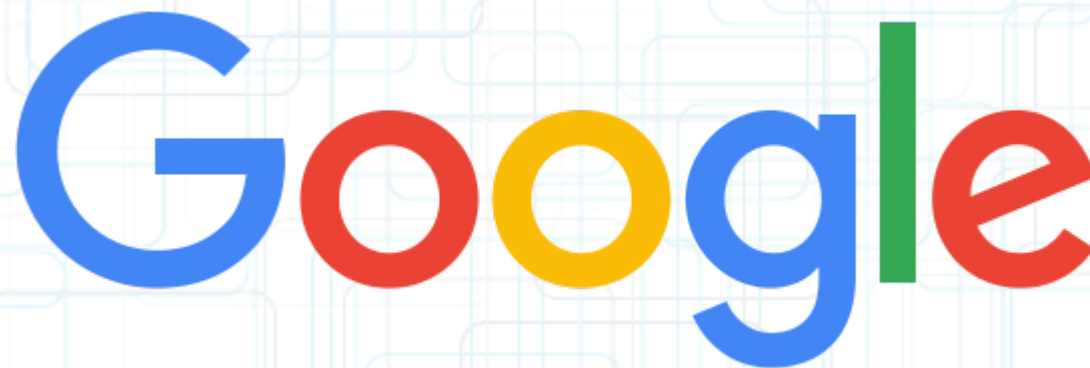


Assessing the behaviours, preferences and beliefs of parents/guardians with children under the age of six years in relation to seeking medical information online for their child.

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Objectives

- Frequency
- Behaviour
- Source Importance
- Therapeutic Relationship
- Higher Users

Methods

- All parents/guardians of child under the age of 6
- Two General Practice Centres
- 195 Completed Surveys

Results

- 66.3% in the last 12 months and frequency;

1-4 → 70.1%

5-9 → 22.6%

10-15 → 2.4%

15+ → 4.9%

- Source Importance (1-5 Likert Scale)

- 4.18 - Recommended by General Practitioner (GP)/nurse/midwife
- 3.87 - National health department source
- 3.82 - Evidence / research based information
- 3.09 - Ranked highly on Google
- 3.03 - Online community/forum of patient peers

- Most likely to discuss with their GP ;

- were higher (15+/yr) users ($p = 0.006$)

- Most frequent users (15+/yr) gave higher importance to

- national health department ($p = 0.034$)
- recommended by Primary Care HCP ($p = 0.035$)

