

Educating Children about Medicines in Community Pharmacies: Perspectives of Parents

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INTRODUCTION

Parents assume the dominant role in medical decisions for children¹

- ❑ Parents report having concerns about their children's prescriptions²
- ❑ Parents address medication concerns by consulting healthcare professionals without involving the child³
- ❑ Medication counseling by community pharmacists is mainly directed towards parents⁴

Little is known about parent perceptions of the child-pharmacist relationship

- ❑ Studies have shown that parents' medication beliefs influences children's adherence⁵
- ❑ Parents' views are important to understand how pharmacists can directly communicate with children about medicines

OBJECTIVE

- ❑ To describe parents' perceptions and preferences for community pharmacist-provided medication counseling for children

METHODS

Recruitment

- ❑ Parents of children aged 7 to 17 with chronic conditions were recruited from three community pharmacies in two Eastern states

Study Design

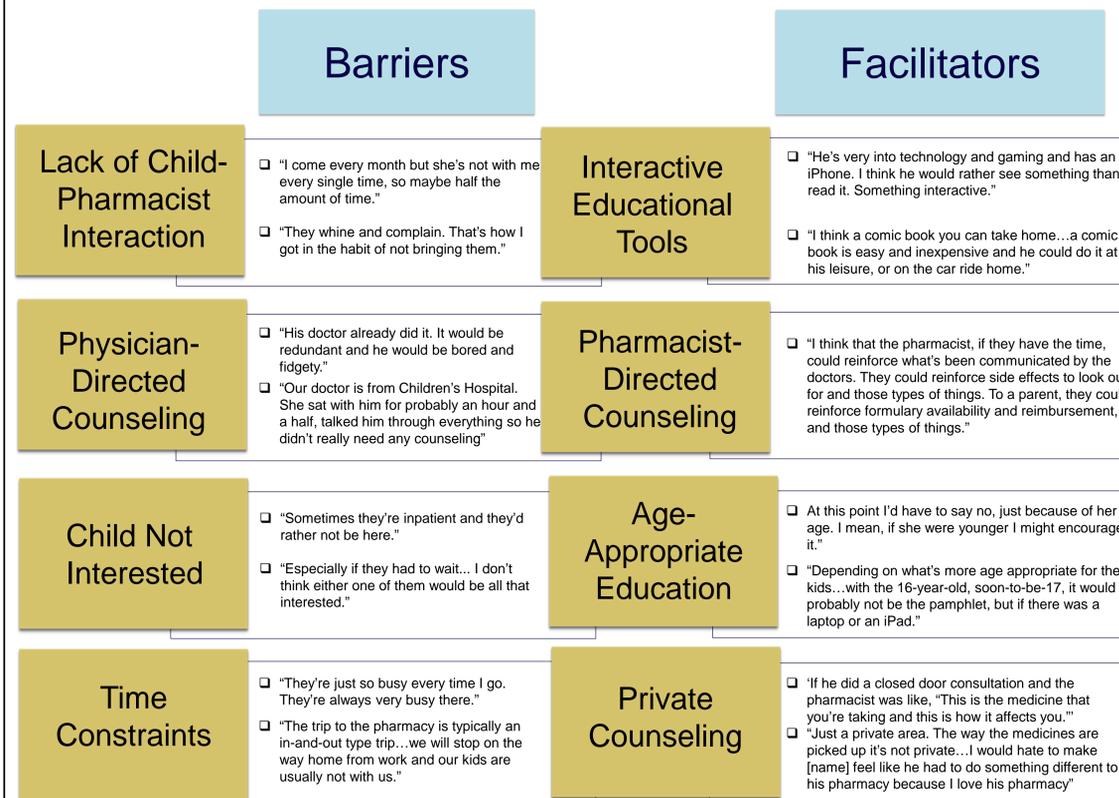
- ❑ A semi-structured interview guide elicited parents' perceptions of the importance of children's medication education in the pharmacy

Data Collection and Analysis

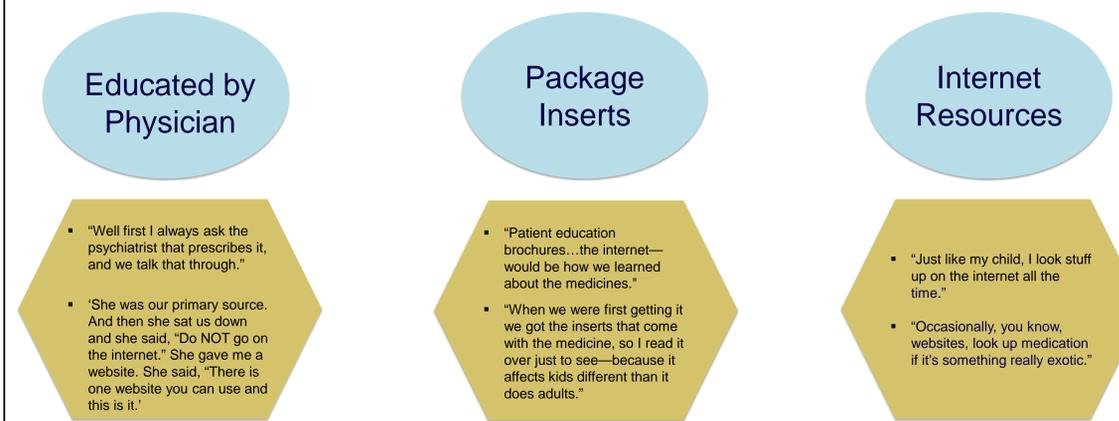
- ❑ 19 interviews were conducted lasting approximately 20 minutes
- ❑ All interviews were audio-recorded and professionally transcribed
- ❑ Transcripts were reviewed for accuracy and a codebook was developed
- ❑ NVivo 10 software was used for content analysis and identifying prevalent themes

RESULTS

Child-Pharmacist Communication: Parent Perspectives



Parents' Medication Information Sources



Examples of Educational Tools

- ❑ Tablets such as an iPad
"I could see them using the iPad because it would be fun and games."
- ❑ TV/Videos
"Any screen that look—if it looked like a video game, if it had fun characters—not a doctor."
- ❑ Comic Books
"Well, with the age of mine, probably not. I mean with my younger kids, probably"
- ❑ Patient Information Pamphlets
"The information packet, if it was geared towards children, could be very helpful."

Recommendations for Appropriate Times to Counsel Children and Parents

- ❑ First time medication picked up
- ❑ Dosage change
- ❑ Directions change
- ❑ Scheduled time with pharmacist

CONCLUSIONS

- ❑ Pharmacists are the most accessible healthcare professionals in the community and are well positioned to counsel children and parents about medicines⁶
- ❑ Study findings shed light on parents' recommendations for age-appropriate educational resources and times for child-tailored counseling
- ❑ Pharmacists should use interactive educational tools such as tablets like an iPad or videos on a TV to engage children in counseling

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