



AirPROM Deliverable report: Grant no. 270194

Report of Deliverable D9.1 Video describing consortium approach

Overview

This deliverable forms part of the dissemination aspect of the AirPROM project, within Work Package 9. With two key audiences, patients and the general public and professionals, our objective was to create a useful tool to engage both parties and offer a summary overview that serves as an introduction to the project.

Development of ideas

The initial stage of creating the video was an idea development process, facilitated by BioSci Consulting and the European Lung Foundation. The first stage was a face to face meeting and subsequent teleconference discussion, for which a document of initial ideas had been circulated. This included links to comparable videos, video production companies and a list of items for consideration. WP9 members also gathered their own ideas to share in the meeting.

The action decided upon was to take our broad criteria forward and work on a brief which would form the basis of a bid request to submit to video producers. WP9 members drafted and agreed this document while finalising the list of suppliers. This document was consciously simple, having been reduced in length. The intention here was to avoid a direction of the creative response to the brief, thereby enabling a more open response from the bidding partners.

Identification of supplier

With the intention of taking the brief to three different suppliers, and asking them to develop an initial bid with an outline of their video plan, the suppliers list was analysed. Three suppliers were chosen from a list of eight potential video producers, based on the type and quality of sample video's shown on their websites, initial telephone discussions over the development and bidding process and recommendations from other clients.

The three suppliers that made a bid to produce the video were:

DoubleDouble TV and Films (Brussels, Belgium)
Finder Industries Ltd (Sheffield, UK)
Tandem Films (London, UK)

Their initial bids are attached.

These bids were circulated to WP9 members, and also to the project leader. There was a unanimous decision to choose Finger Industries, based on the quality of the graphics in their

bid and their clear understanding of the storyline. The contract sum was agreed as that within the video budget (€15,000), and the development of the storyboard process began.

Development of the Storyboard

The next stage was a gradual development of a storyboard, whereby the European Lung Foundation lead the collation of ideas and liaised directly with Finger Industries to produce an initial storyboard. The storyboard was taken further during WP9 teleconferences, with a number of versions being circulated for comments and eventual approval. Finger Industries participated in the later part of this process, from which stage the storyboard that they produced was shared among partners and further developed.

The timescale was set at 5 months, with an launch date of September 2011 (which was broadly achieved).

A decision was made, after consideration of a number of other video's, our target audience and the principle usage of the video (mostly via the internet), to produce a higher quality short video that would summarise all the main points of the project in two minutes. This is an ideal length for those visiting the website or viewing the video at a conference, providing enough time to disseminate key messages dissemination with the aid of relevant graphics.

A subsequent decision was to use animated characters to provide a very clear graphical display that enabled the video to zoom in and out of subjects and briefly show in pictures the various processes and issues tackled by the project. The key factors in these two decisions was the impact and comprehension as regards the audience, and the usage of the video as an online tool to disseminate project messages (where time and initial impression are key to retaining audience).

On the basis of these two decisions we decided to create a video that would be of equal use to both professionals and the general public/patients. This offered an opportunity to use the graphical aspect to demonstrate the complexities of the project in simple terms, and so create a communication tool of equal value to both audiences.

Development of the video

The next stage was to convert the storyboard into a series of video slides for further comments and feedback from all consortium members. At this stage the production was circulated to all members of the AirPROM consortium, using a online presentation and feedback form. This generated 14 comments, which are available on request. It was possible to incorporate many of the suggestions into the video development and these comments informed the discussions in WP9 over the video content and presentation.

A further two sets of video slides were produced, as a fine tuning proces for the video. At this stage the voiceover text was finalised (this was included in each storyboard/video slide). Dr. Salman Saddiqui, a AirPROM investigator and clinician at Leicester University, agreed to do the voiceover. Dr. Saddiqui's clear presentation style and his involvement in the project made him the ideal voiceover choice. Dr Saddiqui was also able to assist in fine tuning the text of the voiceover and ensuring that the right points of emphasis were made.

The homogenisation of video slides and voiceover then went ahead, and the first video production was circulated for comments from WP9 and project leaders. Minor adjustments were made at this stage, before a final version was produced.

Dissemination of the video

The video was launched at the same time as the AirPROM website, and a 'AirPROM Alert' was circulated to all partners to further disseminate the launch among their internal and external channels. The video and website launch was also sent by email to all project members and associated partners (including IMI), placed on the projects collaboration platform bulletin board has been available to view via the website since September 9th 2011. <http://www.airprom.european-lung-foundation.org/16572-general-public.htm>

The link can be found on the homepage, 'general public' and 'professional' pages of the AirPROM website.

The video will also be shown during major conferences, such as ERS, where AirPROM has a presence, and we plan to create a separate portal for the website to drive more traffic to the website and therefore the video. Other ad hoc opportunities (you tube) will of course be used to promote the video and the project where possible.

Overview of video content

The sections of the Storyboard are listed below for a brief overview of the video content.

Board 1:

An visual representation of 20% of people with airways diseases and their common symptoms.

Board 2:

A description of the difficulties faced by people with airways diseases.

Board 3:

A demonstration of how patients are treated, with a 'one size fits all' treatment plan, and an illustration of the fact that this is often inappropriate, leading inadequate treatment.

Board 4:

An overview of the scope and purpose of this European wide project.

Board 5:

A demonstration of the scientific clinical research with blood tests, bronchoalveolar lavage examining individual cells of the airway, lung function tests and lastly CT and MRI scans.

Board 6:

The information from board 5 is fed into a section model which scientists can then examine how air flows through the airways. This data is then used to create models to use in tests for new therapies in order to tailor each individual treatment.

Board 7:

Link back to the patient(s) from board 3 and the appropriate treatments they should now receive.

DELIVERABLE INFORMATION

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Editors:	Pippa Powell
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Reviewers:	WP 9 members
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Work Package leader:	University of Leicester
Work Package participants:	David Calvert Breda Flood Thierry Marchal Amy Farr Andrew Leishman Tania Severin Jan De Backer Chris Carey Brenda Timmerman Ian Hamill Pippa Powell Maleki-Afsaneh Dizaji Salman Siddiqui Susanna Palkonen Adam Nowinski Catalin Fetita Anne-Marie Wish Imre Barta Justin Penrose Ian Jones Gregory Gibbons Christopher Brightling Neil Fitch Scott Wagers
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