






Multimedia Appendix 1: Advertisement for promotion of video

Visit itdoesnthavetohurt.ca to view the award-winning video series!





Do your kids get upset about going to the doctor to get a needle?

Strategies for Helping Children with Shots & Needles



#itdoesnthavetohurt    @DrCChambers

Visit online itdoesnthavetohurt.ca to view videos & learn more



It Doesn't Have to Hurt™
Proven Pain Control for Children

Centre for Pediatric Pain Research
SCIENCE HELPING CHILDREN