Creating Videos to Promote Healthy Behavior Change

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PROJECT DESCRIPTION

DG4G2L – Provide framework for CHW's in South King County to promote healthy living and raise awareness around Diabetes through digital video

- Using Digital Green Model
- Digital Green is a research project that seeks to disseminate agricultural best practices to small and marginal farmers in India using digital video.
- Global 2 Local
- draws on successful global health strategies to address health disparities here in SeaTac and Tukwila, WA.

Key Differences

- Domain/Topics
- Cultural context
- Roles & Responsibilities
- Reach
- Rigidity of the process

Fieldwork

- Community Schools Collaboration

- Meeting at the Family Resource Center, G2L
  - Institutional partners from Swedish, HealthPoint, Public Health and WA Global Health Alliance

- Brainstorming: Workshop Content

- Ongoing project support

IMPLEMENTATION

- Adapting Standard Operating Procedures

- Group Training
    - Idea Creation
    - Storyboarding
    - Video shooting and editing guide
    - Facilitation

- Shooting / editing videos (1-on-1 training)

- Evaluation

Planning and Storyboarding Workshop

WORKSHOP OVERVIEW

Generate Ideas	Brainstorm a list of video topics and filtering them down to the most viable ideas.
Refine Concept	Fine-tune your idea into a concise concept that can be planned and filmed.
Plan & Storyboard	Identify necessary resources for your video and work collaboratively with community members to build out the story of your video.
Film & Edit	Go on location with your actors and shoot your video. Review footage and assemble together to create final film.
Share	Share film with the community and engage them in discussion.

Generating Ideas

Lessons Learned

- Group exercises were effective for getting members involved, but could have been better "bound" -
- We overlooked recruiting during the workshop
- It's been a tough balance between a rigid and open-approach to video creation
- Involvement of community member in storyboarding
- Handoffs need to be carefully managed

Next Steps

Filming & Editing video on making healthy injera

Next Steps

- Screening
- Evaluation

Questions

- In the long run, what does a sustainable program look like?
- How will these videos change the nature of the work for the health promoters?
- Where do we need to focus to make the greatest positive impact?
- How much of a bearing should topic domain have on how we develop the process?