

AIHPC Online Workshop 28 April 2021
Digital Communication Skills for Palliative Care Researchers
Post Workshop Helpful Resources

Table of Contents

Sharing Research Outputs 2

Free Capacity Building eLearning Course 2

Writing Research Blogs 2

Creating Research Videos 3

Example of a Research Video Script and Structure 5

Examples of Research Videos Within the Context of Palliative Care 6

National Adult Literacy Agency (NALA) - Plain English Resources 7

This event was proudly supported by:



Sharing Research Outputs

AllHPC can support Palliative Care Research Network and Early Career Researcher Forum members by disseminating your research messages, knowledge and findings using a research video, webinar, podcast, blog article, and/or on [The Palliative Hub Professional – Research Zone](#), across social media and through AllHPC monthly newsletter. Please contact Marie McKeon, AllHPC Knowledge Transfer Project Manager for further information: mmckeon@aiihpc.org

Free Capacity Building eLearning Course

Developing a Dissemination Strategy for Health Research: we highly recommend health and social care professionals wishing to build capacity in research dissemination complete this course. Watch this short video to learn more: [video](#). To access this free online course simply register with [The Palliative Hub – Learning Platform](#).

The course is designed to build researchers' competence on how to apply a peer-reviewed knowledge transfer and exchange model [EMTReK] to a research proposal, project and/or findings to achieve successful research dissemination. It provides step-by-step guidance on how to develop, implement and evaluate a research dissemination strategy using a structured approach to maximise outcomes. The course contains 8 short modules, 4 case studies and learning resources. Learners can progress through the contents and materials provided independently and at their own pace. Allow 120 minutes to complete the core contents. Once the course is completed participants will be able to print a certificate of completion for your own records. This activity attracts 2 CPD credits for doctors and 2 CEUs for nurses and midwives registered with the NMBI. If you have any questions about the course please contact Marie McKeon, AllHPC Knowledge Transfer Project Manager for further information: mmckeon@aiihpc.org

Writing Research Blogs

Use a '**writing for the web**' approach. How we consume information within blogs and on websites is different to other mediums of communication. For concise detailed tips on how to write for the web read pages 70-72 '[Writing for the Web](#)', NDA's Customer Communications Toolkit for the Public Service.

We advise writing your blog article using **language for a 'non-expert'**, avoid acronyms and explain complex research and/or medical terms if it is necessary to use them. For more detailed tips on how to write using plain English use the National Adult Literacy Agency's (NALA) free resources: [Plain English Guidelines at a Glance](#) | [Plain English Checklist](#) | www.simplyput.ie/words-and-phrases-to-avoid

Hemingway App: a free readability checker. This can be helpful to identify sentences which may be 'very hard' for others to read (<https://hemingwayapp.com/>, accessed for free 19 April 2021).

Reader consideration

Who are you targeting with the research blog and why? Present information in order of importance to the reader to encourage them to read the full blog and/or act on the information. Hypothetical examples of reader personas below:

I am a **health care professional** working in palliative care. I want to know more about "*topic of blog article*", so I can provide my patients with more information about this symptom and resources available.

I am a **carer** for a family member with palliative care needs. I want to know more about research in the area of “topic of blog article” and how to become involved.

I am a **health and social care educator**. I want to learn about current research in the area of “topic of blog article” to inform my students of existing gaps in practice.

Example of plain English blog publication within the context of palliative care

Title: [eLearning course to help you assess and treat people with palliative care needs experiencing constipation](#)

Author: Dr Deborah Muldrew, Ulster University

Date of publication: April 2021

Keywords: Constipation, Palliative Care, Symptom Management, Educational Resource, eLearning Course

Word count: 1,000 [excludes ‘find out more’ section and ‘references’]

Creating Research Videos

Video editing apps

Desktop: [Windows 10 Video Editor](#) provides video creation and editing tools. This Video Editor is extremely easy-to-use and supports the creation of research videos with a professional finish. Features include music, text overlay, use of still images, motion, and 3D effects. Alternatively, you can download a free version of [Movavi](#), which has more comprehensive features including video overlay, picture in picture, and control of the audio track separately.

Mobile: [InShot app](#) is an all-in-one visual content editing app for mobile phones free from Google Play Store. It allows you to create videos, edit photos, and create image collages. App features allow you to trim clips, change the speed of your footage, and add filters, music, and text. (Accessed for free 9 March 2021)

Frequently asked questions

Q How to write a research video script?

Use language for a non-expert, avoid acronyms, explain complex research and/or medical terms if it is necessary to use them, and use the active voice.

For more detailed tips on **how to write using plain English use NALA’s free resources:** [Plain English Guidelines at a Glance](#) | [Plain English Checklist](#) | www.simplyput.ie/words-and-phrases-to-avoid

Q How long should my research video be?

Aim for 90 seconds (maximum 2 minutes).

Q What should the word count be?

- General rule of thumb is 60 seconds = 140-150 words and **90 seconds = maximum 220 words**.
- **Use visual aids** to communicate what cannot be said verbally and to support the script, as necessary.

- Remember that **silence is a very powerful** tool. Very short silent pauses between points are an effective way of structuring your script into small bite-sized chunks of information for the viewer. Also, a brief pause before making an important point can place emphasis on the information being shared.

Q How should I order/structure the information being presented in the video?

This will depend on the objective of the research video and the needs of the viewer.

Viewer consideration: who are you targeting with the research message and why? For example, if the purpose of the research video is to encourage people to partake in your research ensure you speak to your target stakeholder directly. Example of a hypothetical opening script:

“Do you have palliative care needs (short pause), or are you a family member caring for a person with palliative care needs on the island of Ireland? If so, would you like to share your experience and contribute to improving palliative care in the future? (short pause). We (use visual aids/text overlay to communicate organisation, name and salutation) are currently carrying out research to better understand.....XXX”

Q How do I achieve high quality sound?

To achieve the best quality sound in your video, choose a small quiet space (the smallest room in your house may work best). Hard surfaces allow sound to bounce off them causing poor quality sound as a result. Avoid sitting in front of a window. Sit close to your recording device. If necessary, use a headset to improve the sound.

Q Can I achieve a high-quality picture if using a phone for video creation?

You can use your phone to capture professional video footage. To achieve the best possible outcome:

- **Do not hold the phone.** To achieve a steady picture, it is essential you place the phone either on a stand or on a hard stable surface.
- Use the **camera on the back** of your phone.
- **Clean** the camera lens first.
- **Record in landscape mode** (that is, horizontally). This will give you footage that looks good on larger devices.
- If your phone has a feature that allows you to **overlay a grid on your screen**, use it.
- **Positioning yourself in the frame:** The rule of thirds describes a basic compositional structure of a photograph/video. Imagine that there’s a 3-by-3 grid laid over the field you’re filming. Instead of placing your subject right in the middle of the shot, you should place your subject along one of the lines of the grid. The points where the lines intersect are particularly strong areas of focus. [Helpful video – [how to frame a talking head](#) accessed for 20 April 2021].
- **Avoid shadows.** Ensure adequate lighting. Record towards the light. Use lamps placed either side of the camera to avoid shadows, if necessary.

Finally, re-watch your video a couple of times considering the **contents/structure, language used, tone of voice** and **pace of speaking** and **eye contact**. Evaluating the overall look and feel. If you can ask a friend or colleague to watch your video and get their feedback.

Example of a Research Video Script and Structure



eLearning course 'Developing a Dissemination Strategy for Health Research' [[Draft script and video critiqued](#) during the workshop, 174 words @ 88 seconds].

Video flow/structure	Script/slide/visual aid	Video editor feature
Snapshot of core details	Slide: displaying course name, logos and key details about the course.	<ul style="list-style-type: none"> background music
Overall learning outcome	The free eLearning course, 'Developing a Dissemination Strategy for Health Research' provides a step-by-step guide on how to develop, activate and evaluate a research dissemination strategy using a structured approach.	<ul style="list-style-type: none"> Face to camera Text overlay communicating speaker name, organisation & job title. background music
Summary of what course content includes	The course contents identifies key stakeholders within palliative care and provides guidance on how to tailor research messages to meet their needs.	<ul style="list-style-type: none"> Face to camera background music
	Individual modules demonstrate the benefits of planning timely activities to share and exchange research messages with target stakeholders using a variety of communication channels and identify metrics to evaluate knowledge transfer and exchange activities.	<ul style="list-style-type: none"> Face to camera background music
Core learning outcome	By completing this course you will learn how to apply a peer-reviewed knowledge transfer and exchange model [EMTReK] to a research proposal, project and findings to achieve successful research dissemination.	<ul style="list-style-type: none"> Face to camera Text overlay communicating full name of KTE model background music
	Slide: displaying KTE model EMTReK	<ul style="list-style-type: none"> background music
Layout and features of the course	3 slides: This eLearning course, designed to be completed within two hours, contains 8 short modules [slide], 4 case studies [slide] and learning resources [slide].	<ul style="list-style-type: none"> Custom audio background music
CPD approval	2 slides: All learners who complete the course will receive a 'certificate of completion'.	<ul style="list-style-type: none"> Custom audio background music
How to access	Slide: To access this free course simply register on The Palliative Hub – Learning Platform or visit knowledgetransfer.ie for further information.	<ul style="list-style-type: none"> Custom audio background music

Please Note - Text cut from draft script above due to time limitations: 'Do you have important research messages you want to share with key stakeholders within palliative care, including people with life limiting conditions, their families, carers and other health and social care professionals?' | 'Also, this activity attracts 2 CPD credits for doctors and 2 CEUs for nurses and midwives registered with the Nursing and Midwifery Board of Ireland.'

Final video produced based on feedback gathered available here: https://youtu.be/yKEh5t_py18

Examples of Research Videos Within the Context of Palliative Care

Palliative Care Research Projects	Links
	<p>www.pelci.ie/</p> <p>Key words: Palliative Care; Chronic Disease, Delivery of Health Care, Integrated; Outcome Assessment (Health Care); Health Policy, Secondary Data Analysis</p> <p>Video link: https://youtu.be/jG9U6-U3Xfe [76 seconds]</p>
	<p>www.mysupportstudy.eu</p> <p>Key words: Advanced Dementia, Family Carer Decision Support intervention, Family Carers, Care Homes, Healthcare Staff</p> <p>Video link: https://youtu.be/qfUloOZ6lzE [3 minutes 36 seconds]</p>
	<p>www.pallcare4dementia.com/</p> <p>Key words: Dementia, Palliative Care, Evidence-based Model, Community Care</p> <p>Video link: https://youtu.be/oLJEPjKPIbQ [2 minutes 25 seconds]</p>
<p>Constipation Assessment and Management - an Educational intervention [DEMCon]</p>	<p>The Palliative Hub – Professional/ Webpage</p> <p>Key words: Constipation, Symptom Management, Hospice, Palliative Care, Education</p> <p>Video link: https://youtu.be/b7zeEnd-NJQ [104 seconds]</p>
<p>Developing a Knowledge Transfer and Exchange Model – EMTReK</p>	<p>www.knowledgetransfer.ie</p> <p>Key words: Knowledge Transfer & Exchange (KTE), KTE Model, Research Messages, Knowledge Transfer Activities, Dissemination, Evidence into Practice</p> <p>Video link: https://youtu.be/MSqIwkysSFc [3 minutes 21 seconds]</p>
<p>‘Developing a Dissemination Strategy for Health Research’</p>	<p>To access register with: https://learningplatform.thepalliativehub.com/ For further information visit: www.knowledgetransfer.ie</p> <p>Key words: Research Messages, Active Dissemination, Target Stakeholders, Iterative Processes, Mixed Communication Channels, Evaluation</p> <p>Video link: https://youtu.be/yKEh5t_py18 [100 seconds]</p>

Please contact Marie McKeon, AIIHPC Knowledge Transfer Project manager for further information if required: mmckeon@aiahpc.org

National Adult Literacy Agency (NALA) - Plain English Resources

For any queries around NALA resources or training contact Sean Driver, Plain English Editor and Trainer, National Adult Literacy Agency (NALA): sdriver@nala.ie

Become a member of NALA

If you would like to support NALA's work, you can [become a free member of NALA](#). You'll get one email a month and a vote at our AGM.

[NALA Plain English Network on LinkedIn](#): I want to establish a community of people interested in promoting plain English in their organisation and throughout Ireland. Sharing resources, expertise and case-studies. Help me get it started!

Free online training

[Two-hour e-learning about plain language in criminal justice](#)

NALA helped to develop this as part of an EU project. While intended for people who work in criminal justice, it spells out the principles of writing in plain language very well.

Top resources

Plain English reference guides

[NALA plain English resources](#) like the [Writing and Design Tips](#) booklet and [Plain English Checklist](#).

[NDA Customer communications Toolkit for the Public Service — A Universal Design Approach:](#)

This is a comprehensive guide that covers writing for the web.

[Plain English Style Guide for the Public Service](#)

[How to run a content critique](#) from Content Design London

The HSE provide excellent guidelines for writers

[The HSE Guidelines for Communicating Clearly](#)

[The HSE Content Guide](#)

Writing tools and resources

[Hemingway App](#) Checks how readable your writing is

[English Vocabulary Profile](#) Check when a language learner is expected to know a word. A1 is a beginner. C2 is fluent. Most readers are in the middle around B1/B2.

[Fraze.it](#): Corpus of sentences to check how words and phrases are used. I use it when

Writing links

Check out Nielsen for tips about [how to write better link labels](#).

How to guides

[EU How to write clearly](#): Good short introduction to principles of writing in plain English.

[Oxford guide to Plain English by Martin Cutts](#) This is a great reference book and resource guide to writing in plain English.

Grammar books

David Crystal writes helpful books for people wanting to improve their grammar.

[Rediscover Grammar](#) is a good place to start

Oldie but a goodie (where I take my plain English philosophy from)

George Orwell's Essay on '[Politics and the English Language](#)'

Design tools and tips

[Colorable](#) Check if your design passed web-accessibility standards. Need hex code or an eye for colour

[Contrastchecker.com](#)

Here you can upload an image and it will help you test it.

[Gov.uk How to design for accessibility](#)

Links to information and research about effectiveness of plain language

[Plain Language Association International](#)

[The Clarity Journal](#): Research on plain language along with tips, before and after examples and much more.

[Nielsen research](#) on benefits of plain language.

Joseph Kimble: [Writing for Dollars, Writing to Please](#). Book of case studies on how plain language saves time, money and effort.

Podcasts

[Wheel Podcast on Using Plain English](#)

[NALA Podcast with Literacy Students](#)

Fun resources

[Fun videos from the New Yorker on Grammar](#) Diverting introduction to grammar

[Fun posters on Grammar](#) from the Oat Meal

HSPC Share - blog platform

[HSCP Share](#) is a new blog platform designed to connect Health and Social Care Professionals (HSCP) with one another. Blog submissions are welcome for review. Email your submission to HSCP.nationaloffice@hse.ie. You can follow blog publications by going to www.hscpshare.com and adding your email address to the 'Follow' box. Also, keep up to date on Twitter @WeHSCPs