

Making Educational DVDs for Discharge Teaching

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Goal and Agenda

At the end of this session, participants will be able to:
Discuss the development, implementation, and evaluation of DVDs used for discharge teaching.

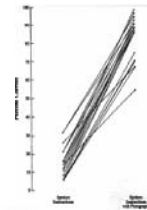
- 1) Introduction, review of literature - 20 minutes
- 2) Materials and process used – 20 minutes
- 3) Case study of Central Venous Line Teaching Materials – 20 minutes
- 4) Q&A – 15 minutes

Best Practice Day 2007

- Review the literature related to learning styles and use of multimedia
- Identify topics that would benefit from DVD
- Identify experts to develop DVDs
- Create an outline for the development of DVDs for discharge teaching

Four Elements of Effective Communication of Health Information

- Attention
- Comprehension
- Recall
- Acting on the Information (Adherence)



Houts, PS, Bachrach, JT, Witmer, CA, Triagali, JA, Bucher, RA, Localio, RA "Using pictographs to enhance recall of spoken medical instructions" *Patient Education and Counseling*, 35: 83-88 (1998)

Where are we going?



Where are we now?

Developing a DVD



Videotaping

Filming the content expert who will share the patient information

Editing

Ensuring that the information flows the way that you would like it to as well as adding music, slides, additional commentary

Exporting

Creating a DVD, CD, podcast

Patient Education Videotaping

Planning

Have preparatory meetings to discuss the script and practice filming before the actual taping takes place

Script

This will enable you to share your intended message with the viewers (patients)

Location

Film in a well-lit space. Consider additional lighting and a backdrop conducive for filming

Equipment

Have a tripod for consistent, steady filming. Be prepared to film more than you need both before and after the content you really want.

Editing and Exporting

Editing:

Have the content expert involved in/oversight of the editing process

Try to involve patients throughout the process

Decide when to use other visuals, voice-overs, music

Exporting:

What is your intent/message?

What format/equipment do your patients use?

How will you disseminate this information?

Resources for Support

- Organization Staff
 - Medical Library Resources/IT Staff/Marketing
- Educational Institutions/Students
- Non-profit organizations
 - American Cancer Society, American Diabetes Association
- Online Resources
 - <http://www.salt.org> (journals with articles from all industries)
 - <http://www.aect.org> (technology trends journal)
 - <http://ahme.org/resources.html> (assistive media)

Process for Creating a Teaching Handout

1. Identify goals- who, what where, when and how
2. Identify key players- experts
3. Utilize resources- what are your policies and procedures? What is standard of care/ best practice?
4. Revise and revise and revise...
5. Education of staff and distribution

Process to Create Teaching DVD

1. Find Participants/experts
2. Review written teaching materials- want to mirror
3. Create script- outline

Content	Camera Shots	Who-Time
Intro	2 people talking- mix with picture of hospital, angio	Jen and Sandy 5 minutes
Part 1: PICC	Up close of PICC	Sandy-5 minutes

4. Film sections
5. Staff education and distribution

Why a DVD?

- We are living in a new age of technology- Patients and families have more access to computers and DVD's.
- Hands- On Demonstration and Practice is Best!

