

NIH HEAL Initiative

Eat, Sleep, Console
Media Coverage Highlights Report

Prepared by Jenny Chang



Campaign Overview

- On April 28, new research findings about Eat, Sleep, Console (ESC)—a care approach prioritizing non-medication approaches to treating opioid-exposed infants and greater involvement of moms—was published in the *New England Journal of Medicine*.
- The goal of this media outreach campaign was to amplify the dissemination of the ACT-NOW (a partnership between NICHD, ECHO, and HEAL) ESC findings, raise awareness of this aspect of the overall opioid crisis, and build awareness of HEAL's role in finding scientific solutions to the crisis.
- Over 100 journalists was pitched, along with an organized a satellite/radio media tour (May 15), and shared through social media all available online resources created about the study including infographics, NIH Director's blog, and a video with the principal investigators.

Notable Touchpoints

April 24 – May 31, 2023

1.1 Million

broadcast reach

214

YouTube views of the ESC video

1.9 Million

online and social media reach

363

unique pageviews of the Digital Press Kit

ESC Coverage Seen in Top-Tier Outlets

- The top five online media outlets by reach were CNN Online, WSJ Online, AP Online, Medical Express, and Medpage Today.
- The AP article written by Carla K. Johnson was published 740 times and had a reach of 186,577.



New approach gets newborns with opioid withdrawal out of the hospital sooner and with less medication



By [Carma Hassan](#), CNN
Published 3:18 PM EDT, Sun April 30, 2023



Quiet and parents' touch help opioid users' newborns: study



HEALTH

For Babies Born Dependent on Opioids, Doctors Try New Caregiving Approach

Fentanyl scourge has driven up number of babies born in withdrawal

By [Julie Wernau](#) [Follow](#)
April 30, 2023 8:00 am ET

Online News Dominated Online Media Mentions

Total Mentions

2,270

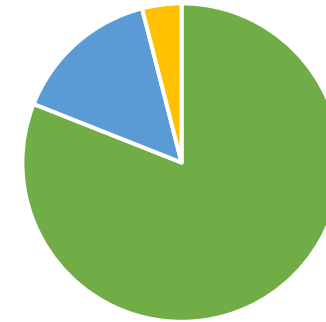
Total Reach

1.98_m

Unique Authors

494

Top Content Sources



■ News ■ Twitter ■ Facebook Public

Key Findings

- Online news was the primary source for mentions.
- Almost 500 unique individuals, organizations, and news outlets engaged in mentions of ESC across online news and social media.

Top News Stories Shared on Twitter

The following stories were the most frequently shared links on Twitter related to ESC.

Top Stories Shared on Twitter	Site	All Tweets	Retweets	Original Tweets	Potential Impressions of Tweets
New approach gets newborns with opioid withdrawal out of the hospital sooner and with less medication	CNN	64	53	11	61,468,273
Eat, Sleep, Console Approach or Usual Care for Neonatal Opioid Withdrawal	<i>The New England Journal of Medicine</i>	67	58	14	2,308,209
Help for Babies Born Dependent on Opioids	NIH Director's Blog	14	11	3	1,947,914
The Eat, Sleep, Console Care Approach for Infants With Neonatal Opioid Withdrawal Syndrome	NIH HEAL	19	12	7	1,785,758
"Eat, Sleep, Console" reduces hospital stay and need for medication among opioid-exposed infants	NIH	21	11	10	1,682,575
'Eat, sleep, console' reduces hospital stay and need for medication among opioid-exposed infants	Medical Xpress	10	9	1	1,198,999
Eat, Sleep, Console Approach or Usual Care for Neonatal Opioid Withdrawal	PubMed	14	13	1	21,526

Most Retweeted ESC Content on Twitter

The following were the most retweeted content related to ESC.

CNN @CNN

Rates of neonatal abstinence syndrome surged in recent years, but a newer approach to caring for newborn babies exposed to opioids during pregnancy gets them out of the hospital sooner and with less medication, according to a study.



cnn.com
New approach gets newborns with opioid withdrawal out of the hospital sooner and with less medica...

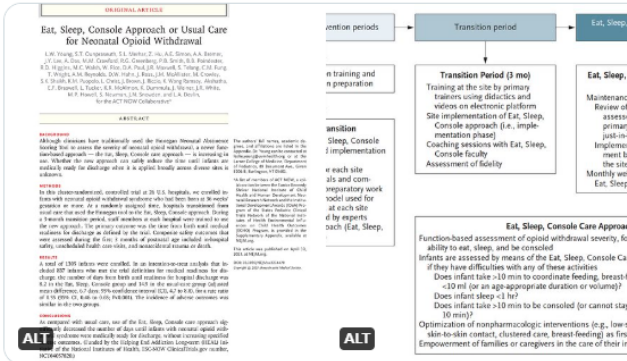
11:00 PM · Apr 30, 2023 · 230.9K Views

57 Retweets 1 Quote 147 Likes 5 Bookmarks

NEJM @NEJM

In this randomized trial, infants who were treated with the Eat, Sleep, Console model for neonatal opioid withdrawal syndrome had a significantly shorter hospital stay than those in the usual-care group. Full results of the ESC-NOW trial: nej.md/3AUySft

#PAS2023



3:20 PM · Apr 30, 2023 · 56.4K Views

29 Retweets 4 Quotes 119 Likes 7 Bookmarks

Michael Narvey @NICU_Musings

Do you hear the bells ringing for the Finnegan score's demise? Eat sleep console (ESC) cluster RCT
Length of stay 8.2 in ESC group vs 14.9 in usual-care group (adjusted mean difference, 6.7 days; 95% confidence interval [CI], 4.7 to 8.8)
pubmed.ncbi.nlm.nih.gov/37125831/
#neotwitter



Lawrence A. Tabak @NIHDirector

Every 18 minutes in the U.S., a newborn starts life with neonatal #opioid withdrawal syndrome (#NOWS). A new @NIHendAddiction study shows encouraging results for the "eat, sleep, console" care approach. Learn more on the blog! #NIH



directorsblog.nih.gov
Help for Babies Born Dependent on Opioids
It's been estimated that every 18 minutes in the United States, a newborn baby starts life with painful withdrawals from exposure to opioids in the womb. It's...

9:41 AM · May 2, 2023 · 18.9K Views

11 Retweets 1 Quote 30 Likes

Evidence-Based Neo @EBNEO

In infants with neonatal opioid withdrawal syndrome, Eat, Sleep, Console care approach (as compared to usual care) significantly decreased number of days until medically ready for discharge, without increasing adverse outcomes. @NEJM
buff.ly/42zawCd
#neoEBM #EBNEOAlerts

EBNEO.ORG

Young LW et al, NEJM 2023
Eat, Sleep, Console Approach or Usual Care for Neonatal Opioid Withdrawal

Methods
Cluster RCT at 26 U.S. hospitals. Infants with neonatal opioid withdrawal syndrome born at > 36 wks' GA. At a randomly assigned time, hospitals transitioned from usual care that used Finnegan tool to the Eat, Sleep, Console approach. Primary outcome was the time from birth until medical readiness for discharge as defined by the trial.

Results (1305 infants)
In Intention-to-treat analysis of 837 infants who met the trial definition for medical readiness for discharge, the number of days from birth until readiness for hospital discharge was **8.2 in ESC group vs. 14.9 in usual-care group** (adjusted MD, 6.7 days; 95% CI, 4.7 to 8.8), rate ratio of 0.55 (95% CI, 0.46 to 0.65; P<0.001).
The incidence of adverse outcomes was similar in the two groups.

EBNEO dissemination does not equal endorsement

8:35 AM · May 6, 2023 · 4,885 Views

11 Retweets 2 Quotes 32 Likes 3 Bookmarks

Broadcast Media Overview

Total Impressions: **1.1 million**

- Television

- Media Markets Reached: 22
- Top 5 Markets: Washington, D.C., Boston, Phoenix, Tampa, Detroit
- Total Number of Broadcasts: 30

- Radio:

- Media Markets Reached: 40
- Top 5 Markets: Detroit, Miami, New York, Los Angeles, Chicago
- Total Number of Broadcasts: 80



Spokespeople: Dr. Diana W. Bianchi, Director, *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, and Dr. Leslie Young, Practicing Neonatologist, University of Vermont Children's Hospital

Broadcast Media Highlights



Doctor releases new data on opioid-exposed infants



By Amanda Hanson
 Published: May 15, 2023 at 2:00 PM EDT

MEMPHIS, Tenn. (WMC) - Tennessee rates high for neonatal opioid withdrawal syndrome (NOWS). One the national scale, every 24 minutes a baby in the U.S. is born experiencing opioid withdrawal.

Dr. Leslie Young, practicing neonatologist at University of Vermont Children's Hospital, joined Action News 5's Andrew Douglas at the digital desk to talk about a care approach called "Eat, Sleep, Console" (ESC) and how it was found to be more effective than the traditional method.

ESC prioritizes non-medication approaches and a quiet, low-light environment, including swaddling, skin-to-skin contact, and breastfeeding when possible.

Alternative treatment for opioid-exposed infants being used in Maine hospitals



By Joy Hollowell
 Published: May 15, 2023 at 3:50 PM EDT

Maine (WAB) - Last year, about one in 17 babies in Maine were born exposed to, or affected by opioids, according to the Maine Children's Alliance.

Traditionally, medication is used to treat the newborns. But a new study shows that might not be the only viable option.

Joy Hollowell introduces us to the Eat, Sleep, Console approach.

