

Genesys Heart Institute and UM-Flint Video Project

GENESYS
HEART INSTITUTE



INTRODUCTION TO THE PROJECT

A community engagement partnership between Genesys Heart Institute and the University of Michigan Flint is providing students with an opportunity to engage in a community health education project.

UM-Flint students have the opportunity to create a health education video focused on the causes and prevention of heart disease in Flint and Genesee County.

Students will complete a Grant Proposal, and if your grant is approved, Genesys Heart Institute will award funds to student teams so they can film and edit an educational video (3-5 minutes) and a commercial-length version (:60 seconds) as a public service announcement.

All submitted videos will be judged and scored by a panel of leaders from Genesys Heart Institute and UM-Flint. The team with the top-scoring video will receive a cash prize of \$2,000. The second place team will earn \$1,000 and third place will earn \$500.

In addition, videos that receive an award will be screened at a special premiere event at a local movie theater, and they will be considered for broadcasting as a public service announcement in area movie theaters, in physician offices and through Genesys Health System and UM-Flint social media channels.

Eligible student participants must be majors/minors in one of the following programs:

- Masters in Health Education
- Masters in Public Health with a Health Education focus
- Bachelor of Science in Public Health
- Health Communication major
- Health Communication minor

WHY YOU SHOULD CONSIDER THIS PROJECT

While the cash prize and recognition are certainly worthy, your video could be shown for a greater purpose—helping to educate the members of our community about heart disease and what they can do in their daily lives to help prevent it.

For you, the project can add to your applicable project experience and the finished video can go into your portfolio of work.

WHERE TO BEGIN

Review the information in this packet. It has all the information you'll need, including project details, timeline, the Application and the Grant Proposal details. The first step is to complete the Application on page 6 and submit a paper copy to Dr. Shan Parker in the Department of Public Health and Health Sciences by May 22, 2015.

PROJECT DETAILS

Purpose:

Through the Genesys Heart Institute and UM-Flint partnership, we're looking for students to bring a fresh perspective and a desired level of creativity to help drive community education as a tactic for combating the increasing rates of heart disease found within Flint and Genesee County.

We will achieve this through the creation and distribution of student-created health education videos, with a focus on the causes of heart disease and the methods for preventing it. How you expand on these topics and make it effective in our community is part of your challenge.

The "2012 Community Health Needs Assessment" study will serve as a starting point for your research, and a copy of the document will be provided.

Benefits:

- Experience that can help build your resume, such as developing concepts, drafting a proposal, applying for a grant, working with a diverse team and building leadership skills.
- The finished project becomes part of your portfolio of work to show potential employers.

Prizes:

- Top-scoring video team will receive a cash prize of \$2,000.
- Second place receives \$1,000 and third place receives \$500.
- Top-scoring video team will receive tickets to the 2016 Affair of the Heart charity gala, where their video will be presented.
- All awarded videos will be shown at a special premiere event at a local movie theater.
- All awarded videos will be considered for broadcasting as a public service announcement in area movie theaters, in physician offices and through Genesys Health System and UM-Flint social media channels.

Video Topic:

The topic for your video must be included in your Grant Proposal. The topic must be related to educating our community about heart disease. As noted, start by looking at Community Health Needs Assessment (CHNA) document. You're also encouraged to do your own research.

Objectives of Your Video:

The objective(s) of your video are to be determined by you and explained in your Grant Proposal. Be specific in the objective(s) you want to achieve.

Target Audiences:

- Your Grant Proposal must include the specific target audience(s) you intend to reach.
- The geographic area is Genesee County and the city of Flint.
- The tactics to reach a specific audience currently include pre-show ads in local theaters, video monitors in physician offices, and Genesys and UM-Flint social media channels.
- While there is not a media budget available to promote the videos beyond the tactics listed, we're open to ideas for how and where we could distribute the videos to support community education.

Teams:

- From 1 student up to a maximum of 4 students per project team. Additional support people may be utilized, but will not be considered "team members."
- Students may only participate with one team.

PROJECT DETAILS (CONTINUED)

Roles:

- Grant Proposal must define the roles and responsibilities for each member of the team. Each team member must have a defined role and purpose.

Two Versions Required:

- Must include (1) long-form video; 3-5 minutes in length.
- Must include (1) short-form video: 60-second spot to be played as a public service announcement. Can be a cut-down version of the long-form video.

Completed Video Specifications:

- Video formats accepted: .mpg / .mp4 / .wmv / .mov
- Total file size per video must be under 500MB (1GB total)
- Completed video must be submitted on (1) flash drive/thumb drive

Production Elements:

As you prepare your concept, Grant Proposal and line-item budget, consider these common production elements. These are not required, but they're elements of video production worth considering, depending on your final concept. Where should you spend vs. save? You might be able to borrow certain things, such as a computer, props or use friends as the actors/voiceover.

- Actors
- Release form (required, see below)
- Voiceover talent
- Stock footage or stock photos; Shutterstock, Photodisc, iStockPhoto, etc.
- Video editing
- Video editing software, computer
- Equipment rental
- Props
- Graphic design

Video Filming and Editing:

As you prepare your concept, Grant Proposal and line-item budget, consider the equipment you will need to film the video, and whether you have it, if you'll rent it or if you'll borrow it.

- Digital video camera, Lights, Computer, Video editing software

Release Form:

- Because your video could be put into the public domain (e.g. movie theater, social media, physician office), any person that you film or photograph who is recognizable on-screen must sign a Genesys Media Release Form and a University of Michigan-Flint Image Release form.
- To help avoid legal issues, every effort must be made to obtain a signed release form from anyone who appears on-screen or that you record, whether they're paid or not.
- The release form gives approval for you and Genesys to use their likeness in your video, and that Genesys retains all ownership and rights to use and show the video.
- Genesys and UM-Flint will provide copies of the release form to all teams.

Licensed or Copyrighted Material

- Any footage, images, voiceovers, music or sound effects used in your video must be purchased or secured legally. Your video cannot contain any unlicensed or copyrighted material that you do not have the rights to use. Content that you “found online” is not legal to use.
- All content must be original or you have the rights to use it. If your video is found to have any unlicensed or copyrighted material, your video will be disqualified.

Footnoting Sources:

- Teams should make every effort to state the source of any major clinical facts or statistics that are referenced in their video.
- This can be achieved through small, legal-sized type along the bottom of the screen when the fact or statistic is mentioned.

Budget:

- Maximum budget amount that will be considered per team is \$2,000. Total proposed budget can be less than \$2,000.
- Grant Proposal must include a detailed, line-item budget that includes all costs that you expect to incur during the production of your concept. Spreadsheet format is preferred.
- University of Michigan-Flint will hold and distribute the budget dollars for all approved grants.

Reimbursement:

- Student teams must complete and submit to the Department of Public Health and Health Sciences an official UM-Flint expense report—with receipts—in order to be reimbursed for any costs incurred.
 - Please see the Department of Public Health and Health Sciences for the official UM-Flint expense report document.
- Cash advances are not available. Project teams may pay expenses out of pocket and seek reimbursement, or the Department of Public Health and Health Sciences will assist project teams with direct payment to vendors.
- Student teams will not be reimbursed by UM-Flint or Genesys Heart Institute for any costs that are incurred outside of the budget amount in their approved Grant Proposal without prior, written authorization.
- If grant dollars are awarded, but a final video is not submitted by the deadline, all members of the team are responsible for returning 100% of the grant dollars that were awarded.
- A team may withdraw their grant up until Friday, July 31. A letter or email must be provided to Dr. Shan Parker in the Department of Public Health and Health Sciences. Any grant dollars awarded must be returned.

Grant Contract:

- If a team has their grant proposal approved, they will be required to sign a contract document before their work starts and any funds are distributed.
- This document will state all the parameters of the video project, including key dates, funding/reimbursement rules, progress update meetings, releases forms, judging, prizes, etc.
- The purpose of signing a “contract” document is to confirm that all members of the team understand the parameters of the program and agree to them before any work begins.

Mandatory Progress Meetings and Updates:

All awarded projects must attend mandatory monthly meetings with Dr. Shan Parker to provide updates on your video project progress. Those teams not who do not attend their progress meetings may have their funding suspended until they are in compliance in attending meetings.

Video Judging/Scoring:

- A panel of judges from Genesys and UM-Flint will review and score all of submitted videos.
- Judges will complete a score sheet for each video. Points will be awarded for multiple criteria.
- Total points earned by each video from all of the judges will be added together to determine the first, second and third place winners.

TIMELINE

April 16 - May 7	Project presented to 2 HED graduate classes and 2 HCR undergraduate classes
Friday, May 22	Application deadline
Friday, May 29	List of applicants (teams) is confirmed
Tuesday, June 30	Grant proposals due
Friday, July 17	Approved grant proposals are announced
July 20 - Oct 23	Students can access the Genesys Heart Institute team
Friday, July 31	Withdraw date. Any grant dollars awarded must be returned.
July/Aug/Sept/Oct	Student video production
July/Aug/Sept/Oct	Monthly meetings with Dr. Parker - provide updates on video progress
Friday, October 30	Deadline to submit completed videos
Friday, November 13	Winners announced
December, 2015	Movie theater premiere event
February, 2016	Winning team attends 2016 Affair of the Heart event

IN SUMMARY - 4 MAJOR STEPS

1. *Application:* assemble your team and complete the 1-page Application form. Submit a paper copy to Dr. Shan Parker in the Department of Public Health and Health Sciences by Friday, May 22, 2015.

2. *Grant Proposal:* based on the specs provided here, submit your grant proposal document to Dr. Shan Parker in the Department of Public Health and Health Sciences by Tuesday, June 30, 2015.

3. *Grant Approvals:* Friday, July 17, 2015

4. *Completed videos due:* Friday, October 30, 2015

APPLICATION

Genesys Heart Institute and UM-Flint Video Project

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We're excited that you've chosen to participate in the Genesys Heart Institute and UM-Flint Video project. A few quick points before you get started:

- Organize your team and then complete all of the fields below.
- All members of team must provide their UMID number and sign the application.
- Return a paper copy of the completed, signed application to Dr. Shan Parker in the Department of Public Health and Health Sciences by Friday, May 22, 2015.
- The confirmed list of all teams and applicants will be emailed to every participating "Lead Student Applicant" by Friday, May 29. Once you receive your confirmation, you can begin working on your Grant Proposal.

Date Submitted: ____ / ____ /2015

Team Name: _____

Lead Student Applicant: _____

Street Address: _____

City: _____ State: ____ Zip: _____

Email: _____

Primary Phone #: _____ Secondary Phone #: _____

UMID: _____

Team Member #2 Name: _____

UMID: _____

Signature: _____

Team Member #3 Name: _____

UMID: _____

Signature: _____

Team Member #4 Name: _____

UMID: _____

Signature: _____

To be completed by Department of Public Health and Health Sciences

Application received by: _____ Date: _____

Application approved by: _____ Date: _____

GRANT PROPOSAL

Genesys Heart Institute and UM-Flint Video Project

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Using the project details and direction from the previous pages, your Grant Proposal document should follow the specifications and required information listed below.

SPECIFICATIONS

1. Maximum 3 pages (or less)
2. Submit your proposal in Microsoft Word format
3. Email document to shanpark@umflint.edu
4. Grant Proposal is due by 5 p.m. on Tuesday, June 30, 2015

REQUIRED INFORMATION IN YOUR PROPOSAL

1. Project title

2. Video topic

- a. Describe the topic that you will focus on. Must be related to community education about heart disease.

3. Objectives

- a. Be specific in the objective(s) you want to achieve through the video and your topic.

4. Target audience

- a. Define the specific target audience(s) you intend to reach.

5. Creative concept

- a. Describe your creative concept in detail.
- b. Include specifics for both the long-form and short-form videos.
- c. Explain how you will achieve your objectives through this concept.
- d. Describe how you plan to execute the video production. For example, actors, voiceover, locations, props, graphics, etc.

6. Budget

- a. Provide a detailed, line-item budget that includes all costs that you expect to incur during the production of your concept. Spreadsheet format is preferred.
- b. Provide the total funding amount required.
- c. Maximum budget available per grant is \$2,000.
- d. If you have sought or will seek funding from any other University or external resources, you must disclose the source(s) and the amount requested per source.

7. Team

- a. Provide the name and UMID for each member of the team
- b. Define the roles and responsibilities for each member of the team. Each team member must have a defined role and purpose.