

How can cancer patients to engage in their own treatment and care?

Cincinnati Children's Hospital Medical Center

ADL 1-2-3 Video

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When: Summer 2017

The Opportunity

Live Well was asked by Cincinnati Children's to create an animation for CBDI's growing video library. The 1-2-3 device allows patients a way to log the progress of their everyday activities as they are completed. The animation serves as an explanatory video introducing the device and the concept of Activities of Daily Living (ADLs).

The Challenge

The video not only needs to introduce the device, but explain why it is important for a patient to be engaged in their treatment, explain what an infection is, demonstrate the risks of catching infection, introduce the ADLs, clarify how the device works, and ultimately reaffirm that the patient is now an active member of their own care team.

The Approach

Live Well worked alongside doctors and caregivers to develop a script that explained the importance of completing activities of daily living in a firm yet empathetic tone. Storyboards were then developed to create strong visuals complimenting and illustrating the concepts being introduced in the script. An animatic was then created to evaluate the length and flow of the video. This evaluation led to shortening and rearranging of the script to create the most comprehensive flow of information.

The Results

The final video shows a young cancer patient choosing to take a proactive stance in her treatment and complete her ADLs everyday in an attempt to decrease the chance of infection.

1 What is an infection?

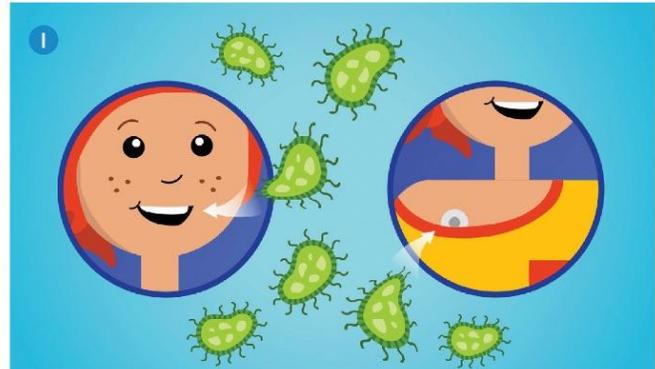
Infectious germs can enter your body in many ways, including through your mouth and open wounds in your skin.

2 Activities of Daily Living

It is important to get out of bed at least two times per day to keep your body active.

3 Team Sport

Infection prevention is a team sport and the patient is now an active member of their very own support system.



For more information regarding this project visit:
<http://livewellcollaborative.org/member-login/>