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GLADE short trainings in areas of health and well-being

DELIVERABLE D4.1 6
MONTH 18

Abstract

This document presents the step-by-step process for the creation and dissemination of short training videos in the area of good health and well-being by detailing the progress made by the GLADE Virtual Institute. The goal of this project is to make a series of short videos that will be shared on social media and the EC2U website. The purpose of these videos is to inform and educate the public in GLADE's areas of interest and provide a short description of courses offered by the GLADE Virtual Institute.

This hereby document is composed of two sections, corresponding to the intermediary deliverables (M12 and M18), which gives the reader a clear overview of the project, from a short description to the applied methodology. Note here that this project and the said deliverable were constructed via a collegial approach that ensured the quality of both.

D4.16 GLADE short trainings in areas of health and well-being

Month 12

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I. Brief description of the GLADE Short trainings in areas of Health and Well-being

This deliverable details the foundations of the project: GLADE Short trainings in areas of Health and Well-being, by clearly defining the objectives, general methodology, and the implementation plan.

A. Short videos – a key communication element in sharing knowledge and skills

Sharing knowledge and skills for the purpose of learning is a prevalent practice on the Internet that has taken many forms, ranging from informal channels like e-mail newsletters or web-based group forums to more formal systems such as recognized training and even university degrees (Hugues & Gonzalez, 2009).

Video consumption is the fastest-growing field of mass communication among new digital technologies (Vorbau et al., 2007). New mobile technologies are causing significant changes in the production, consumption, and delivery of video-based content (Vorbau et al., 2007). The rapid transition to video consumption presents an enormous potential to use cinema for science communication in very cost-effective and far-reaching ways (Roe, 2014). Science narrative in films has been utilized to teach and impact a diverse global audience (Whiteman, 2009). Films offer an advantage in storytelling because they can "visually transport people to places and situations they could never encounter otherwise" (Norman, 2000, p. 28). This is a critical advantage of employing video for science communication: when an audience is removed from an issue, they are unlikely to act, but a film might potentially transport them there and make them care (Wright, 2010).

Using short videos for disseminating information is one of the best ways of reaching the public. Mobile short-form video entertainment allows mainstream public sites to distribute critical information more quickly and promote openness. Chen et al. (2021) studied citizen involvement with social media during the pandemic and discovered that public health departments should provide shorter films with longer titles as well as content focusing on health issues and stakeholder guidance. Their study suggests that video length is negatively related to the number of public likes, shares, and comments.

Shorter videos tend to have superior content since they necessitate thorough planning in order to convey information concisely (Guo et al., 2014). The authors studied a massive data collection containing 6.9 million Massive Open Online Course (MOOC) videos and found that shorter videos

were seen as having higher quality, resulting in more engagement. In addition, shorter videos are more in line with social media users' information consumption habits. TikTok videos are typically consumed on mobile devices in short bursts.

B. Objectives of the short videos

The GLADE Short trainings in areas of Health and Well-being are part of the GLADE Literacy LAB, one of the three components of GLADE Virtual Institute for Good Health and Well-being.

These GLADE Short trainings in areas of Health and Well-being will be short videos created by the members of the GLADE Virtual Institute on subjects related to Good Health and Well-being. The underlying objective is to share information on scientific topics in an accessible and engaging way, following a unitary structure that may be familiar to the general public. Therefore, the format, tone, and content will be constructed to ensure the shared information is easily understood by the non-academic public. Dissemination will be adapted to the target audience, making the videos available on various social media channels.

C. Implementation of the project

The GLADE Virtual Institute is composed of experts on the topics of Good Health and Well-being. Though a collegial approach was adopted to determine the different topics and the dissemination plan, specialized experts are responsible for the content creation of each video. With the wish of ensuring equal participation of all Partner universities, each member of EC2U will be in charge of producing one video. The general methodology was determined prior creation and implementation in order to convey information precisely.

The themes (see Table 1 below) were defined firstly with the target audience in mind: What is the general public interested in? What information is the most relevant? What key message should be shared? and secondly in relation to the conferences proposed within the GLADE Virtual Institute. It is to be noted that the latter allows the general public to access further information on the different themes of the videos.

1. General methodology for the creation of the short videos

Although in the last two years the use of different video conference software has been largely democratized, a certain level of expertise is needed when creating videos. General methodology was thought out in the early stages to set best practices for all involved in the video creation. Note here that this methodology was determined in collaboration with the WP4 Board and the EC2U Communication Coordinator. The final decisions were to create:

Short and engaging videos: The videos will be short, of approximately 3 minutes. In the case when a subject is broader and requires more time to be properly presented, the video will be split it in two (or more) 3-minute videos.

Accessible format: To make the videos more appealing and the information easier to understand and remember, Work Package 4 thought about making and promoting them in the form of 'How to ...' videos, or 'How to ... in 5 steps', or 'The 5 most important ...'.

Multi-lingual content: The videos will be presented in each of the author's native language and will have English subtitles, as well as subtitles in Finnish, French, German, Italian, Portuguese, Romanian or Spanish when possible (the main goal remains to have English subtitles).

Linked to detailed information: These videos will be accompanied by links to the corresponding recorded half-day conference(s) organized by the GLADE Virtual Institute, so that people interested in learning more on the subject, can easily access detailed information on the different themes.

The general methodology is to be furthered detailed for all active members of Work Package 4, with best practices that allow them to seize the project and create content adapted to the target audience.

2. Themes and estimated dissemination plan

The themes of the short videos were decided according to 1. the expertise of the members of Work Package 4, in each Partner university, and 2. the points of interest of the targeted audience. The estimated schedule for these short trainings is linked to the GLADE half-day conferences schedule (refer to deliverable D4.18 for more information).

PARTNER UNIVERSITY	PRESENTER	TOPIC	ESTIMATED COMPLETION DATE
IAȘI	Daniela Șoitu	How your life is influencing your aging?	October 2022
POITIERS	Laurie Galvan	How to improve your sleep while aging?	October 2022
PAVIA	Rossella Nappi	The woman at midlife: How to be prepared for middle age?	April 2023

TURKU	Sari Stenholm	How can you improve your life after retirement?	April 2023
COIMBRA	Paula Santana / Ricardo Almendra	How the place you live is influencing your life?	October 2023
JENA	Ruediger Trimpop	How to stay healthy and happy at your workplace/ in the campus?	October 2023
SALAMANCA	Marina Holgado	How to prevent cancer throughout your life?	October 2023

Table 1: Themes and estimated schedule

II. Content descriptions of the short videos

The section below describes the themes and key messages of the first four from the seven videos to be produced by Work Package 4. The remaining three videos will be framed according to the specified communication plan. Note here that though the themes and key messages are detailed below, the content will be further adapted when creating the videos.

A. How your life is influencing your aging?

Presenter: professor Daniela Șoitu

Is aging just a phase of our life? Yes and no. Let me tell you why:

1. The aging process starts with the first second of your life. Now it is nicely called: Growth.
2. The quality of life and the health status from your childhood will be mirrored later when you will grow old.
3. You are the main actor in your aging. Your decisions and choices will be reflected later in how you look, how you feel, and how you live.
4. As people, we are living in a system, in a society, and this is influencing us. Your social integration practices lead to happier aging.
5. The best time of late adulthood is the one you are better prepared for.

A. How to improve your sleep while aging?

Presenter: professor Laurie Galvan

1. Sleep is a natural biological process involving internal and external factors.
2. Do you know that you can act on the external factors to drastically improve your sleep?
3. You should try to get as much natural sunlight as possible in the morning to synchronize your internal clock
4. After 7 PM: you should avoid exercising, smoking and drinking alcohol
5. Don't worry; your body will tell you when it is tired, so listen to it and go to bed when your train of sleep is coming!
6. Your bedroom should be a relaxing place with dimmed light and no visible clock. Your alarm clock will ring so sure, you don't need to see it; trust it.

But what if I wake in the middle of the night and can't sleep? Well, don't stay more than 30min awake in your bed; just get off the bed and start a calm activity like reading (no screens), and your train of sleep will come back. It will! Sleep tight.

B. Woman at midlife: How to be prepared for middle age?

Presenter: professor Rossella Nappi

1. Women between 40 and 55 years of age may start observing some changes in their physical and psychological well-being.
2. Hormonal changes along with the aging process itself play a crucial role because body and mind have to adapt to different needs and fertility comes to the end.
3. The hallmark of midlife is menopause which corresponds to a period that may last 5 to 7 years around the last menstrual period. Women may observe signs and symptoms, for instance hot flushes, with a great impact on quality of life and future health.
4. Apart seeing a doctor to discuss preventive measures for a healthy aging and to eventually seek treatments for specific needs, midlife women should, now more than ever, be mindful of their diet and life-style, keeping a balance in their busy life with a new spirit.

C. How can you improve your life after retirement?

Presenter: professor Sari Stelholm

1. Retirement as a life transition
2. Changes that happen during retirement transition (time use, work stressors, social networks, life style)
3. Suggestions how to improve health behavior, stay mentally, and socially active

D. How the place you live in influences your life?

Presenters: Professor Paula Santana, dr. Ricardo Almendra

(Content will be completed in the deliverable D4.17).

E. How to stay healthy and happy at your workplace/in the campus?

Presenter: Professor Ruediger Trimpop

(Content will be completed in the deliverable D4.17).

F. How to prevent cancer throughout your life?

Presenter: Professor Marina Holgado

(Content will be completed in the deliverable D4.17).

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I. Short videos – from objectives to implementation

A. Overview of the project

The intermediary deliverable (M12) of this project detailed the objectives, general methodology, and implementation of the GLADE short trainings in areas of health and well-being. These trainings will be short videos created by the experts of the GLADE Virtual Institute with the underlying objective of sharing information on scientific topics in an accessible and engaging way. The format, tone, and content will be constructed to ensure the shared information is easy to be understood by the non-academic public. Dissemination will be adapted to the target audience, making the videos available on various EC2U and Partner university social media channels.

A collegial approach was adopted at all levels. The themes of the videos are wide-ranging from “How your life is influencing your aging?” to “How to stay healthy and happy at your workplace/in the campus?” - each member of EC2U will be in charge of producing one video.

B. Detailed methodology for the creation of the short training videos

The methodology adapted by the Work Package 4 was focused the following goals 1. **Short and engaging videos**, 2. **Accessible format**, 3. **Multi-lingual content**, 4. **Linked to detailed information**. The section below provides a step-by-step process as well as best practices for the creation of the short videos.

1. Video-creation software

To complete the general methodology for the short training videos, Work Package 4 analyzed the most well-suited software for the creation of the short videos. Short instructions were presented on how to use Canva, Microsoft Power Point, and Zoom to create short videos. These short instructions (provided in Annex 1) were created as step-by-step guidelines for the authors of the videos, to facilitate video-creation and ensure the quality of the videos produced.

Following various testing, feedback from the members of Work Package 4, the Work Package 4 Board analyzed and concluded that the best tool for all to use was Canva.

II. Applied methodology for video creation

1. The premises and short description

Building upon the general methodology and video creation guidelines, the first short video, using Canva, was visually framed by the GLADE's administrative coordinator and scientific coordinator.

This first video was to provide a general idea of what was expected, a template, for all experts of Work Package 4. Access the short video template [here](#).

This first frame was presented and agreed upon at the WP4 Board level. The content - key messages – for each short video are created by the authors, reflecting their expertise in the field.



Figure 1: Screenshot from the first video created on CANVA

2. Other information included in each of the seven short videos

As one of the objectives of these short videos is to provide the target audience with further information, other information is to be included in each video, i.e.:

- GLADE Virtual Institute web page and EC2U webpage
- GLADE Conferences and registration links

- LIFELINE Master Programme and link with details

3. Dissemination plan for each of the seven short videos

The general dissemination plan for is the following:

PARTNER UNIVERSITY	PRESENTER	TOPIC	ESTIMATED COMPLETION DATE
IAȘI	Daniela Șoitu	How your life is influencing your aging?	October 2022
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Table 2: Dissemination plan

Prior the official communication of each video, a validation and publication process has been designed by the Work Package 4 Board:

Step 1: Creation of video by the expert

Step 2: Presentation of video to the WP4 members, and validation by WP4 Board

Step 3: Uploading of the video with the English message to the appropriate Social media under the GLADE and EC2U umbrella: Webpage, YouTube channel, Facebook, Tweeter, Instagram, etc.

Step 4: Translation of the key messages in the seven EC2U countries main languages

Step 5: Official launch in English and in the other seven languages of the Alliance.

IMPORTANT REMARKS / CONCLUSION

The collaborative work of Work Package 4 within the EC2U Project, that is described in this document, is firstly designed to educate the public on the topics concerning the GLADE Virtual Institute, the citizens of our Alliance's seven cities but not only.

Another important objective of this work is that of raising awareness on some important issues that the general public should be familiar with.

Closing the gap between science and the general public is another very important objective that the creation of the GLADE Short trainings in areas of Health and Well-being is fulfilling.

III. Annexes

A. Annex 1: Video-creation software

These are short instructions on how to use Canva, Microsoft Power Point, and Zoom for, for the short training videos to be created by WP4 members.

These may serve as step-by-step guidelines for the authors of the videos, to facilitate video-creation and ensure the quality of the videos produced.

a) Canva

Using Canva, one can make high-quality videos without being a professional video editor. Canva allows creating videos just like creating power point presentations, using their extensive library of ready-made templates, or starting from scratch. One can upload one's own media, or use Canva's library of stock images, videos, elements and music to create a professional-looking video.

On the Canva homepage, the video creation options can be located by selecting 'Features' from the top menu bar, and selecting 'Videos' under the 'Explore' heading. Click on "Make a Video" to get started.

In the video creation window, the sidebar on the left will take you through all the steps you need to create a video. The rest of the page is dedicated to previewing your creation.

Getting started with a Template

- Select the template option from the left sidebar.
- Browse templates by category (ie. Education, explainer, etc.).
- Use the search field at the top of the sidebar to look for keywords. The 'Filters' button allows you to focus on a range of colours and supported language, and it also allows you to specify if you are looking for free or pro templates.

Getting started with a Blank Edit

You can create a video from scratch just like you would create a power point.

- Add more video slides by clicking the "+" at the bottom of your screen.
- Change the length of each video slide by clicking on the timer icon above your slides.
- Reorder your slides by dragging slide thumbnails left or right along the timeline.

How to add text

Adding text to your slide is very straightforward. If using a template, you can alter the text by editing the one that came with your chosen template or select other text to include from the Text sidebar.

To add text to a blank slide:

- Select “Text” from the sidebar.
- You can add a basic heading and edit it with the text options that appear in the toolbar at the top of your screen or scroll through and select one of the designed text options.

How to add transitions?

- Click on the “+” sign between your two slides.
- Select Add Transition.
- Select your transition style

Adding Audio

In the “music” tab on the sidebar, Canva has a variety of free background music that you can choose from. You can use the search bar to look for music related to certain keywords.

You also have the option to upload your own audio using the “Upload” tab. You can use this to upload your own music tracks or voiceovers.

To adjust your audio:

- Click on the audio bar below your slides.
- The audio controls will appear above your slides.
- Use audio controls to add effects, adjust the length of your audio, and alter the volume.

Finishing your Video

- In your toolbar at the top of your window, click on the title box to name your video.
- Click on the Play button next to Share to preview your video.
- Click Share to add collaborators to your video or download your project.

b) *Microsoft Power Point*

When you make a recording of a presentation, all its elements (narration, animation, pointer movements, timings, etc.) are saved in the presentation itself. The presentation becomes a video that your audience can watch in PowerPoint.

After you've created your slides and recorded any timing and narrations and laser pointer gestures that you want to include, you're ready to create a video file.

- On the **File** menu, select **Save** to ensure all your recent work has been saved in PowerPoint presentation format (.pptx).
- Click **File > Export > Create a Video**. (Or, on the **Recording** tab of the ribbon, click **Export to Video**).
- In the first drop-down box under the **Create a Video** heading, select the video quality you want, which pertains to the resolution of the finished video. The higher the video quality, the larger the file size. (You may want to test them to determine which one meets your needs).
- The second drop-down box under the **Create a Video** heading tells whether your presentation includes narration and timings. (You may switch this setting if you like.)
- If you haven't recorded timed narration, by default the value is **Don't Use Recorded Timings and Narrations**.
- The default time spent on each slide is 5 seconds. You can change that timing in the **Seconds to spend on each slide** box. To the right of the box, click the up arrow to increase the duration, or click the down arrow to decrease the duration.
- If you have recorded a timed narration, by default the value is **Use Recorded Timings and Narrations**.
- Click **Create Video**.
- In the **File** name box, enter a file name for the video, browse for the folder that will contain this file, and then click **Save**.
- In the **Save** as type box, choose either **MPEG-4 Video** or **Windows Media Video**.
- You can track the progress of the video creation by looking at the status bar at the bottom of your screen. The video creation process can take up to several hours depending on the length of the video and the complexity of the presentation.

c) *Zoom*

Most of us got used to Zoom during the last two years. Although it is a video conferencing software, it could be used to create short videos. Here are the steps one could take for that.

- Click **"New Meeting"** This will open a new window and start your webcam video.
- Click the **Record** button and select **"Record to Cloud"** option; you are now recording.
- If you wish to post your video on YouTube, Vimeo or some other video sharing website, click **"Record on this computer"**, ZOOM will make a mp4 file after you end your ZOOM meeting.
- To record your computer screen, click the **"Share Screen"** icon in the middle of the Zoom window. Select your main screen to record and press the **"Share Screen"** button.
- To end the recording, press the **"More"** menu option and select **"End Meeting"**. Press the **"End Meeting for All"** button. This will end your meeting and start the upload process, so stay connected to the Internet.
- If you selected **"Record to Cloud"**, after you have pressed the **End Meeting** button, your recording will automatically will be uploaded into the ZOOM Cloud server. You should get an email sent to your email after 20-30 minutes.
- If you selected **"Record to this Computer"**, after you pressed the **End Meeting** button, your recording will be saved on your computer. ZOOM recordings are saved in a folder called ZOOM within your documents folder.

Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.