# Viral Video for Health Promotion

4. You will also create a *Viral Video for Health Promotion (VV4HP)* conveying a message about health that relates to a health topic that you have discussed in the classroom. The goal of this project is to create a high impact video message that will link the clinical content from classroom presentations to the broader population of children’s families and community. A secondary goal is to learn the necessary media literacy skills in order to produce effective health promotion campaigns in your practice after you graduate.

### Instructions

See examples of successful inspiring campaigns below—they are provided to show concept, not necessarily the presentation techniques).

Dumb Ways to Die - <http://www.youtube.com/watch?v=IJNR2EpS0jw>

Harvard Medical School: 4 Rules - <http://www.youtube.com/watch?v=jKikTtcqqzs>

Thai Health Promotion: - <http://www.youtube.com/watch?v=IJbvllx8UfQ>

Two Questions that can Change your Life - [http://vimeo.com/8480171#](http://vimeo.com/8480171)

The sky is the limit in terms of the methods that you can use to produce this video: from a silent movie to a stop motion animation or news cast style interviews to a voice over narrated mockumentary, you can decide how you want to approach your final movie. Don’t feel you must use these techniques—they are provided to show that the project is open to whatever you would like to try. The finished clip should be between 2 and 3 minutes in length and under 2GB in file size.

It is an individual project, but working in pairs or groups to assist each other in video recording is recommended.

It is highly recommended that you create a detailed script prior to shooting, that has not only everything you plan to say but also details for all the various props and shots you plan to take, and any other visuals you plan to use. Call this your storyboard, and you may submit it to your instructor for feedback prior to shooting (also highly recommended).

See the project evaluation rubric, below, to see how marks will be assigned. Clinical courses are evaluated on a “pass/fail” basis. 60 percent is the pass mark for courses within the Faculty of Nursing, and will be considered the pass mark for this assignment. The marking rubric provides you with feedback about areas of strength and areas for improvement.

### Project Orientation

On Jan. 22nd, 2013 from 2:00 – 3:30 pm, in Marshall d’Avray Hall room 234, an orientation to the Media Lab, video recording and editing equipment, techniques and processes; and a tour of the equipment and editing spaces you will probably be using in your project will be held. The purpose is to set you up for success in your project by making you familiar with all of the people and parts involved and providing tips on how to avoid potential problems.

The following information (and a lot of other useful things) will be covered during the orientation session but is offered here for later reference.

#### Video Recording Equipment

You may use your own equipment or borrow equipment from the CETL Equipment Pool, Marshall d’Avray Hall room 133 – Phone 458-7662 <http://www.unb.ca/fredericton/cetl/pool/index.html>

You need a High Definition video camera, tripod, and one microphone in addition to the one built into the camera (also a stand for it, depending on the type-“shotgun,” hand-held (wired) or wireless lapel mic).

You need to buy an SD card for the camera, available at the Equipment Pool for $10 (4GB) or you can supply your own.

Reserve the equipment as soon as you have your plan together, and consider borrowing one set for two or more people and helping each other film, since supplies are limited.

The Equipment Pool staff can train you on use of the equipment when you borrow it.

#### Production Tips

For tips on camera placement, lighting, sound quality (these will be offered in the orientation), animation, etc. contact Rodrigo at Rodrigo.Gutierrez-Hermelo@unb.ca

#### Video Editing

You may edit your raw footage in the CETL Media Lab, Marshall d’Avray Hall room 234, Phone 458-7660 <http://www.unb.ca/fredericton/cetl/multimedia/index.html>

Take your raw video footage with you to the lab (e.g., SD card) and the staff will gladly coach you on editing software use. The edited file should be in either .avi, .mp4, or.mov format—the Media Lab staff can advise which is best for your situation. Call ahead to book a time if you want a specific time to edit. Drop ins are fine but it’s luck of the draw, so to speak.

### Project Submission Details

Upload your finished video file (under 2GB in size) to <http://www.unb.ca/video/> (log in with your UNB ID and password then click “UNB's internal hosting solution” under the Upload heading.) and you will receive a URL that you email to the instructor.

### Topics

You will be able to select your topic during the first week of clinical.

1. Injury prevention – use of booster seats and seat belts – practical tips and common errors
2. Hand washing – explanation of the “T zone”
3. Hand washing – “look what we grew” from germs on our unwashed hands
4. Healthy Active Learning – healthy sleep: how sleep helps children learn and how to have a healthy sleep
5. Healthy Active Learning – deep breathing as practiced with nursing students, how deep breathing helps students learn
6. Healthy Eating – practical tips for reading a food label and why it matters
7. Health Eating – practical tips for reading food ingredients and why it matters
8. Healthy Eating – fast and healthy recipes
9. Children’s Health and the Environment – practical tips for a healthy home and why it matters
10. Increasing your family’s physical activity – practical tips
11. Global Health – Have you heard about the Rights of the Child?