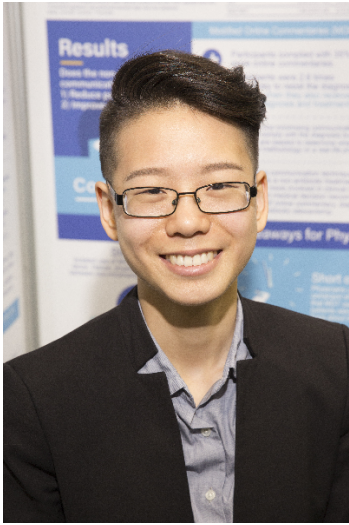


CWSF 2019 - Fredericton, New Brunswick



Avril Wang

Communication Technique to Reduce Parent Resistance for Non-Antibiotic Treatment

Challenge: Health

Category: Senior

Region: Vancouver Island

City: Victoria, BC

School: St Michaels University School - Senior

Abstract: I want doctors to become better communicators. Some doctors will downplay their patient's illness because they don't want to prescribe a drug. Patients often don't like that and may stop listening to the doctor because of it. This is problematic because we want patients to follow the doctor's advice so they could be healthy. So I investigated patients' reactions when doctors stop downplaying their illness.

Biography

My name is Avril Wang, and I am a grade 12 student at St. Michaels University School. I am a microbe enthusiast at heart and love to keep track of the spread of various diseases around the world. It's from reading countless Pro-MED reports that I developed a strong interest in our public health system, especially on the problem of antibiotic resistance. During my spare time, I cultured bacteria for fun and worked on educating youths about antimicrobial stewardship. My concern for our antibiotics in addition to my fascination with behavioural economics prompted me to investigate how doctors' communication style can affect patients' reaction to a non-antibiotic treatment. In the future, I wish to integrate Cialdini's compliance-gaining tactics into medical communication. While there will be a lot of certainties involved but I am sure it will be tons of fun!