

# Assessing the production of healthy lifestyle-related short video messages as an intervention for Health Promotion

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## I. EXECUTIVE SUMMARY

Health promotion is the process of enabling people to increase control over and to improve their health". It covers various social and environmental interventions designed to benefit and protect individuals' health and quality of life by addressing and preventing the root causes of ill health, not just focusing on treatment and cure (WHO,2016).

Short video messages should be simple, they should identify the target audience, information should be provided through short scenes or short messages, the word choice should be meaningful, sidetracks should be avoided, and anecdotes and examples must be used when necessary (How to Communicate your Message in a Short Video - mysimpleshow, 2022).

The Health Promotion Bureau is the prime health authority for health communication and health promotion in Sri Lanka. The social media unit of the HPB spearheads the development of healthy lifestyle-related short video messages, mainly uploaded to their Facebook platform.

A problem analysis was done to find the recurring problems when creating short video messages. The primary issues were determined to be the lack of modern cameras and video equipment, the absence of a studio where the videos could be recorded, the lack of enough money, the lack of performers who could speak Tamil for the creation of the Tamil language short videos and the lack of skilled actors who know what is expected of them when performing in short videos.

Finding donations to the HPB of the latest recording equipment, finding an acceptable space to be used as a studio, searching for INGOs and national NGOs as funding agencies, searching for university students who possess knowledge in acting, and maintaining a list of health professionals who are proficient in Tamil to act in the videos were suggested during brainstorming sessions.

## II. INTRODUCTION

Optimal physical, emotional, social, spiritual, and intellectual health can be called health. The science or practice of encouraging people to make lifestyle changes to achieve optimal health is known as health promotion. A mix of initiatives to raise awareness, alter behavior, and create environments that support healthy habits can help people improve their lifestyles (Viner and Macfarlane, 2005).

Health promotion combines educational, organizational, economic, and political actions designed with consumer participation to enable individuals, groups, and whole communities to increase control over and improve their health through attitudinal, behavioral, social, and environmental changes (Howat *et al.*, 2003).

**Health promotion (Howat *et al.*, 2003).**



Over half of the populations in Western nations need to meet the physical activity recommendations, which call for performing at least thirty minutes of moderate-intensity physical activity each day, despite the abundance of evidence regarding the numerous health benefits associated with regular physical activity. Although various intervention strategies have been created and put into practice to enhance physical activity among the population, the prevalence of inactivity serves as an excellent reminder of the ongoing need to improve intervention strategies and boost their efficacy. As a result, interventions that are individually "tailored" have demonstrated better results. The capability and strength of internet-based applications have significantly increased in recent years. Internet-based applications enable users to upload text, links, videos, or photographs to well-known websites, giving them power over generating, creating, and sharing content. According to user data, these are incredibly well-liked and are being adopted by many people very quickly. Facebook and YouTube are two of Field's most well-known apps (Vandelanotte and Mummery, 2011).

The Health Promotion Bureau is the center of excellence for health communication and health promotion in Sri Lanka. It has developed a series of healthy lifestyle-related videos that they have uploaded to its Facebook platform. Sri Lanka has approximately five million Facebook users, and the Health Promotion Bureau's Facebook page has 601 thousand followers. There are vital areas to consider when sharing a short video message. First, getting the audience's attention is essential. They need to understand the message quickly. For this to be done, the right words, a clear structure, and relevant audiovisual input to support the communication is necessary. First, we must know whom the message is intended for, as this will determine the tone and style of communication.

Only after this has been determined can the focus be on the relevant content to engage that particular target audience, which will get us to know their interests. This can be used as a starting point for the message. Simplifying the message is essential for short video messages. The message is simplified by using simple terms that start with the script. Sentences must be kept short, and sections or parts should be used. Each part must make a point to make the message clear and compelling. Digesting small pieces of information is more accessible than a large information block. This means that in a short video, simplicity is achieved through the use of short sentences, short paragraphs, and short scenes, which will keep the developed video short.

Specific words must be chosen very carefully. Communication will not be successful if complex words are used. If there is a definite need for complicated terminology, it should be explained to them in straightforward terms. The message should get to the target point quickly without any distractions. The message has to be concise and direct without confusing the audience with too much information. Only the essentials must be given at a moderate speed to understand what is being said. When audio and visual elements are combined, a message can be simplified even further. However, imagery should not be overused. Visuals should be used effectively by focusing on the essentials and by using simple images that will enhance communication.

Too long and detailed messages will result in failed communication, as audiences will likely lose interest. This is why developing short videos for HP purposes is essential (mysimpleshow,2020).

The purpose of this study is to review the production of healthy lifestyle-related short video messages as an intervention for Health Promotion, identify the challenges faced when developing them, and provide suggestions for improvement.

### Objectives of the case study

1. To assess the production of healthy lifestyle-related short video messages as an intervention for health promotion
2. To find out the challenges faced during the production of short video messages
3. To suggest measures to face the challenges

### III. PROBLEM ANALYSIS

#### Methodology

The following methodology was used for problem analysis;

1. Key Informant Interviews
2. Focus Group Discussions
3. Direct Observation

#### Problem identification

The above methods were used to collect data from key stakeholders: the director, the deputy director, the unit-in-charge community physician, senior registrars, community medicine registrars, and medical officers of the social media communications unit of the HPB.

The following were the main challenges for producing healthy lifestyle-related short video messages.

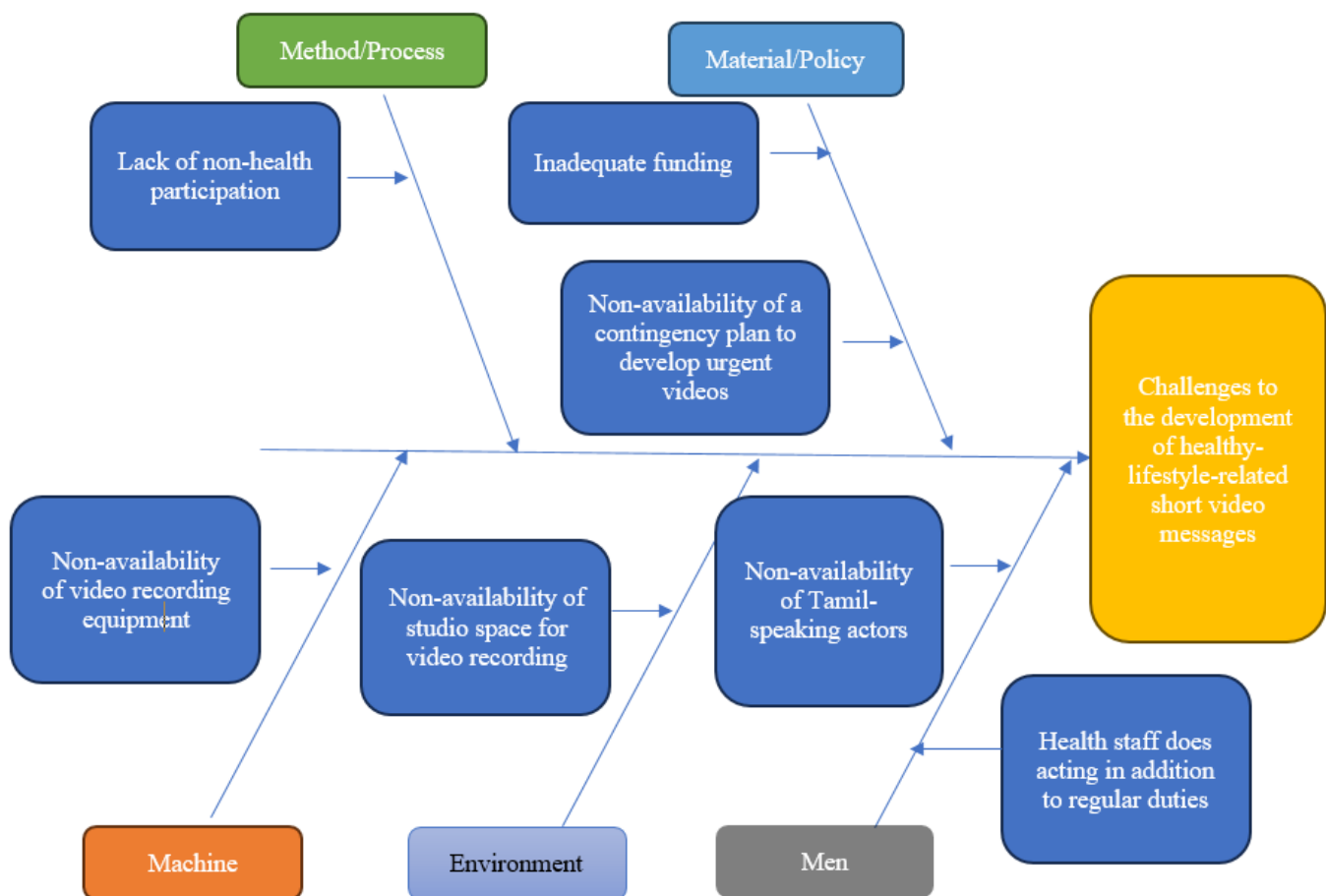
1. Special equipment needed for video recordings was not available in the social media communications unit. Some recordings were done from mobile phones.
2. Studio space is not available for video recording at the unit.
3. No primary funding source is available for the production of videos
4. Professional actors are not available due to cost. Doctors and health staff participate in most recordings.

5. There needs to be more staff who speak Tamil to develop short videos on the Tamil language.

6. Inadequate time to develop some Health promotional short videos.

A fishbone diagram was used for root cause analysis.

### Fishbone Diagram



#### IV. PROPOSALS

##### **Prioritization of root causes**

Although the challenges were few, they were essential for creating the video material successfully. Therefore, solutions were sought to address all these challenges.

##### **Discussion**

1. Non-availability of specialized video recording equipment and cameras

The short videos with health promotion messages are uploaded to Facebook for viewing. For the message to be successfully captured by the audience and to get an increased audience to watch the messages, the quality of the video, the colors, and the resolution are critical.

2. Non-availability of studio space for shooting video

The social media communications unit has no designated space for shooting Health Promotional videos. Short video messages should be without external physical disturbances and unwanted noises. Otherwise, it may impair the quality of the video message.

3. Inadequate funding sources

Due to the present economic crisis in the country, health ministry funds are allocated only for the primary resources, such as medication and equipment purchases. Therefore, the social media communications unit must receive funding from the Ministry of Health. With the world's booming economic recession, international funds from Non-governmental organizations have also become scarce. Developing and directing video material is a costly issue. Therefore, developing video material has become a challenging issue.

4. Non-availability of professional actors

The social media communications unit needs a pool of professional actors to use in the short health promotional videos. The difficulty of payment for the services is one of the main reasons. The actors currently participating in the videos are all health staff. The quality of the roles could have improved if people with some knowledge of acting were employed for the videos. In addition, the acting in the short films may impair the staff's regular daily work schedule.

5. Non-availability of Tamil-speaking actors for the videos

Currently, most of the short videos being developed by the social media communications unit are in the Sinhala language. The reason is the need for more reliable staff who speak Tamil. A short Tamil language video that is produced must be understood by the entire Tamil-speaking population in Sri Lanka. Only then will the message that is intended be successful. The dialect and pronunciation are different in different parts of the country. Therefore, the message intended has to be understandable by everyone.

6. Occasions with inadequate time for the development of short video messages

There have been occasions when health promotional videos needed to be developed within a short frame (one week) to present to the public due to public concerns and public health emergencies. Putting together the necessary resources in such a situation has been complicated.

7. Developing video messages with only the participation of the health staff

As it is easier to develop the HP messages using available health staff, the involvement and input of the non-health people should be noticed. This may need to be improved when sending the intended messages to ordinary people.

#### V. RECOMMENDATIONS

Following Brainstorming sessions with experienced medical officers in Health Promotional activities, the following recommendations are suggested;

1. Non-availability of specialized video recording equipment and cameras

Cameras and video recording equipment using the latest technology are mandatory for developing HP videos. Therefore, this equipment must be requested from the Ministry of Health funds, or they have to be urgently procured through available funds. If funds are unavailable, necessary actions should be taken to acquire this equipment through donations from non-governmental organizations.

2. Non-availability of studio space for shooting video

An acceptable space from the social media communications unit premises should be selected to construct a studio dedicated to developing Health Promotional videos. If such space is unavailable, then steps must be made to build a studio for shooting the videos. Suppose such space cannot be found in the HPB premises. In that case, temporary measures must be taken to acquire an area from a nearby government facility until a permanent place is developed.

3. Inadequate funding sources

As adequate funds are unavailable through the line ministry, independent funding sources must be sought for the continuity of the programs. Available funds should be used sparingly for the most critical programs. The possibility of acquiring funds from international funding agencies should be sought.

4. Non-availability of professional actors

As the University of Colombo is nearby, assistance can be sought from the university students' drama societies when future videos are developed. Students in the institutions have some experience and knowledge of what is expected of this program. Moreover, since this is of public health importance, it is possible to acquire their services without cost.

5. Non-availability of Tamil-speaking actors

Measures can be taken to acquire the services of Tamil-speaking health professionals from nearby government health institutions voluntarily.

#### 6. Inadequate time for the development of short video messages.

The social media unit should develop a contingency plan to prepare video material within a short period during public health emergencies and when needed.

#### 7. Inclusion of non-health staff for the development of video messages

Having non-health staff's involvement will add more diversity to the short video messages. It could also be more effective if multiethnic representations are made as they represent the Srilankan society's different cultural backgrounds.

### VI. IMPLEMENTATION

1. The recommendations were discussed with the Director of HPB, the Deputy Director of HPB, and the Community Physician of the social media campaign at HPB.

Following the discussion, identified recommendations were prioritized.

Later, the director met with all the unit heads to discuss the best way to implement the recommendations.

2. Budgetary constraints can be resolved by finding national or international funding agencies willing to help the unit with its health promotional activities.

3. The students who come from universities to voluntarily act in the short videos should receive letters of appreciation from the HPB.

4. A list of Tamil-speaking health and non-health staff should be available at the media unit for participation in Tamil language-speaking short video messages

5. The HPB must find a suitable place to develop the studio. If space to build a studio on the HPB premises is unavailable, space from existing buildings for similar purposes in nearby government buildings under the health ministry should be sought.

6. The media unit of the HPB should prepare a list of non-health staff representing various professional sectors and different cultural backgrounds of the society. This will bring more diversity to the developed short video messages.

### VII. CONCLUSION

The Health Promotion Bureau is the center of excellence for health communication and health promotion in Sri Lanka. It consistently develops a series of healthy lifestyle-related videos that are currently crucial to the public, which they upload to its

Facebook platform. Srilanka has approximately five million Facebook users, and the Health Promotion Bureau's Facebook page has 601 thousand followers. This reflects the importance of the Health Promotional short video messages developed by the HPB.

A problem analysis was performed using Focus Group Discussions and Key Informant Interviews with the identified key stakeholders, and direct observations were conducted.

Non-availability of specialized video recording equipment and cameras, Non-availability of studio space for video recording, inadequate funding sources, non-availability of professional actors, non-availability of Tamil-speaking actors for the videos, occasions with inadequate time for the developing short video messages, and developing video messages with the participation of only the health staff was identified as some of the main issues that the social media unit faces when developing short video messages.

Brainstorming sessions were conducted, and the following was recommended: acquiring the necessary communication equipment through donations, developing a studio space inside the premises or finding a suitable space in a nearby government institution, seeking funds for the media development from national NGOs or international NGOs, find suitable actors from university drama societies, find and maintain a list of Tamil speaking health/non-health professionals that can be used for Tamil language short videos, develop a contingency plan to create urgent Health Promotional videos and have a pool of actors representing the non-health sectors with a multi-ethnic background to add diversity to the Healthy lifestyle related short videos.

The identified recommendations were brought to the consideration and approval of the director.

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