



## TEACH CoLab

Engaging students in practical solutions to improve connectivity and wellbeing: practice examples

# TEACH CoLab

---

- TEACH CoLab (Transnational Education and Community Health Collaboratory)
- **Aim 1:** To connect staff and students across three institutions (the University of Washington, Institute of Technology, Carlow, and Waterford Institute of Technology)
- **Aim 2:** To consider the factors that contribute to health disparities and social injustices locally and globally



# Practical Media Skills

---

- How to engage the media to promote health
- Over the years: photography and video projects, radio ads, organising events (Be Active, Be Happy Day at WIT; Marchathon), blogging on Health Promotion issues
- Smarter Travel projects 2019 (multimedia, event organisation): walking, cycling, public transport, carpooling on campus AND/OR highlighting local amenities
- THIS year: theme of social connectedness



# Digital storytelling

- How do we connect? What is the value of stories? How do we transmit a clear message?

padlet

J Early + 14 • 3mo


## "I am from" photo stories and poems

Share your "I am from" photo story and/or poem here. You can create this as a digital story (like examples), a narrated Powerpoint, an Adobe Spark essay or video, a Pecha-Kucha, etc. Choose your own medium, but rise to the creative challenge of helping us get to know more about you—and where you are from through use of storytelling and visuals. I've posted THREE examples here. Example #1 and #2 are digital stories produced by UW alums, Sophie and Isabela. Example 3 is an example of a photo essay. Example 4 is in digital poetry form.

J Early 4mo

### EXAMPLE #1: Digital Story format

This is a digital story from UW Husky Sophie Knudson.



CHID where I'm from by Sardinia UW youtube

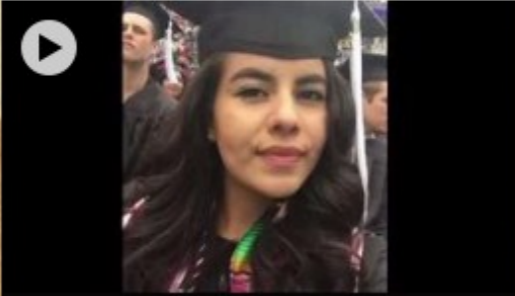
1

Add comment

J Early 4mo

### EXAMPLE #2 : DIGITAL STORY

"I am from" poem by UW alum (2017), Isabela Ahumada.




Isabelas Digital Story by Sardinia UW youtube

1

Add comment

Lauren English-Adams 4mo

### Who am I, Lauren English Adams



Hi, I'm Lauren 1:15 video padlet drive

1

3 comments

J Early 4mo


This was so beautiful! It's wonderful that you have such a strong family circle and strong women to guide you!

Chelsea Ryan Gibson 3mo

Lauren <3 This is so so great! I love your use of imagery - and the use of phrases that really show where you were brought up and how :) I love how you tell of all

Lorraine Conneely 4mo

### 'I am from' - Lorraine Conneely



Media Skills 1:32 video padlet drive

1

3 comments

J Early 4mo

This made me smile! I grew up with four sisters, and can relate to them (one in particular) taking my clothes and never giving them back! ;-). But I would not trade it now. Sisterhood is special


Chelsea Ryan Gibson 3mo

Lovely use of imagery and videos to describe how and where you grew up! The pictures of your childhood and the

Anonymous 4mo

### Who I am

Nicola Phelan 20080336



My Movie (1) 1:46 video padlet drive

1

3 comments

J Early 4mo

I loved your poetic use of rhyme, your photographs and effective storytelling! That last line was such a nice ending!

Chelsea Ryan Gibson 3mo

The use of rhyming was effective! Descriptive terms telling of the culture, family you were brought in was

# Challenges in developing good social marketing for health

---

- How to avoid typical approaches
- Memorable radio ad/video in 45 seconds
- Getting students to think creatively!
- TEACH CoLab influence: theme of social connectedness



# This year's multimedia projects

---

- Making a **connection**/ offering a **sense of belonging** for students
- How does smarter travel enable you to make a **connection** with other people?
- Time constraints...
- And fear!



# This year's entries: Radio ads

---

- The Carpool Connection:  
<https://soundcloud.com/jennyoconnorwit/carpool-connection-v2-mixdown>
- The Leapcard Connection:  
<https://soundcloud.com/user-151723555/leapcard-connection>



# This year's entries: Videos

---

- Smarter Travel: The Local Connection: [https://www.youtube.com/watch?v=W94tIU\\_M0cg&feature=youtu.be](https://www.youtube.com/watch?v=W94tIU_M0cg&feature=youtu.be)
- The International Connection: [https://www.youtube.com/watch?v=yCl1AesyZM&feature=em-share\\_video\\_user](https://www.youtube.com/watch?v=yCl1AesyZM&feature=em-share_video_user)



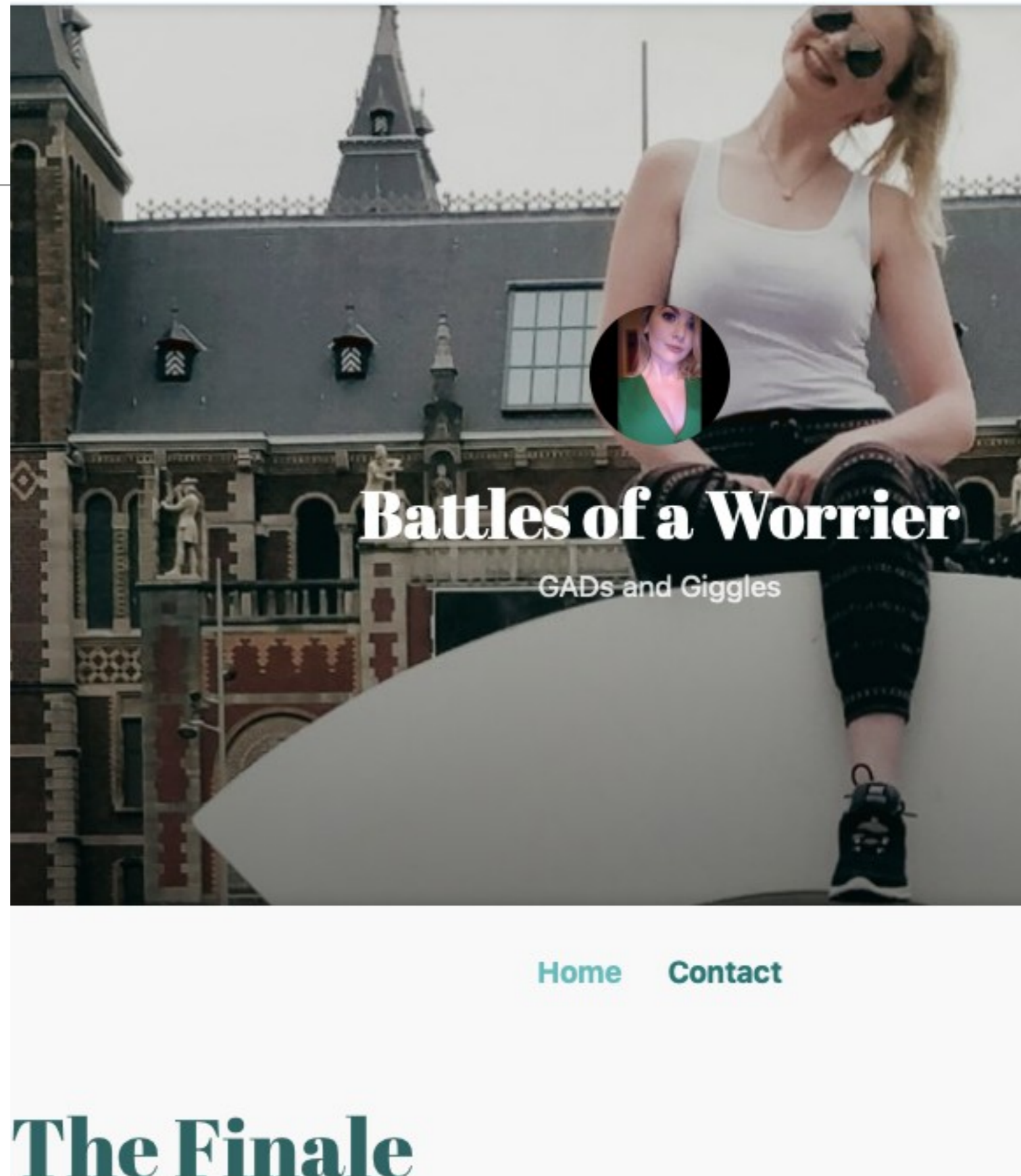




# Blogging

---

- Blogging for Health Promotion
- Developing a personal voice
- Potential of blogging for health?
- Challenge: telling us what we (think we) want to hear?
- Example; <https://battlesofaworrier.home.blog/2019/04/08/the-finale/>



# What's next

---

- Coming soon: TEACH CoLab website
- Erasmus + potential
- Summer School
- More collaborations for 2019-2020
- Contact: [jmoconnor@wit.ie](mailto:jmoconnor@wit.ie)

