

How do you keep young adults engaged in healthcare after cancer treatment?

Cincinnati Children’s Hospital Medical Center Cancer Survivorship Video

Sponsored by: Dr. John Perentesis

Faculty Advisor: Todd Timney

When: Summer 2017

The Opportunity

Live Well was asked by Cincinnati Children’s to create an animation on CBDI’s Cancer Survivorship Center for their growing video library. The Survivorship Center offers preventative medicine services to children, adolescents and adults to help them cope or prevent potential late effects from their childhood cancer treatment.

The Challenge

The video needs a narrative that can bridge the needs of young adults with those of children and their parents, while simultaneously finding a way to remain relevant in an age of declining membership in survivorship programs across the nation.

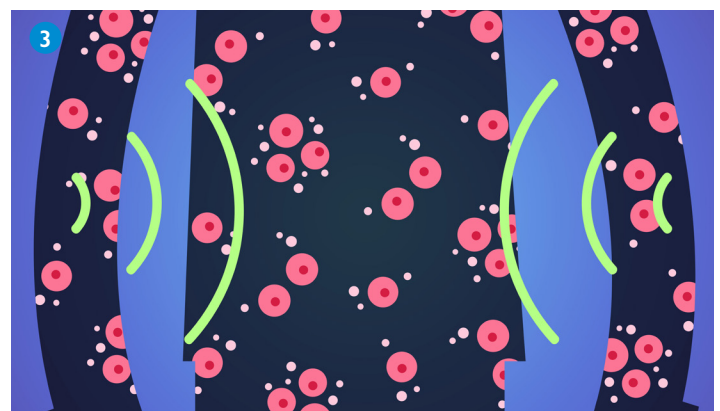
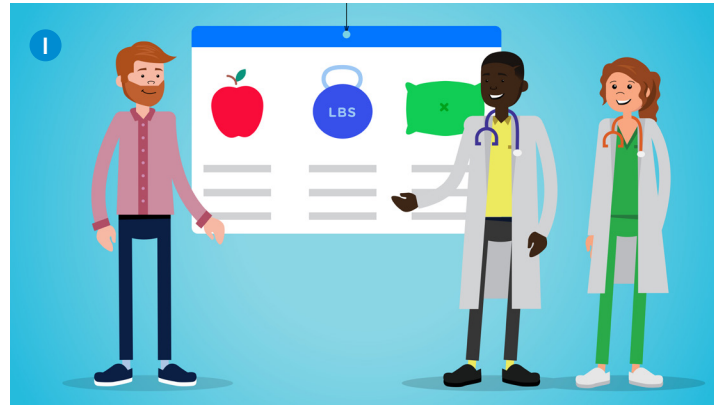
The Approach

Live Well worked alongside doctors and caregivers to develop a script that acknowledged the reality of being a cancer survivor while maintaining a bright, positive outlook. The narrative was crafted to empower members to be proactive and advocate for their health. The teams then developed storyboards to find imagery that was sensitive to survivors but also complimented the narration appropriately. A kinematic was then created to evaluate then rhythm and length of the video, and assess the tone of the narration. This evaluation led team to shorten the script and pivot to focus on what the program can offer to survivors.

The Results

The final video tells the story of a young survivor who goes to join the Survivorship Center to be a part of a community that help him stay healthy for a lifetime.

- 1 Proactive Team**
The video focuses on the Survivorship Center helping a patient navigate their survivorship journey to show they’re part of a caring community.
- 2 Lifelong Wellness**
The narrative follows a young childhood cancer survivor throughout their life to highlight the importance of survivorship programs for a lifetime of wellness.
- 3 Late Effects Synopsis**
Late effects, health problems caused by cancer therapy, are introduced to urge patients to seek survivorship care.



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