their research when faced with massive amounts of information on the internet. Before using the tool, parents felt they had no direction when researching online information. Parents reported feeling like they were able to obtain credible information after using the tool. They also felt they had valuable information to offer during rounds and to ask the pediatrician at follow-up visits.  

**Discussion:** Parents will feel empowered to research information and be reassured that their information is credible. The use of the C.L.E.A.R. tool can help parents to become more educated members of the multidisciplinary team. As health care providers are open to input and questions from parents, an atmosphere of family-centered care (AAP, 2008) and trust will be cultivated. The key barriers of the project were parents’ level of education and comprehension, language, and social economic status. The tool was adjusted and tailored to these barriers. The tool continues to be reevaluated and change to meet the needs of the parents.
References


2015 Parent CLEAR Tool Survey

As a parent or caregiver, your involvement in your infant’s care is valuable and very important. The CLEAR tool was developed as a pilot test for a Quality Improvement Project to reinforce family-centered care philosophy which empowers parents or caregivers by including them in their infant’s plan of care. The CLEAR tool helps parents or caregivers to navigate various websites and judge their credibility in order to help them obtain valuable and correct information pertaining to the care of their infants.

Your individual responses may help to identify areas of the tool that are helpful and areas that need improvement.

Please answer these 6 questions to give your perspective of your experiences with the CLEAR tool. Please rate each question using a five-response system ranging from Strongly Disagree to Strongly Agree. Please circle the answer you choose.

1. I found the tool useful when I was searching for information.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

2. The tool was simple to use and calculate the scores.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

3. I can navigate through the websites and sort out more accurate information.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

4. I would be comfortable using this tool in the future.
   - Strongly agree
   - Agree
   - Neutral
   - Disagree
   - Strongly disagree

5. How many times did you use this tool: (circle your answer)
   4. Used 1-3 times
   5. Used 4-7 times
   6. Used > 7 times

6. What improvements do you suggest for this tool?
   (Fill in your answer and suggestions)
C.L.E.A.R. EVALUATION TOOL

C = Current

1. Is the website current? 
2. Is it frequently updated with recent information? 
3. Does it have other references or links? 
   If yes, score=1: If no, score=0 for each question with a maximum total of 3

L = Language

1. Is the information understandable? 
2. Is the information simple, concise, and informative? 
3. Does it have options for audio or visual links (hearing or visually impaired, ex. podcast) 
   If yes, score=1: If no, score=0 for each question with a maximum total of 3

E = Easy

1. Are your first thoughts or impressions positive about the website? 
2. Is it well organized and neat? 
3. Can you navigate and find information with ease? 
   If yes, score=1: If no, score=0 for each question with a maximum total of 3

A = Author

1. Can you determine who is addressing the website? (expert or novice) 
2. Are the author’s credentials listed, and are they related to the area of interest? 
3. Is the domain=.edu, .gov, or .org? (more credible) 
   *note-.edu is usually less biased versus .com, but not always the rule.* 
   If yes, score=1: If no, score=0 for each question with a maximum total of 3

R = Reason

1. Does the website state why it was created? 
2. Does it state a purpose? 
   If yes, score=1: If no, score=0 for each question with a maximum total of 3
3. Are they trying to sell products, commercials, or an idea? 
   *If question 3 is yes, score of -4 is automatic*

12-15= excellent, credible

KEY: 7-11= look further
      0-6= poor, look further

TOTAL MAXIMUM SCORE= 15
## CLEAR Collection Tool

### Table 1. Mean of scores on 2015 Parent CLEAR Survey Tool.

The mean scores for all the categories were >= 0.75. We can conclude the C.L.E.A.R. tool was effective in assisting parents when searching for credible health care information on the internet. Below are some comments from respondents:

“I found the site (Web MD) to be informative, comprehensive and very user friendly. This was largely facilitated by use of this survey tool.”

“Make an electronic format of it.”

“Some interactive tools/direct link to other sites”

“Very interesting! Thanks for the opportunity for personal growth. This tool is a great "rubric" for PRE and POST studies.”

“I found the tool to be helpful, especially the questions under each category. The questions under ‘A’ – Author were a little confusing because I did not see the value.”

“Great tool! I would automate the tool and include questions re: social media outlets. Social media would help parents obtain information through blogs, support groups, etc. The tool can be named C.L.E.A.R.S. (S- social media)”

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