

How can we effectively educate patients and families regarding important health topics related to their treatment?

Cincinnati Children's Hospital Medical Center

Nutrition and Fertility Preservation

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When: Fall Semester 2015

The Opportunity

When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource for reference before and after receiving information. The LWC team had the opportunity to continue the cancer journey video experience by designing materials regarding nutrition and fertility preservation for CCHMC to implement.

The Challenge

Guided by the previous semester's animation work, the LWC team focused on creating an animation style that was simple and easily replicable. The team aimed to create and implement this style while still explaining specific information communicated by the CCHMC staff clearly.

The Approach

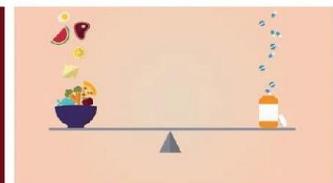
The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations, to ensure that these videos would become a valuable tool for both patients and their medical teams.

The Impact

The team created two final introductory videos on nutrition and fertility preservation. The nutritional video describes the basics of what patients may experience with their diet as they go through treatment, and interventions to help them along the way. The fertility preservation video details the importance of fertility preservation as a possible resource, and the different types of procedures available to patients.

Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.



“Animations can serve as effective multimedia tools to engage one’s audience while facilitating and enhancing the learning experience.”

- Dr. Perentesis

1 Benchmarking + Family Feedback

Benchmarking allowed the LWC team to look at existing character styles and narrow down options. The family feedback session enabled the patients and family to give feedback on the style of the videos.

2 Character Style

The characters were created using simple body forms that can be replicated for characters in other videos.

3 Final Outputs

The LWC team built assets and solidified video development. Two final animated videos were produced.