

Advocacy videos (25%):

The purpose of this assignment is to engage you in the use of current technology and encourage nursing participation in social marketing to influence health policy. No student is expected to produce a professional level video....you are not being taught to be videographers! Choose an issue or concern related to health policy and present it in a video than may influence the public, thought leaders or policy maker. Your video will not simply provide education about a disease or condition.....you must advocate for a specific policy option. This is not an educational video....it is an advocacy video.

You may choose to be a “talking head” or you may present in an interview format, narrate an action scene, create an animated video or present a narrated slide show of still pictures. Several tutorials and the required release forms are available in the Course Schedule.

- **Title:** appropriate to topic, does not recede into blandness, likelihood to be searched on web. Use captions for all unclear sound/speech.
- **Meta Tags:** Provide 10 words or short phrases related to your topic as meta tags for web searches. Include “Duke University” and “School of Nursing” as tags.
- **Timing:** Length should be ~7 minutes
- **Content:** Clearly explain a health or healthcare issue and what you want the viewers to do to help resolve the issue.
- **Releases:** Since these will be public videos and may involve patients, all subjects in your videos must sign a release form. Patients must sign a HIPAA release form. All people featured in your video, including yourself, must sign the general release form or the HIPAA form. No psychiatric/mental health patients may be subjects of a video. Both the patient and non-patient version of the release forms are available on Sakai in Week 11. In accord with Duke's Risk Management, original signed releases must be turned in to Drs. Short by the due date (so get these in the mail!) for storage and you should keep a copy for yourself.
- **Posting:** Videos will be posted by Dr. Short to the *N652 2014 YouTube* channel. Students will need to create a YouTube account. Since Dr. Short is responsible for all content on her You Tube channel, Google/YouTube does not allow other subscribers to directly upload to any channel other than their own. You must send Dr. Short the URL for your video after you post it to your own individual YouTube account. She can then add it to the class's channel.
- **Fair Use:** If you plan to use anything that is copyrighted within your video you must complete the ‘Fair use checklist’, which is available on the Duke scholarly communications website. <http://library.duke.edu/about/depts/scholcomm/copyright-and-fair-use.pdf>. Most music may be used for an educational purpose such as this but it is your responsibility to read and use the Fair Use checklist. When in serious doubt, alert Dr. Short.

View videos from former N652 students at

<http://www.youtube.com/playlist?list=PLD54B80AB82E1F8AE>

Criteria	9-10 Points	6-8 points	3-5 points	0-2 points
OBJECTIVE	Video clearly explained an issue related to health policy and advocated for evidenced-based recommendations.	Video explained a health policy issue. Evidence supporting recommendations less clear.	Video did not clearly explain a health policy issue. Vague or too many recommendations. Evidence may be lacking.	Video lacks clarity about the health policy issue, recommendations and/or evidence-basis. May be confusing. Does not hold attention.
ORIGINALITY	Video uses a unique and original method to effectively express the policy issue and was engaging to the viewer	Video used traditional methods, but did include some unique elements that effectively drew in the viewer	Video used a unique method to express its message but the method overshadowed the message leaving the viewer unclear. The video was largely educational rather than advocacy.	The entire video was crafted in a manner that does not include creative elements that would draw in the viewer.
CONTENT FACTS	All facts and information presented are accurate and complete. The flow of ideas is logical. 7 minutes or less duration. Appropriate for general public	Facts are accurate but content is incomplete. The flow of ideas is logical. 8 minutes duration. Appropriate for general public	There is a general lack of clarity regarding facts and information. Facts are out of date. The flow of ideas may be poor. 9 minutes duration. Less appropriate for public	There are inaccuracies and incomplete information in the video. The flow of ideas is illogical. 10 minutes duration. Inappropriate for public
VIDEOGRAPHY	Video smooth and the focus was excellent throughout the entire video. Faces are not distorted.	Video only occasionally had slight movement and/or slight focusing problems.	The video was unstable and/or the focus was poor for part of the video.	Video was unsteady and moved, and/or the focus was very poor throughout the entire video. Does not hold attention.
AUDIO	The video's sound was sufficiently loud, level and clear at all times. The sound is pleasing and holds attention. Fair use rules observed.	The video's sound sometimes faded out and was clear part of the time. The sound holds attention.	The video's sound was poor or displeasing and not clear at all times. There may be some distracting noise. Background music may be overwhelming.	The video's sound was insufficient and difficult to make out. There is much distracting noise. Does not hold attention. Fair use rules may not be observed.
STYLE/ ORGANIZATION	The video was well conceived and showed excellent organization of content. Reflects a level of taste in keeping with professional nursing standards.	The video showed fair organization of the content.	The video was not well conceived or showed poor organization of the content.	The video showed no logical organization of the content. Level of taste is immature or off-putting.
TEXT, TITLES AND CREDITS	All text, titles and credits are accurate, and legible. Title grabs the viewer's attention and contributes to advocacy.	Most text, titles and credits are accurate, and legible. Title weakly contributes to advocacy.	Most text, titles and credits are accurate, and legible. Title is puzzling or distracting from topic.	Inaccurate or absent text, titles, or credits.
RELEASES	All releases are signed and originals delivered to faculty on time	Some releases signed and delivered		Releases not delivered on time
META TAGS	10 meta tags help YouTube users locate the video		Less than 10 meta tags provided	No meta tags provided
POSTING	URL emailed to Dr. Short by due date and time			Zero score: Not emailed to Dr. Short or not on time



DUKE UNIVERSITY MEDICAL CENTER

School of Nursing
Reply to Undersigned

**PERMISSION AND RELEASE FORM FOR RECORDING, WEBCASTING, AND ARCHIVING
EVENT/PRESENTATION**

TITLE or DESCRIPTION OF EVENT/PRESENTATION

DATE/PLACE of Event _____

The undersigned hereby grants to Duke University School of Nursing (hereinafter "licensee") the following authorizations:

1. I hereby expressly grant permission to record my presentation and/or comments (the Material), in any and all forms, in the above-named event/presentation.
2. I hereby expressly grant permission to use, encode, digitize, copy, edit, transcribe, excerpt, transmit, display and publicly perform the digital video stream of my participation, as well as use my name, voice, likeness, biographic information and any ancillary material in connection with my presentation.
3. I warrant that I have the right to authorize the licensee to reproduce, distribute, adapt, display and publicly perform the Material. I agree to indemnify the licensee from any fees or liabilities incurred by the licensee as a result of the licensee's transmission, and/or distribution of the Material, including but not limited to defamation, rights of privacy or publicity, copyright, patent rights, trade secret rights, moral rights, or trademark rights.
4. I hereby release and discharge licensee from any and all liability arising out of my participation in the Event, including but not limited to my rights of privacy or publicity, copyright, or trademark.
5. All permissions and releases granted by me herein shall extend and apply to licensee's assigns, contractors, sublicensed distributors, successors, and agents.
6. This Authorization will be governed in accordance with the laws of the State of -----.
7. I understand that licensee is a nonprofit entity. I grant permission to distribute the Material for sale (in cost recovery mode) in complete or partial form on any media format now or hereafter known.

Signed _____

Name: _____

Date: _____

Address: _____

Phone: _____ Email: _____

Note: If under 18, Parent/Legal Guardian Signature required.

Name of child: _____ Parent/Legal Guardian signature _____

**HIPAA PRIVACY AUTHORIZATION
FOR RELEASE OF INFORMATION AND VIDEO/AUDIO RECORDING**

Permission for Photographs/Video and Audio Recording

I, _____, authorize Duke University Health System, Duke University Hospital and/or Private Diagnostic Clinic, its affiliates, providers, staff, students and/or its representatives (collectively “Duke”) to take, use, produce, transmit and/or distribute photographs, images, and audio and video recording of Duke School of Nursing doctoral nursing students’ interview of and/or discussion with me as a Duke patient that may include my personal presence, name, and description of my medical treatment and condition (referred to as “recording”).

I understand that such recording would be used primarily for participation in a Duke School of Nursing doctoral students’ Health Policy class project that will be transmitted on YouTube. I understand that once the recording is released on YouTube that Duke retains no control of the use of the recording and the recording will no longer be protected by federal or state privacy law. This authorization does not have an expiration date.

I understand that I will receive no compensation for authorization for the recording. I also understand that participating in the recording will not in any way affect the care I receive or my medical bills associated with Duke. I have the right not to participate in the recording. Choosing not to participate in the recording will in no way compromise the care I receive.

I have read this form and fully understand the contents. I agree to be bound by this authorization. I acknowledge and represent that I am 18 years of age or older and have the right to contract in my own name or that I am legally authorized to sign this form for the patient.

This authorization may be revoked at any time. Revocation must be made in writing and sent to **Privacy Office, Duke University Health System, DUMC Box 3162, Durham, NC 27710**. The revocation will take effect on the date that Duke receives my notice except to the extent Duke has already taken actions based on this Authorization. When signed, this form will be retained by the Duke University School of Nursing, Doctor of Nursing Practice Program, DUMC Box 3322.

DATE

SIGNATURE/Printed Name

RELATIONSHIP if Legal Guardian of Patient

So here's the steps to find the meta tags :

1. open to the video's URL
2. no need to play the video
3. put the mouse somewhere not on the video itself....you don't want the source code for the video, you want the source code for the posting. So right click while you're hovering in the white space just below the video blackened area and you'll get a menu that include "View Page Source
4. Click on View Page Source
5. Press Ctrl + F simultaneously (Command for "find")
6. A box will appear allowing you to type in "Keywords"
7. Read the highlighted keywords (otherwise known as meta tags)
8. Students are supposed to have 10 tags and include the words Duke University and School of Nursing as two of the tags. They can have as many tags as they want. Some programs students use to create videos (e.g., PowToons) will automatically insert tags related to the program itself.