

Health Communication Designathon: Guidelines for studentss

Topic:

Health Communication Designathon for Global Mental Health

Question:

How do we increase interest in and usage of a digital intervention to reduce symptoms of distress among students and young adults?

Participants: 49 students in Global Mental Health course

Instructor: Prof. Brian. J Hall (brianhall@umac.mo)

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Contest Description:

The program Step-by-Step is a WHO digital mental health intervention designed for students in university that can potentially be scaled up for use in other populations. The intervention is brief (5-sessions), delivered via mobile app, designed to be transdiagnostic (i.e., addresses depressed mood, anxiety, PTSD, other stress reactions and client-defined psychosocial problems), and covers functioning and general wellbeing as outcomes. The design of the program is based on behavioral activation, a common strategy used by psychotherapists to treat depression, in which individuals replace negative behaviors that exacerbate depressive symptoms with positive behaviors that are rewarding and pleasurable. The materials on the mobile app involve both text and illustrations. Although the intervention will be delivered electronically, the program will be minimally facilitated by lay or specialist healthcare workers (e.g., social workers) by the character of an e-helper. Users may contact an e-helper when in need of support. These e-helpers will facilitate the program by providing minimal contact on a weekly basis. Contact will include touching base about progress, identifying barriers to homework completion, and offering supportive reminders to keep up their progress.

The aim of this designathon is to find the best communication/marketing plan for the program Step-by-Step that can reach and involve as many participants (users) as possible. Students should generate a full marketing package, which includes a novel title for the program (instead of “Step-by-Step”), an outline of the main message that the package will aim to convey, a logo, a slogan, and a design of two channels to spread the ideas (a poster and a video). Students are encouraged to be creative.

Learning Objectives:

Increase participants’ awareness and knowledge of global mental health

- Learn about scalable global mental health intervention

Increase participants' familiarity with comprehensive communication package

- Understand the basic principles in ACME health communication model

Increase participants' self-efficacy of mental health help-seeking behaviors.

- Increase community engagement and enhance teamwork skills

Location: G035 in E21

Timeline: July 9th (Wednesday) – July 12th (Monday)

Date	Time	Content
9 July, 2019	10:00-10:40	Orientation
	10:50-12:30	Designation Workshop
10-11 July, 2019	10:00-12:30	Designation Workshop
12 July, 2019	10:00-10:10	Opening
		Welcome the judges
	10:10-11:10	Presentation: Group 1-4 & Question
	11:10~11:20	Break
	11:20-12:20	Presentation: Group 5-8 & Question
	12:20-12:50	Lunch Break & Confirm the result and the awards with judges
	12:50-13:10	Award Ceremony
		Picture for all

Due dates for students:

- Template: 12:00pm on July 10
File name: T_Group X_team leader
- Presentation material: 10:00pm on July 11
File name: P_Group X_team leader
- Communication package: 11:59pm on July 12
Folder name: CP_Group X_team leader
File name: GroupX_poster/logo/video/..._team leader
- Arrive at G035 in E21 by 9:50 on July 12.

Contest Rules:

Communication Package

The package should include at least five components and the components should be cohesive and creative! Required components:

- A title: create a new name for the program
- Health message: the information to disseminate to the audience
- A logo
- A slogan/hashtag
- Design of two channels/components to spread the ideas: one poster, and one video ads (15-30 seconds) .

The target audience of the communication package: College students in Macau.

Students should think about the cultural characteristics and the similarities and differences of individuals within the target audience to make sure that the package is effective for all.

Contest

Every group is required to produce a PowerPoint presentation (8 minutes maximum) for a communication plan (package) with all the components to market the digital mental health initiative. Following the presentation, students will be required answer questions from the judge and audience for 5 minutes (students may ask questions to other groups during their presentations, if they would like). Experts panel and Community Panel will score their work based on the same rubric/criteria.

Prizes

- First prize: Grand resort deck day pass
- Second prize: Buffet dinner at Festiva (or Malaysian food festival)
- Third prize: UA Galaxy Cinemas Director's Club tickets (3D)
- Surprise prizes

Rubric/Criteria:

	Percentage	Detailed description			
		10	9-8	7-5	5-0
Title	10%	Captivating, clear and concise, very original/creative	Captivating, very clear and concise, some originality shown	Somewhat clear and concise, may be missing originality	Not clear and concise, not original
Health message	10%	Conveys digital mental health intervention with clarity and concision, highly comprehensive and informative	Conveys intervention with clarity and concision, comprehensive and informative but to a lesser degree	Does not effectively convey intervention, not as informative	Confusing or off-topic
Slogan	5%	Catchy, accurately represents health message, concise	Accurately represents health message, concise, may not be catchy	Accurately conveys health message, is not concise or catchy	Does not accurately convey health message
Logo	5%	Very visually appealing, creative, and representative of communication package. Uses appropriate visual metaphors to represent the program.	Visually appealing and representative of communication package, may not be creative. Uses mostly appropriate visual metaphors to represent the	Visually appealing or representative of communication package, may not be creative. Uses mostly appropriate visual metaphors to represent the	May not represent communication package adequately or use appropriate visual metaphors. Not visually appealing or creative.

			program	program.	
Poster/Video	Presentation: 10%	Very visually appealing and eye-catching	Visually appealing and eye-catching	Less visually appealing	Visually unappealing, tacky and unprofessional
	Organization: 10%	Easy to navigate, effectively highlights most important information	Easy to navigate, highlights some but not all important information	Easy to navigate, does not highlight important information	Difficult or confusing to navigate
	Information: 15%	Concise, accurately portrays health message, uses appropriate tone for target audience	Accurately portrays health message, uses appropriate tone for target audience, may not be concise	Accurately portrays health message, may not use appropriate tone for target audience, may not be concise	Does not accurately portray health message
Total	100%				

This is used for the contest. The result of the contest will not affect your grade of the course.

Template

Group name			
Name	Major/Department	Major contribution	E-mail
Team leader			
Team member			
Team member			
Team member			
Team member			
Team member			
Team member			

Communication package component	Description	Team member in charge	Schedule (timeline)
Title			
Health Message			
Slogan/Hashtag			
Logo			
Poster			
Video Ad			

For your reference:

1. ACME framework:
<https://journals.sagepub.com/doi/pdf/10.1177/1524839910386901>
2. Premiere 基础剪辑入门教程: <https://www.youtube.com/watch?v=Ui4Mo5b31Vw>
3. 手机版 iMovie app 使用教学:
<https://www.youtube.com/watch?v=g6WrZbFgRP8&t=139s>
4. iMovie 如何剪辑视频(MacBook Pro):
<https://www.youtube.com/watch?v=-Ce-az9LrIA>
5. How to create a Facebook Video Ad:
<https://www.youtube.com/watch?v=yhj3EdZyuXw>
6. 5 ways to instantly make better video
<https://www.youtube.com/watch?v=vjtt-bMonpc>
7. 公共衛生科學數據中心
<http://www.phsciencedata.cn/Share/>
8. 公共衛生知識服務平臺
<http://cdc.cnki.net/>
9. 中华人民共和国卫生部
<http://www.gov.cn/fwxx/bw/wsb/>
10. 澳门卫生局
<https://www.ssm.gov.mo/portal/>