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Re-Calibrating Pediatric Counseling for the Millennial Parent

Elizabeth Haley, AuD and Emily Jo Venskytis, AuD

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Learning Outcomes

After this course, participants will be able to:

- Utilize statistical data from peer-reviewed publications, define millennial parents and highlight differences between this group and other generational groups.
- Demonstrate the most appropriate counseling strategies when working with millennial parents of a child/children with hearing loss.
- Implement new best practices (i.e. social media interactions, appropriate use of language and follow-up methods) in your pediatric practice to better attract and retain millennial parents.

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Introduction

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Disclosures

- Elizabeth Haley Financial disclosures: Elizabeth is a paid audiologist at UPMC Children's Hospital of Pittsburgh
- Elizabeth Haley Non-financial disclosures: Elizabeth is a member of the American Academy of Audiology

- Emily Jo Venskytis Financial disclosures: Emily is a paid salary audiologist at UPMC Children's Hospital of Pittsburgh.
- Emily Jo Venskytis Non-financial disclosures: Emily is a member of the American Academy of Audiology and serves on the New Professionals Committee.

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Millennials

- A person between the ages of 23-38
 - Born from 1981-1996
- Also known as “Generation Y”
- Considered less racially diverse than Generation Z
- Unique exposure to the introduction of technology

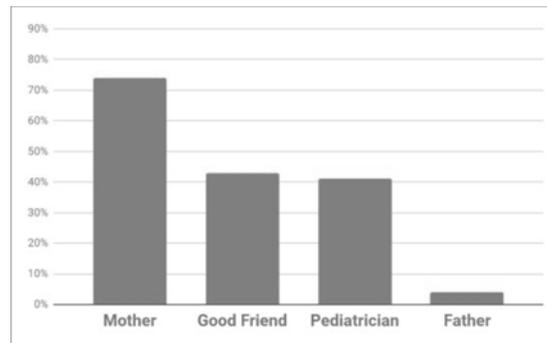
(Livingston, 2018)

Millennials as Parents

- Up to 90% of new parents are from the millennial generational group (Halsall, 2017)
- Millennials are waiting longer to have kids (Halsall, 2017; Steinmetz, 2015)
- 61% of new millennial parents are married (Gutting & Fromm, 2013)
- “Self-centered millennials become selfless parents” (Halsall, 2017)

Millennial Parents

- Top parental influencers:



- The majority (>50%) of millennials utilize family members for childcare (Gutting & Fromm, 2013)



“Drone Parents” (Steinmetz, 2015)

- Let children have power over choice
 - Include the child in the conversation
 - Allow kids to have “say” and “power”
- With these and other ideals in mind, family-centered care is particularly important to millennials (NRC Health)

Millennials and Healthcare

- Baseline expectations for the healthcare provider:
 - The latest technology and experienced staff with inclusion in the care process
- Building trust is important
 - “Millennials want to feel personally connected... until loyalty is established, they’ll go anywhere”

(NRC Health)

“Child-friendly Office”

- Communicating using appropriate language
- Talking at the child’s eye-level
- Safe (but calming) area with activities for all of their children, not just the patient
- Personality of everyone they interact with should be friendly and trustworthy

(NRC Health)

Earning Millennial Loyalty

- Prove value in your service
- Include both the parent and the child in the decision processes
- Include the parent as an “agent for change” in the organization (parent groups)
- Allow for easy access to appointments and online access to medical records
- Create an individualized experience

(NRC Health)

Social Media

- Millennials will first use social media or web searches to select a medical care center before talking to their PCP to confirm information and receive referrals.

(NRC Health)

- Not only can social media be used to increase ‘brand’ awareness and generate desire for appointments, you can use social media to post accurate online information. (Kotsenas et al., 2018)

Social Media and Internet Searches

- In 2010, 80% of adults who care for someone with an illness had internet access (Fox, 2010)
- Adults without chronic conditions are more likely to look to the internet first for advice (Fox, 2010)
- Adults with chronic conditions are more likely to ask their health provider first, but look to the internet for supporting information (Fox, 2010 and Fox & Jones, 2009)

YouTube

In a survey of moms aged 18-54, 83% searched online for questions they had about parenthood

- 3 out of 5 of those watched videos instead of other search options
- YouTube is often used for how to do things or for creative ideas
- YouTube is also used for “product research”

(Stanford, 2016)

YouTube

In a study of hearing aid users and social media, 64% of the total number of likes in this category on YouTube is on one video of a child utilizing hearing aids for the first time. This video has 14 million views.

(Choudhury, Dinger, & Fichera, 2017)

Facebook

In a study of patients with chronic conditions who use social media...

- Many were members of Facebook groups specifically regarding their particular diagnosis
- Despite being in social media groups, the first place participants searched when having a new question about their disease was via search engines.
- Patients use social media to interact with peers and because they feel a need to receive more information than what the medical provider tells them.

(Benetoli, Chen, & Aslani, 2017)

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Social Media and Audiology

The utilization of social media in the hearing aid community (Choudhury et al., 2017)

Social media utilization in the cochlear implant community (Saxena et al., 2015)

Tinnitus awareness and misinformation on social media (O'Brien et al., 2019)

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Twitter and Facebook “Pages”

The most-used medium by hearing aid and cochlear implant “service providers” (manufacturers, dispensers, healthcare providers)

(Choudhury et al., 2017 and Saxena et al. 2015)

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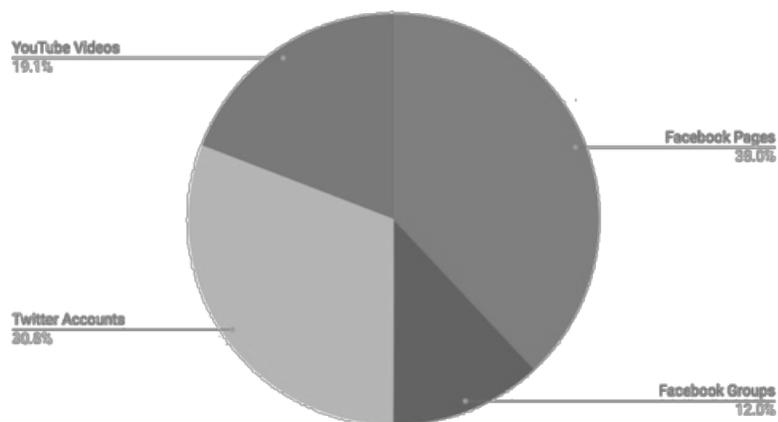
Facebook “Groups”

- Most commonly used by hearing aid and cochlear implant users
- Frequently discussed topics are hearing aid prices and reasoning for discontinuing hearing aid use
- Facebook is the most-used medium for brand discussions for cochlear implant manufacturers

(Choudhury et al., 2017 and Saxena et al. 2015)

Misinformation on Social Media

Sources of Misinformation



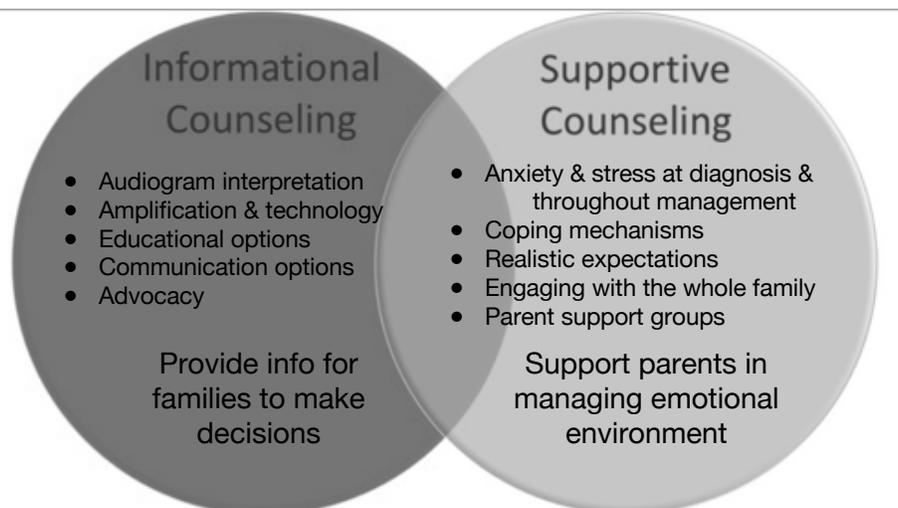
(O'Brien et al., 2019)

Counseling Millennial Parents

“It is within the scope of practice in audiology to infuse interactions with families with emotional support.”

(ASHA, 2004 & 2018)

Providing Knowledge & Support



(Glade, Bowers & Baldwin, 2018)

Pediatric Audiologists Surveyed (N=350)

- 75%: found supportive counseling very or extremely important for:
 - expectations (98%)
 - perceptions about hearing loss (90%)
 - network of support (83%)
 - internal challenges (75%)
- Fewer, 47% felt it was very or extremely important to talk about technical information (e.g., hearing aid components).
- Targeted support to purposefully address parents' needs can increase hours of hearing aid use (Munoz, et al, 2017).

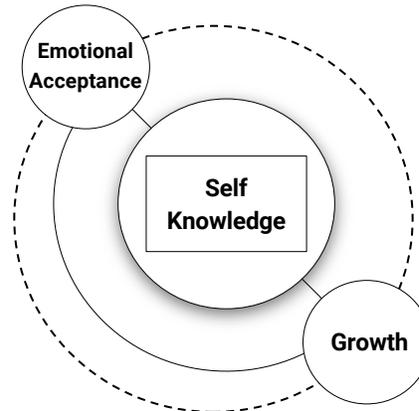
(Munoz, Price, Nelson & Twohig, 2019)

Counseling Relationships

- Developing personal insights & knowledge
- Developmental issues
- Addressing specific problems
- Making decisions
- Coping with crisis
- Working through feelings of inner conflict
- Improving relationships with others

Counseling Relationships

- Honest, open minded & individualized feedback
- Facilitative
 - Engaging in living a more satisfying and resourceful life
 - Optimal development of personal resources



(Munoz, Price, Nelson & Twohig, 2019)

Counseling, Not Parenting

- Appreciate helpful mentor that:
 - provides feedback
 - encourages effective behavior
 - presents information without judgement or expectations
- Recognize professionals have knowledge that cannot be learned in school

Domains of Education (Gowin, 1987)

- As applied to counseling:
 - Governance
 - Teaching
 - Learning
 - Curriculum

(Koltz, Smith, Tarabochia & Wathen, 2017)

Governance

1	Governance	<ul style="list-style-type: none"> ▪ A balance of the needs of all stakeholders (teachers, students, administrators, the community) in the act of educating
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- Audiologist sets the tone in counseling
- Ultimately constructs meaning for others

Curriculum

2	Curriculum	<ul style="list-style-type: none"> ■ Choices an audiologist makes about the materials used to stimulate parent interest ■ Teaching is the construction of knowledge, curriculum is the structure of knowledge
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- Counseling may require innovation to engage Millennials
- Millennial parents are informed consumers of medical practice and counseling
- Audiologists may need to communicate rationale; but, should hold to expectations for curriculum and content

(Twenge, 2013)

Teaching

3	Teaching	<ul style="list-style-type: none"> ■ Audiologist uses available materials & understanding of parent's personal experiences & prior knowledge to create a shared meaning (social construction)
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- The educator acts as a co-investigator with parent
- Uses reflective dialogue and experiential activities to promote collaboration and mutual meaning-making
(Nelson & Neufeldt, 1998).

Learning

4	Learning	<ul style="list-style-type: none"> ■ “engaged reorganization of an existing understanding of meaning which occurs through being guided by teachers and materials, thus these themes are often intertwined” (Gowin, 1981).
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- Requires sense of responsibility & ownership of learning process
- Parent must be conscious of how new knowledge fits with old knowledge
- To solidify this connection it may require repetition through practice

Reverse Mentoring

- Traditional mentoring models:
 - more experienced individual imparts knowledge on a young individual
- Reverse mentoring
 - a learner teaches a more experienced professional specific skills (e.g. utilizing social media or technology).
 - reverse mentoring encourages cross-generational relationships (Chaudhuri & Ghosh, 2012; Murphy, 2012)

(Gibson & Sodeman, 2014)

Perceived Barriers to Counseling

<i>How much do you feel each item presents a challenge for you when counseling parents?</i>	% (n)		
	Not/Somewhat	Moderately	Very/Extremely
Knowing how to assess presence of psychosocial challenges	25 (86)	36 (123)	39 (134)
Having enough time to address emotional needs	25 (83)	37 (124)	39 (135)
Knowing how to help parents overcome barriers to daily management	40 (138)	36 (124)	24 (82)
Knowing how to connect families to other families for support	57 (197)	25 (88)	18 (61)
Knowing how to help parents gain confidence with skills	59 (204)	28 (95)	13 (46)
Knowing how to assess parents' understanding to technical information	57 (198)	34 (117)	9 (31)

(Munoz, Price, Nelson & Twohig, 2019)

Tips for facilitating counseling

1. Educate yourself about generational differences
 - Recognize environmental and cultural forces that affect the Millennial
 - Understand how intergenerational tension may impact counseling
2. Identify your philosophy
3. Encourage collaboration

(Roberts, Newman & Schwartzstein, 2002)

Tips for facilitating counseling

4. Recognize that Millennials value not just what is presented but how
5. Emphasize opportunities for additional help and support
 - Identify the limits of multitasking
4. Encourage modern forms of curiosity and exploration

(Roberts, Newman & Schwartzstein, 2002)

What Matters to Millennials?

View of...	Boomers	Xers	Millennials
Early family life	Indulged	Alienated	Protected
Education	Freedom of expression	Pragmatic	Accountability & structure
Political orientation	More aggressive than defensive	Apathetic & individual focused	Crave community
"The big question..."	"What does it mean"	"Does it work?"	"How to build it?"

- Not as willing to sacrifice personal time for career
- A focus on achievement
- The importance of family life

(Newman, 2014; Ristow, 2015)

Millennials & Diversity

“Millennials are on the frontlines of social progress and acceptance.”

(Kinley, Strübel & Amlani, 2010; Ng, Schweitzer & Lyons, 2010)

Millennial Impressions of Disability

Social Cognition

People process, remember & use information in social contexts to make sense of others

Utilize external factors such as body language, facial appearance & clothing



Implicit Personality

Assumptions about others result from:

- recognizing specific patterns across many contexts
- determining which characteristics co-occur

Often based on minimal information & assumption that the relationship among traits is significant



Impression Formation

Overall sense of social surroundings

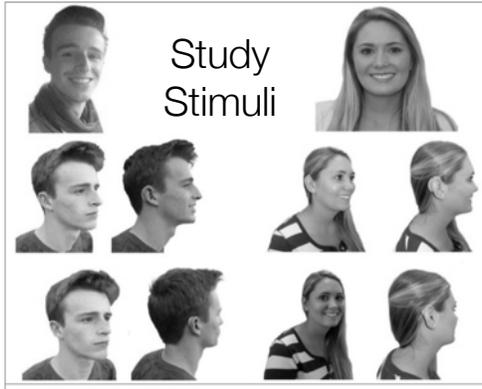
Quick & coherent categorization of others

Extant research: judgements, stereotypes, and biases often biased with brief exposures

(Kinley, Strübel & Amlani, 2019)

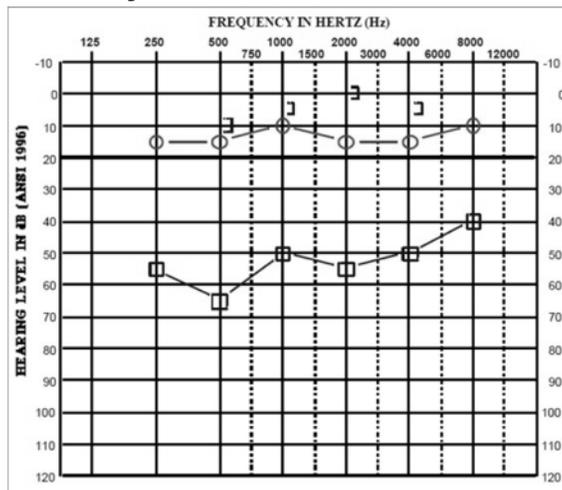
An Update on the Hearing Aid Effect

- **The hearing aid effect (1977):**
assignment of negative attributes to children who wear hearing aids
- Stigma associated with hearing aids has reduced over the past several decades:
 - availability of more discrete designs
 - changing views about visible devices

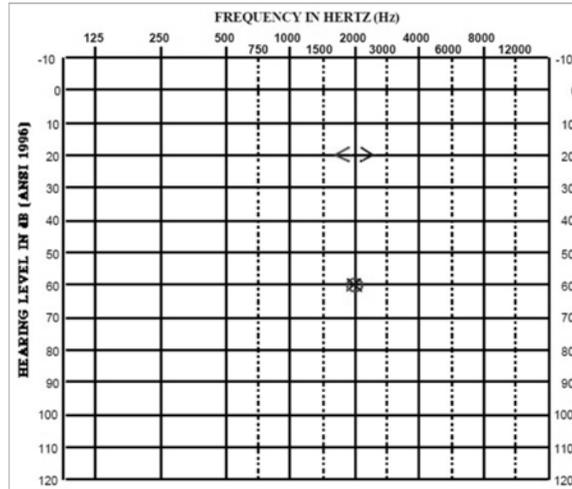


(Blood, Blood & Danhauer 1977; Kinley, Strubel & Amlani, 2019; Rauterkus & Palmer, 2

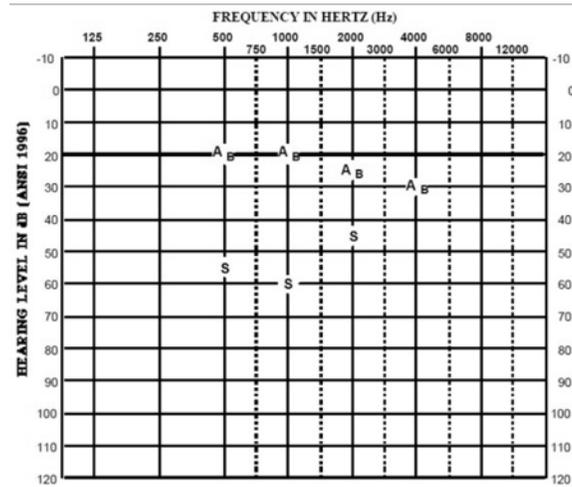
Case Study A



Case Study B



Case Study B



Future Directions

- Further define how Millennial parenting shapes our pediatric patients
- Consider new counseling strategies that are consistent with millennial attitudes & beliefs
- Research (qualitative & quantitative) additional methods for improving parent/practitioner relationships

Summary of Millennials

- Defined by unique characteristics and beliefs
- Seek out information via social media
- Prioritize interpersonal & familial relationships, individualism and creativity when parenting
- Face different challenges than other generations
- Respond to guided and cooperative counseling
- Compassionate and open minded with respect to disabilities

continued

Q & A

