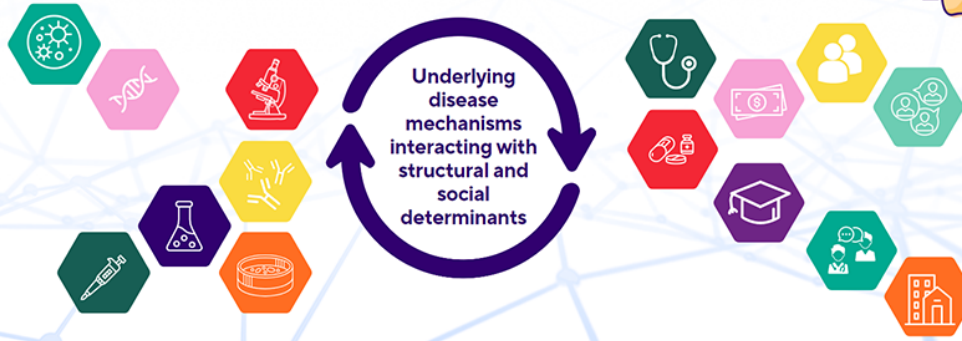




19TH ANNUAL CHILD HEALTH RESEARCH DAYS
Outcomes in Child Health



October 25 + 26, 2023 | RBC Convention Centre, Winnipeg, Manitoba

Abstract Submission Form

CHRD 2023: Abstract Submission Form

Submitter Name

Oluwabunmi Adeyemi

Presenter Name

Oluwabunmi Adeyemi

Presenter Status

Undergraduate Students

Research Category

Community Health / Policy

Role in the project

Write Abstract

Title

Recruiting Families for research through an art- video based strategy

Background

Recruiting families to engage in health research can be challenging. Emerging data in arts-based approaches illustrate these creative modalities can be effective at engaging families. However, research on using these strategies for recruitment is sparse.

Objective

To outline the value of employing recruitment videos as a resource for improving families engagement and participation in research.

Methods

We introduced a framework of scripting, storyboarding, and animating. The video was designed for recruiting neurodevelopmental families into a living lab, called Collaboration Station. A platform created to foster patient engagement as families share their lived experiences using the F-word framework that is, function, fitness, family, fun, friends, and future. Following the stipulations of our partners, no voiceover was included, and scenes were slower paced to suit our audience.

With scripting we constructed each sentence concisely using familiar words, that captured the intent of our study. Additionally, we incorporated a visual metaphor, as this would visually stimulate and simplify our work further. Flowers were used because they represented a visual analogy that conveys beauty in neurological differences.

The storyboarding process was key in crystallizing our vision. With the script in mind, we designed each frame to represent our audience. An additional visual element, a train, was introduced. Both metaphors

included as a visual cue, representing Collaboration Station.

Results

A collaborative effort with an animation studio aided in the animation process

Conclusion

The publication of this video would encourage an expedite in neurodevelopmental research, suggesting an alternative framework to recruiting families.

Authors

Name	Email	Role	Profession
Bunmi Adeyemi	adebummy71@gmail.com	Presenting Author	Other