

Designing a Video for Online Dissemination of Emotionally Sensitive Health Information

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Wyona M. Freysteinson, PhD, MN

Texas Woman's University

Lisa Thomas, DNP, APRN

University of Texas

Our Team Members

- Artistic Director
 - Noah Lelek, PhD, Drama Department, Texas Woman's University
- Videographer
 - Ivan Lee, Texas Woman's University
- Co-Researcher
 - Denika Douglas, PhD, Psychologist, Texas Southern University



Acknowledgments

Texas Woman's
University



TIRR Memorial
Hermann





Objectives

- Discuss the emerging use of video, to enhance the sharing of a lived experience, and impact behaviors related to health.
- Explore the practical aspects of disseminating qualitative research findings through visual media.

Inspiration for the Video

- Mirror experience post amputation
- 17 participants
- Ages 19-73
- Focus Groups



Key Points

- Viewing self in a full-length mirror is very difficult after an amputation.
- If one is comfortable with one's mirror reflection, one is comfortable with self in society.
- How can healthcare workers/nurses help?

Why Video?

- Accessible to individuals seeking information on their condition
- Engages a broad audience when shared on social media
- Preferred format for many including those with low literacy
- Emotionally charged topics are difficult to share via text documents

Why Video?

Digital media:


- Increases potential to reach and engage communities in need of health information.
- Allows for transfer of new knowledge.
- Empowers individuals in their choices regarding their own health.

(Clar, Dyakova, Curtis, Dawson, Donnelly, Knifton, & Clarke, 2014).

Why Video?



- Aids in understanding difficult experiences
- May change one's understanding of an experience
- Helps one imagine, as opposed to remembering knowledge



Developing a Video: The Good, the Bad, and the Ugly

Involve: Community Partners in the Video Planning Stage



- Organizations
- Video producer
- Director
- Actors

Need organizational
buy-in

- In our case three organizations

Marketing
departments

- Include in the planning stage

Place/space/time to
video tape

- Consider need for food/drink

Organizations

Video Producer

Expertise

Time

Cost

Communication

Director

- Experience /expertise in:
 - Videography
 - Subject manner
 - Capturing experience through focused questions vs. overly-scripting
- Time
- Communication



Actors

- Involve your actors in the process.
- Meetings to discuss the proposed project and to ensure everyone is comfortable with the intended dissemination of the final video product.



Scripting the Video

Scripting Steps

- Using the research study, identify key points for inclusion in the video.
- Consider making at least two videos (e.g. general public and healthcare professionals).
- Determine if actors need a detailed script or if they will use their own stories to convey central themes.

Scripting Steps

Involve

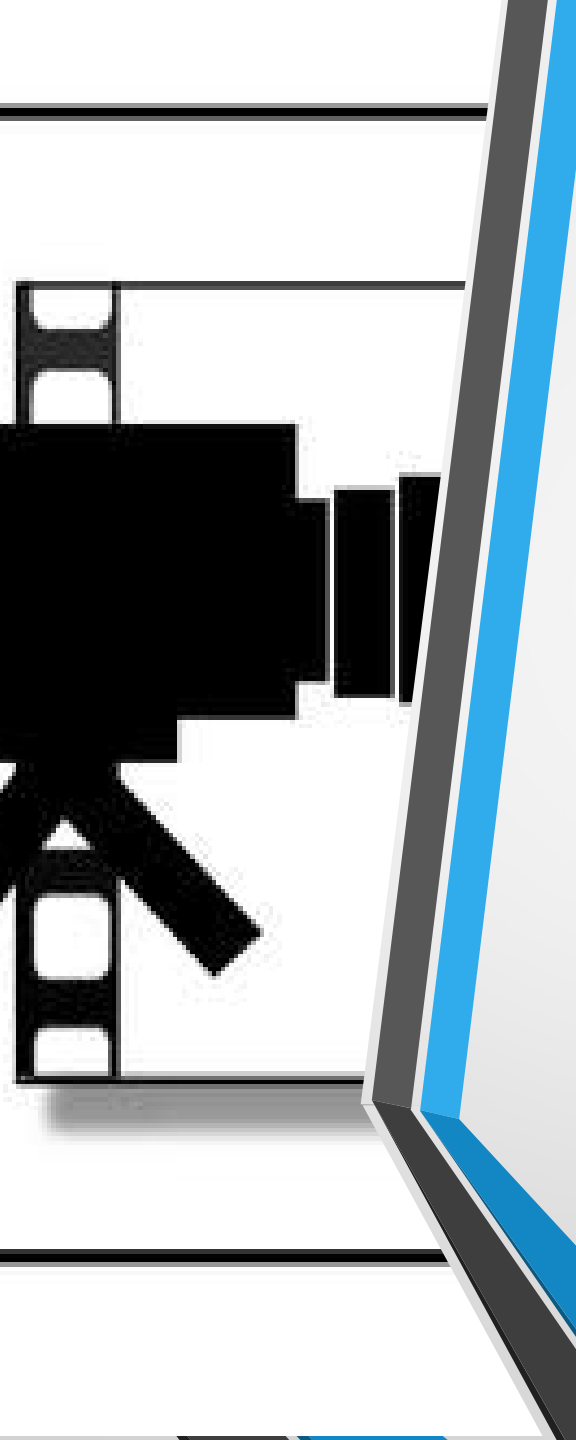
The director and videographer in determining what special visual elements are needed.

Create

Visual/audio appeal. Make authenticity the goal.

Open

Be very open to scripting ideas that occur during the videotaping stage!

A stylized black silhouette of a video camera is positioned on the left side of the slide. It is partially enclosed by a white rectangular frame with a thick blue border. The camera's lens, viewfinder, and various buttons are clearly defined.

Scheduling

- Use doodle poll to determine availability and evite to confirm.
- If actors cannot be there for the entire video taping time period, develop a schedule and work this into the script(s).

Video Taping

- Block out one day for each 15-20 minutes of video you anticipate capturing
- Ensure the environment will be quiet and private.
- Consider food/snacks needed.
- Do not forget the coffee.



Video Taping



- Prepare your actors that there will be much time spent on the videographer setting up the various environments (e.g. lighting) for each video segment.
- Work closely with the director to ensure you are satisfied with each video segment.



Aim for Visual Appeal



Aim for Visual Appeal

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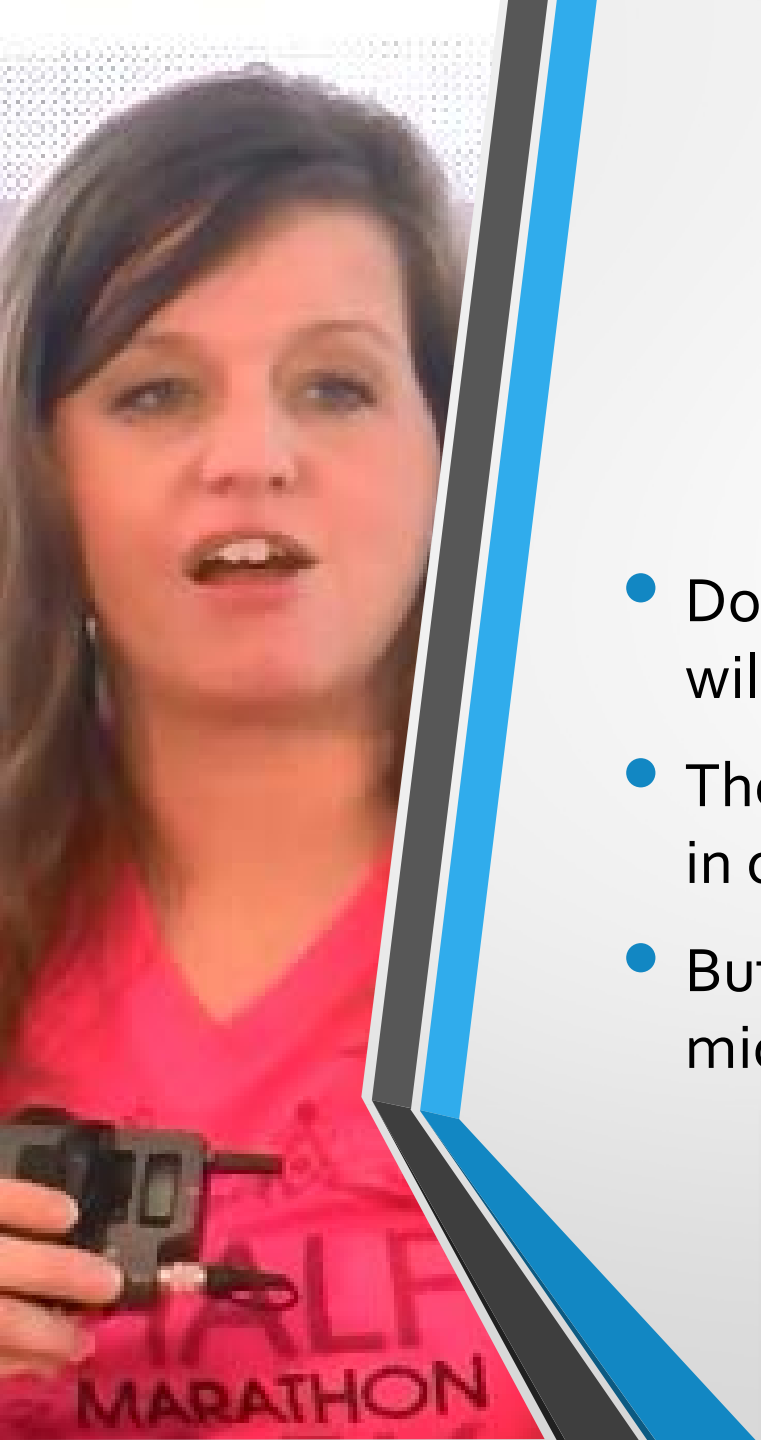
- Ask “What would be your dream shot, and how can you fake it?”





What have We
LEARNED?

So far...



Avoid Voice Overs

- Do not hold video sessions that you think will be voice overs only.
- The actors were relaxed and at their best in our voice overs!
- But, of course, the actors were holding a microphone!



Clothing

- Consider having the actors wear the same or very similar clothes if taping over two or more days.
- We often utilized an actor's words from two separate days, which when brought together in the video resulted in clothing mismatches.

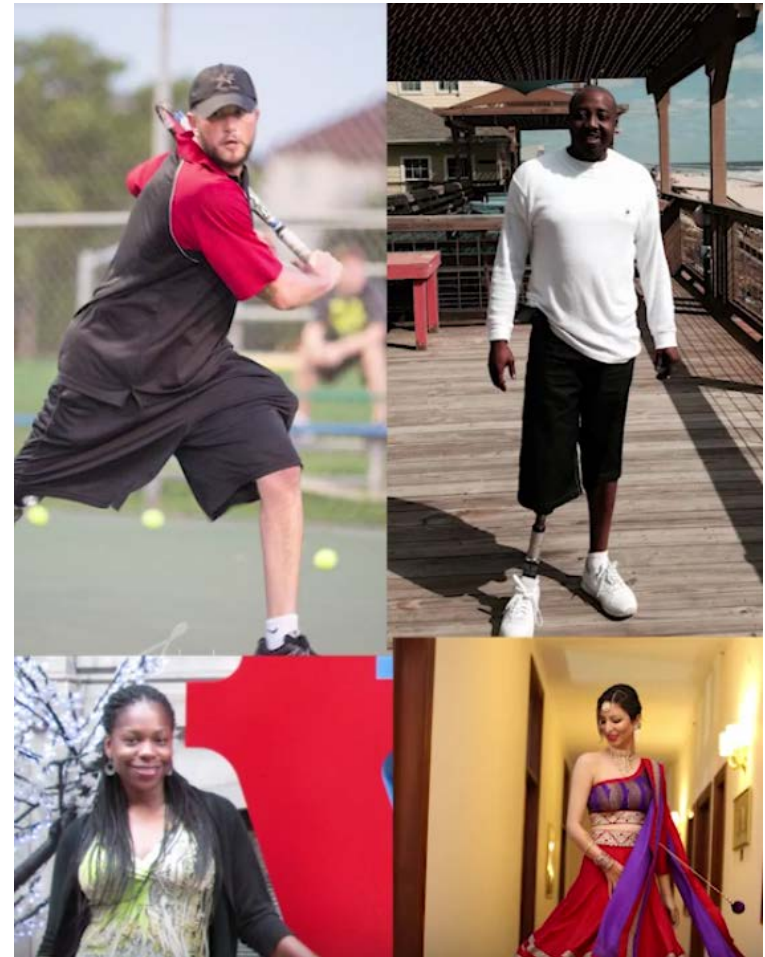
Location Issues

- Several locations provided visual appeal.
- However, when editing the video, using talking points from two locations in the same video clip footage became challenging.



On a Positive Note

- Encourage all actors to send in pictures to be used in the credits.





Credits

- We used 2-3 pictures of each actor in the credits



Editing





Editing

- This is the most challenging and longest part of the process!

Editing

- Transcribe each video segment into text.
- Work through the text documents to develop the video.
- If doing two videos, work on the least important video first.
- We found making a longer cut, and then editing it down worked well.



Editing

- Be prepared to go back to your videographer at least twice (probably more often) with changes to the merging video.
- Look for repeated images or glitches with sound.
- Invite experts to view and critique the video.

Add your Copyright

Produced by

Texas Woman's University

copyright 2017

A Clip from Reflections of healing: Facing the mirror after an amputation

- <https://drive.google.com/file/d/oB6vWE4aRQekcNDhGaFB2UllxN3c/view?usp=sharing>



Celebrate Often

- While videotaping
- In the video
- After completion of the first video (Party time)

Celebrate Often



Disseminating Your Video

- Your own and other organizations
- Use mailing lists, Facebook, Linked in, Twitter, etc. to advertise your video.
- You Tube Freysteinson
https://www.youtube.com/channel/UCRmulgEqw_HUgcv97on6H8g

Contact Information

- Wyona M. Freysteinson, PhD, MN
 - wfreysteinson@twu.edu
- Lisa Thomas, DNP, APRN
 - Lisa.W.Thomas@uth.twc.edu