

A Nurse's Subscription to Knowledge: Cultivating a Community of Learners Through Podcasting

Charles Reed, MSN, Heather Williams, M.Ed., Susanne Thees, BSN, Kate Robertson, BSN,
Susan Gerhardt, MSN, Randy Beadle, BSN, Nanette Larson, BSN

Background

The rapid growth and rise from obscurity lead "Podcast" to become the word of the year for 2005. Since then, podcasting has proven to be a digital tool worthy of use in all industries. For the healthcare industry, podcasting serves as a tool for delivering health related content to the bedside nurse - anytime, anywhere.

The word podcast is actually a backronym for personal-on-demand broadcast. According to the New Oxford American Dictionary, the definition of a podcast is "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player."

In layman's terms, a podcast is an audio or video recording that is placed on the Internet and through a subscription option is automatically pushed to all of its subscribers i.e. the bedside nurse. The Real Simple Syndication (RSS) feed attached to the podcast provides the bedside nurse with an automated update relating the most recent healthcare related news, information or learning opportunity.

Purpose

5 Reasons as to why Podcasting is a Powerful Learning Resource:



- Automated Real-Time Updates** - The RSS feed allows nurses to be updated as information is released in real-time.
- Time Shift Capability**- Although podcasts are broadcasts of information, because they are stored via your podcatcher or portable audio device, one is capable of starting, stopping, pausing, or even fast forwarding and rewinding each podcast according to their needs. Thus allowing the bedside nurse to listen and learn from the podcast at any time of their liking.
- Easy and Inexpensive to Employ**- Podcasting is a free tool. Once the process is developed, disbursement and use is free and recurrent.
- Power of Multitasking** - Podcasts can be listened to anytime and anywhere, making it possible to gather information from a podcast while completing other mundane activities such as driving, exercising, typing, or traveling.
- Human Connection** - A podcast allows someone to speak about a subject in which they have a related interest in and thus impart a human connection through the message. Learning by listening and viewing allows an extra connection and interest that is imparted to the learner that is missed when simply relying on written communication.

Method

How to Create a Podcast With the 4 C's:

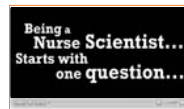


- Conceptualize:** When developing the podcast channel and relevant episodes ask the following questions:
 - What is the content and who will use it?**
 - Bedside nurses, technicians or office personnel
 - Why do people need or want this information?**
 - Education, new policies or procedures, informative
 - How often will it be delivered via RSS?**
 - One time, monthly, quarterly
 - Who will record the content?**
 - Department staff, film crew

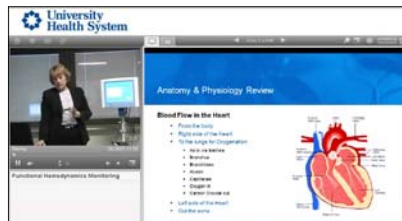


Is the purpose to create a thirty minute Oral Care training video in which all of the nursing staff and techs are required to view?

Or is the purpose to create a three minute educational podcast for promoting bedside nurse scientist?



- Content:** The following decisions for creating and editing the content should be made prior to recording:
 - Decide whether to ad lib or read from a script.
 - Decide on what to record content with (MP3 voice recorder, laptop, microphone)
 - Editing software (Audacity, Garageband, Premiere, Final Cut, Captivate)
 - Copyright free music



Products such as Mediasite easily combine PowerPoint slides, video and audio recording of the speaker into a one step publishing program. This simple process however does limit the ability to edit the content should an error occur, so consideration should be given to the amount of editing required as well as the editing skill of the producer.

Method

- Create using the 3 P's:**
 - Prompt – Keep episodes between 2-3 minutes.**
 - Shorter episodes allow communication in short attention grabbing sound bites.
 - Longer episodes can be developed for learning opportunities and when providing contact hours.



Short episodes such as "Being a Bedside Nurse Scientist" allows bedside nurses the ability to view an educational podcast promoting nursing research occurring in their organization while at the bedside.

- Produce – Use content to engage**
 - The information to be delivered should be well thought out.
 - Use a storyboard to create a "map" of the information to be delivered.
 - Scripting or ad-libbing the episode will be dependent on content to be delivered and the presenter. The presenter should deliver the content in an engaging and believable way.

Filming in front of a green backdrop allows the producer/editor to place the person being recorded in to different settings.



- Polished – Fine tune**
 - Add subtle features to the podcast to engage listeners/viewers:
 - Background music
 - Engaging pictures
 - Helpful video clips
 - Descriptive titles



Video clips can bring a story to life such as this one on communicating with patients on ventilators.



- Coach/Broadcast:** Stakeholders need to be educated and made aware of the podcast for it to prove effective.
 - Educate people within your organization on the usefulness of subscribing to the content.
 - Portable On Demand (POD)
 - Present short tutorials during key meetings.
 - Provide supplemental materials that educate on how to use your podcasts.



Discussion

- In order to keep the viewer interested, the Podcast should average 2-3 minutes in length for relaying general information.
- If the primary goal of the podcast is to provide portable education with continuing education credit, then the time should be broken into 30 minute or 1 hour long segments to retain the attention of the learner.
- In order to improve the efficiency of recording a podcast, a script should be prepared and rehearsed ahead of time.
- High quality sound is essential when recording a podcast. Poor quality can lead to distraction and detract from the content of the program. These sound distractions include:
 - Background noise
 - Poor quality microphones
 - Improper distance from the microphone.
 - Incorrect room size
 - Larger rooms can cause echoes
 - Smaller rooms can lead to distortion

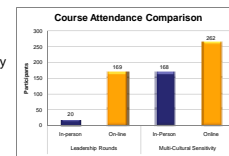
Results



In order to efficiently navigate the on-line learning portal, various channels were created to organize the courses by subject matter.

Each course includes a short description to inform the learner of what will be reviewed during that podcast episode.

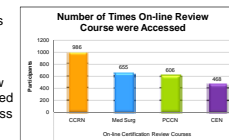
- The addition of on-line access to Leadership Rounds has led to an increase in participation by 800%.
- On-line Multi-Cultural Sensitivity training has increased attendance by 150%.



On-line learning increases participation in educational, leadership, and in-service opportunities.

On-line education allows learning to take place that might have previously been missed or unavailable

- On-line learning with Podcasts has increased access to training that was originally limited to one viewer at a time.



- Placing certification review courses on-line has enabled our nurses to openly access review material for test preparation

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