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## Incorporating Routine Social Media Screening in Pediatric Primary Care

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# Incorporating Routine Social Media Screening in the Pediatric Primary Care Setting

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## INTRODUCTION

### Background

- Increasing adolescent use of social media
- Numerous potential risks with excess or unsafe media use (obesity, sleep disturbances, privacy, risky behaviors, mental health, cyberbullying, sexting)
- American Academy of Pediatrics (AAP) recommends routine social media screening for all adolescents age 11-18
- The AAP recommends all families complete a Family Media Use Plan
- Clinic-based counseling is effective at reducing screen time, but only some pediatric providers regularly inquire about media use

### Purpose:

- This quality improvement project will develop a routine social media screening tool and promote patient-provider conversations about media and social media use at well child visits for adolescents age eleven and older

### Aims:

- Educate pediatric providers about media guidelines
- Develop educational materials for distribution to families
- Increase frequency with which providers recommend the Family Media Use Plan

## METHODS

### Site

- Pediatric primary care practice in South Burlington, Vermont

### Sample:

- Eight pediatric primary care providers (5 MDs, 3 NPs, 1 PA)
- Adolescent patients age 11 and older

### Measures

- Screening rates based on: provider self-estimate, collection of screening questionnaires, electronic health record (EHR) data
- Provider pre- and post-surveys

### Procedures

- Educational in-service with PCPs, nurses and MA's at the practice
  - Pre-survey administered
  - Educational handout for parents reviewed
  - Intervention workflow and current media guidelines discussed
- Three-month intervention
  - Every patient 11 and older seen for a well child visit given the standardized social media screening form to fill out in waiting room
  - Nurse collects form when bringing patient to exam room
  - Form left in exam room for provider
  - Provider discusses the screening and media use with patient and then documents discussion in EHR
  - Provider recommends follow-up if necessary (with PCP or with behavioral health)
  - Provider gives educational handout to parents
- Routine check-ins with practice throughout the three months
- Post-survey administered

## SELECT REFERENCES

- Clark, D. L., Raphael, J. L., & McGuire, A. L. (2018). HEADS4: Social media screening in adolescent primary care. *Pediatrics*, e20173655.
- Reid Chassiakos, Y., Radesky, J., Christakis, D., Moreno, M. A., & Cross, C. (2016). Children and adolescents and digital media. *Pediatrics*, 138(5): e20162593.
- Schmidt, M. E., Haines, J., O'Brien, A., McDonald, J., Price, S.,... Taveras, E. M. (2012). Systematic review of effective strategies for reducing screen time among young children. *Obesity*, 20(7): 1338-1354.

## RESULTS

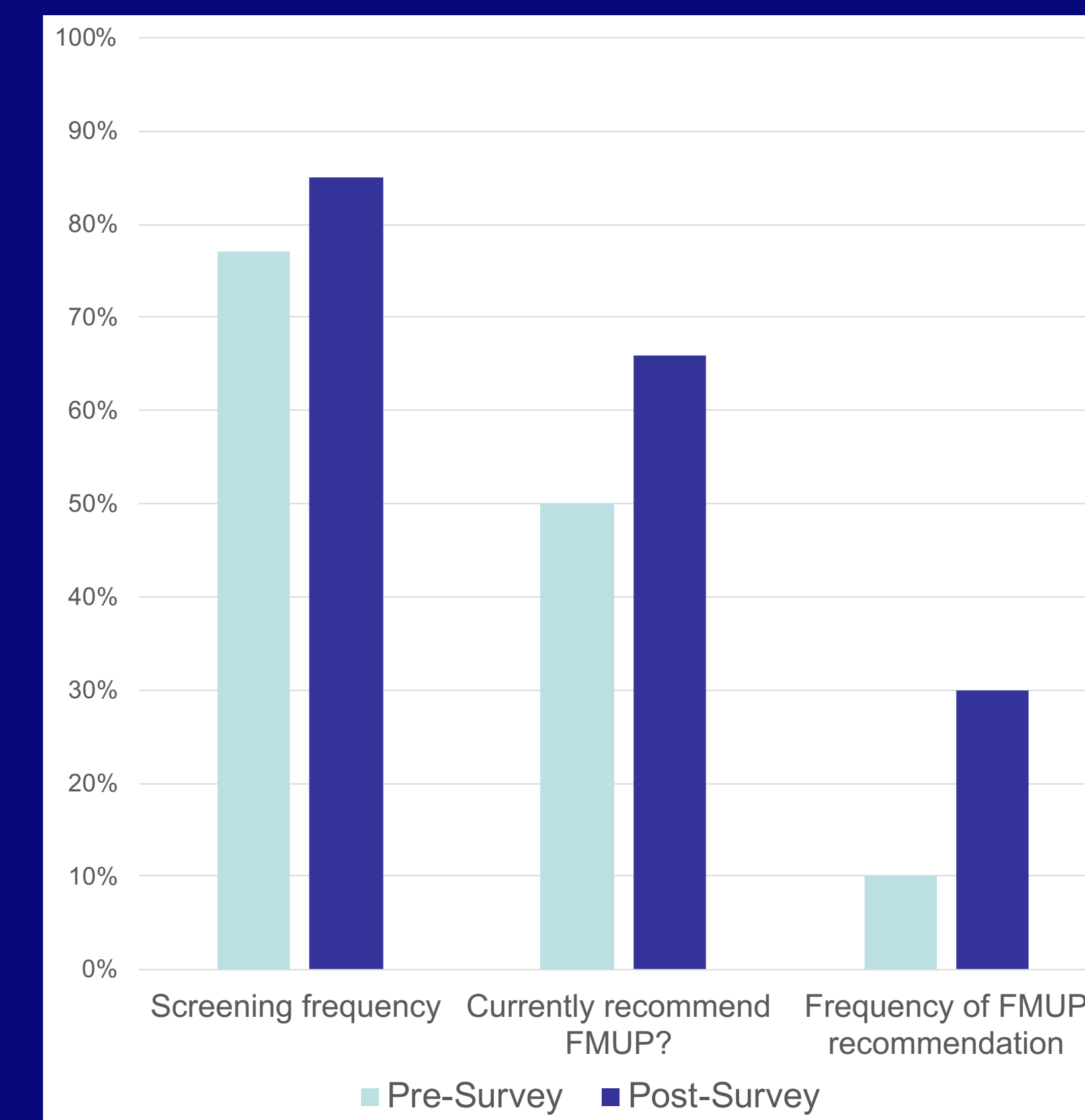


Figure 2. Frequency of media screening based on provider report (self-estimate), percentage of providers ever recommending FMUP, percent of the time providers recommending FMUP

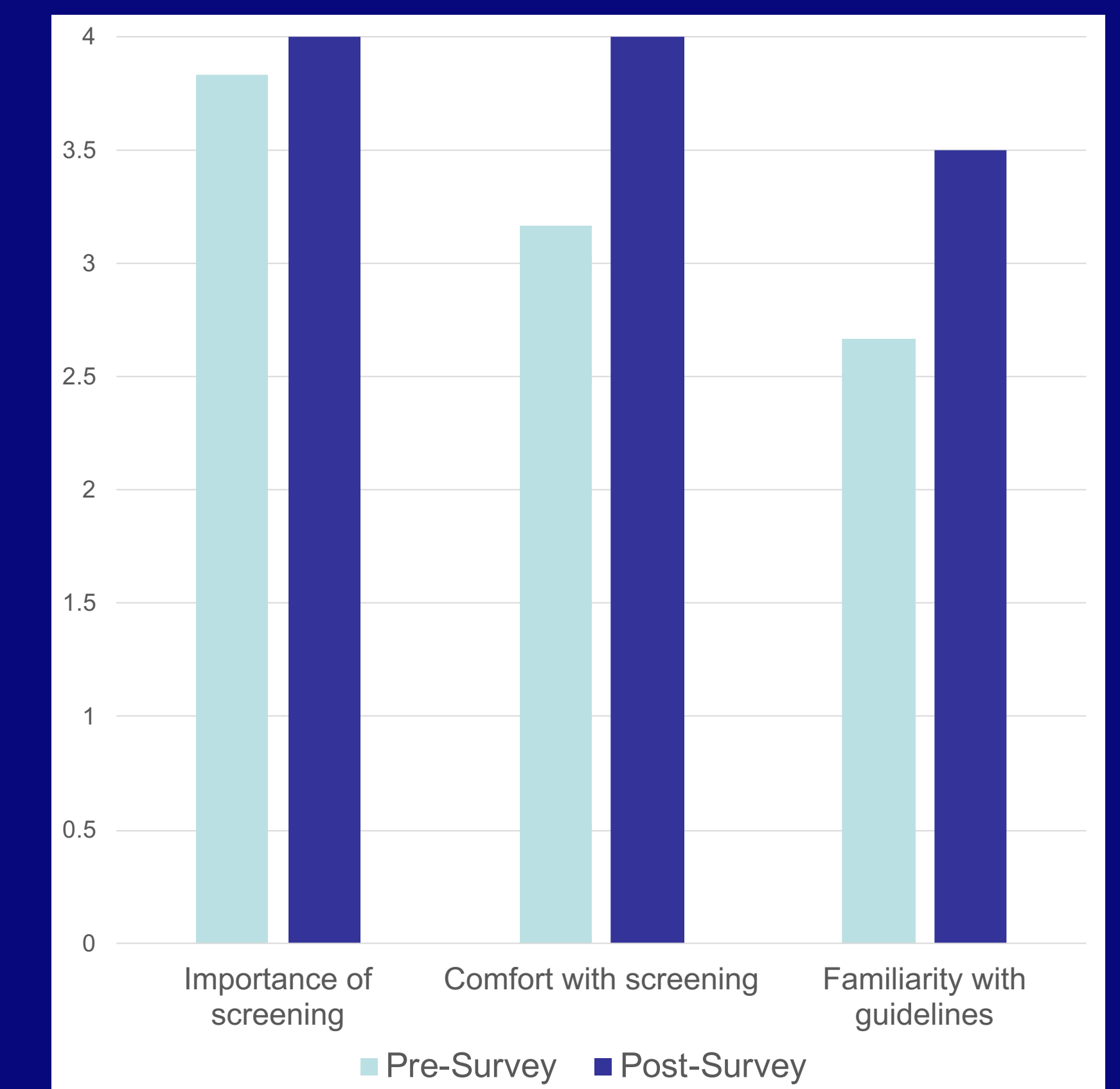


Figure 3. Provider perception of importance of screening, comfort with screening and familiarity with current media guidelines

Increased consistency of social media discussions  
 PCP self-estimate: 77% → 85%  
 Screening questionnaires: 79.3%  
 EHR data: 48% → 70%

## DISCUSSION

### Discussion of Findings

- Intervention deemed useful by PCPs and found to increase screening rates
- PCPs motivated to continue routine social media screening
- PCPs plan to continue utilizing educational handouts developed for parents of adolescents

### Limitations

- Limited existing evidence demonstrating impact of routine social media screening or routine usage of a home family media plan
- Did not measure effect of intervention on patient outcomes (media use and adolescent health/behavior)

### Implications for Future Research

- Effect of routine screening and completion of home media plans on media usage and on adolescent health and behavior outcomes should be investigated

PLEASE TAKE A MOMENT TO ANSWER THESE QUESTIONS PRIOR TO YOUR VISIT

- Which social media sites, video games, and/or apps do you regularly use?
- How long do you spend on social media sites, video games, and/or applications in a typical day?
- Do you think you use social media too much? YES NO
- Does viewing social media increase or decrease your self-confidence? Why?
- Have you personally experienced cyberbullying, sexting, or an online user asking to have sexual relations with you?

Figure 1. Social media screening form, developed based on AAP recommendations