



Early Detection and Integrated Management of Tuberculosis in Europe

PJ-03-2015

Early diagnosis of tuberculosis

D2.5

Project Video – Early Diagnosis

WP 2 – Dissemination

Due date of deliverable	Month 24 (03rd July 2018)
Actual submission date	12/03/2019
Start date of project	3 May 2016
Duration	42 months
Lead beneficiary	UCL
Last editor	Caroline Batt
Contributors	UCL, UNIBS (with contributions of material from other partners)
Dissemination level	<i>Public</i>



This project E-DETECT TB has received funding from the European Union's Health Programme (2014-2020) under grant agreement N°709624.

History of the changes

Version	Date	Released by	Comments
1.0	18-05-18	Caroline Batt	First producer's edit delivered and subsequently discussed with Valentina Marchese
1.1	22-10-18	Caroline Batt	Near-final version discussed with Ibrahim Abubakar and Gerard de Vries and edit requests sent to producer
1.2	24-10-18	Caroline Batt	Completed video delivered for screening at The Union conference
1.3	03-12-18	Caroline Batt	English subtitles completed and released
2.0	13-02-19	Caroline Batt	Bulgarian subtitled version completed and released for TBEC civil society event in Sofia

(NB: between April and October 2018 there were multiple edits and incarnations of the video as material for inclusion became available. Only the main edits are detailed above.)

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Introduction and objectives

The grant agreement stated that *“The video will only address early TB diagnosis and case holding”*, which gave us a degree of creative flexibility.

It was decided early on that the project video would provide a description and overview of E-DETECT TB’s objectives in the short and long term, with as much live footage as possible. The delivery date would be during the project and so we sought to use the video as an explanation of our objectives and progress to date, rather than a presentation of all results and findings.

The preference from E-DETECT leadership was to use filmed interviews with representatives from each work package alongside other elements to set the scene, illustrate achievements (where applicable) and demonstrate work in progress. The envisaged running time was 5-10 minutes.

The initial deadline for this deliverable was M24 of the project but, due to delays from other work packages, CHAFAE agreed that the deliverable date could be adjusted accordingly, to ensure that the final video would reflect the project accurately.

The purpose of the film is to provide an accessible introduction to E-DETECT TB, which can be disseminated to a wide audience.

Preparations

Due to the geographical spread of the project, timeframe variations and cost considerations, work packages were asked at an early stage to gather filmed and photographed footage of project activities being carried out, rather than for video producers to travel to activities and gather the footage themselves (where they could very possibly face logistical problems).

Posters for display at filming locations and consent forms for individuals who agreed in advance to be photographed were drafted according to industry standard and checked with UCL lawyers to ensure that they adhered to EU law including GDPR. These were shared with all project personnel and placed on the E-DETECT TB SharePoint for future reference.

Material produced would support various dissemination activities, such as news stories on the website, and would not be limited to use within the video. Material gathered in this way was delivered at no cost to the project.




Location warning notice filming/ photography taking place here

Please be advised that filming and/or photography will be taking place here, in this area between the hours of [insert hours] on [insert date].

If you do not wish to appear in any images captured please avoid this area at these times or tell us so that we can take appropriate steps to ensure you are not included.

The photographs/film will be used by the E-DETECT TB project team for dissemination of our activities.

UCL is responsible for the personal data collected and will use the images in accordance with European data protection law. For further information please email contact@e-detecttb.eu or visit e-detecttb.eu



Consent Form – Photography and Film

I hereby consent to the use of photographs and video recordings of myself, taken by members of E-DETECT TB project team or by agents authorised on behalf of E-DETECT TB, for dissemination of the project activities by the various partner institutions (visit e-detecttb.eu for a full list of organisations). The images will not be used for commercial purposes.

(PLEASE USE BLOCK CAPITALS)

Name: Date:
 Address:
 Email:
 Telephone number:

May we use your name in conjunction with the photograph?

Yes, my name can be used ☐
 No, my name cannot be used ☐

Signature: Date:
 Name:

Thank you for your co-operation in completing this form.

UCL is responsible for the personal data collected and will use the images in accordance with European data protection law. For further information please email contact@e-detecttb.eu or visit e-detecttb.eu

To be completed by E-DETECT TB staff

Name:
 Date:
 Location:

Above: extracts from poster template and consent form for filming locations

Similarly, the first annual meeting (May 2017, The Hague) was considered an opportunity to film some short piece to camera (“talking heads”) interviews with members of the consortium during breaks. This was identified as a cost-effective method with so many members in one place, and furthermore would ensure that footage was captured with interviewees who are extremely time-poor and may be difficult to schedule a separate filming appointment with. Whilst the professional company who was approached to record the interviews unfortunately had to withdraw from doing so at late notice, we were able to use basic equipment to record several interviews which have been included in the final film.

Appointing a producer

Due to logistics of delivering the video, it was agreed to approach UK-based producers for the video who were already known to be UCL preferred suppliers in this field. Three potential producers were approached and supplied quotes and ideas. Health Creatives, who are experienced in this field and work closely with UCL, were appointed in [MARCH OR APRIL?] 2018. By this time, we had gathered some filmed interviews with project members, photographs from WP5 activities, the app demo produced by Michele Marchi and some footage of the WP4 truck in development.

Production of the video

The producer reviewed material gathered so far and identified gaps in the narrative. Ideas of how to obtain appropriate additions to fill these gaps and enhance the video were discussed.

Production faced an early setback when one of the producers sustained an injury and had to withdraw, and could not be replaced. This caused some delay.

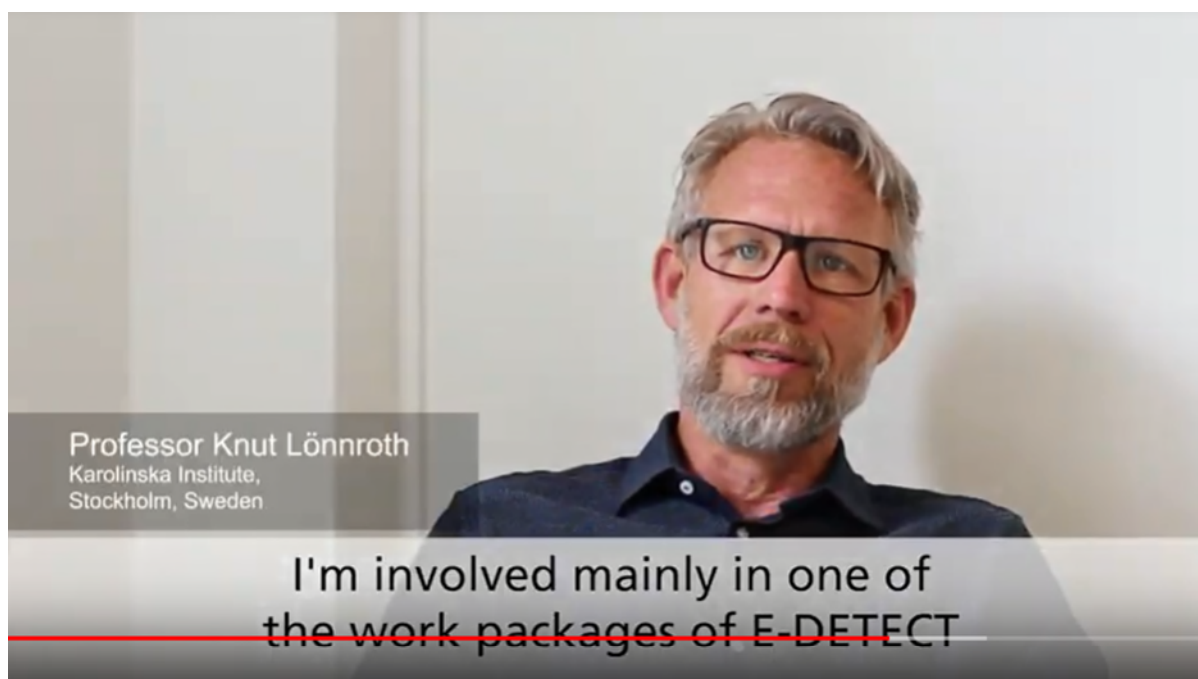
An interview was filmed with Prof Abubakar, scientific co-ordinator for E-DETECT TB. This footage was added to the video. An early cut of the video was produced by Health Creatives but WP2 personnel felt that it was necessary to wait until footage of the mobile X-ray unit in operation could be filmed and included. There was further delay while authorisation for the mobile x-ray unit to operate in Romania was obtained. In September 2018, WP4 personnel commissioned and delivered a short promotional video about the x-ray unit, involving an interview with the Romanian Minister for Health. A Romanian translation student at UCL was engaged to translate the short film and advise on which elements could be included in the overall project video.

With all elements now gathered, WP2 worked closely with Health Creatives in order for the final film to be ready in time for The Union Conference in The Hague in October 2018. Subtitles were added in order to adhere to UCL accessibility guidelines. The running time is eight minutes.

The video was premiered at The Union Conference during the E-DETECT symposium session and is available via the E-DETECT TB website, the CHAFeA website and YouTube. It has been shown at various other meetings and will continue to be available for dissemination of the project results. Health Creatives continue to be available to adapt the video as and when necessary, e.g. for the Bulgarian-language version (see below).



Screenshot from the project video using footage provided by WP4



Screenshot from the project video using interview filmed at the E-DETECT TB annual meeting

Additional E-DETECT TB videos and versions

In addition to the main project video, the following have been produced:

E-DETECT app tutorial

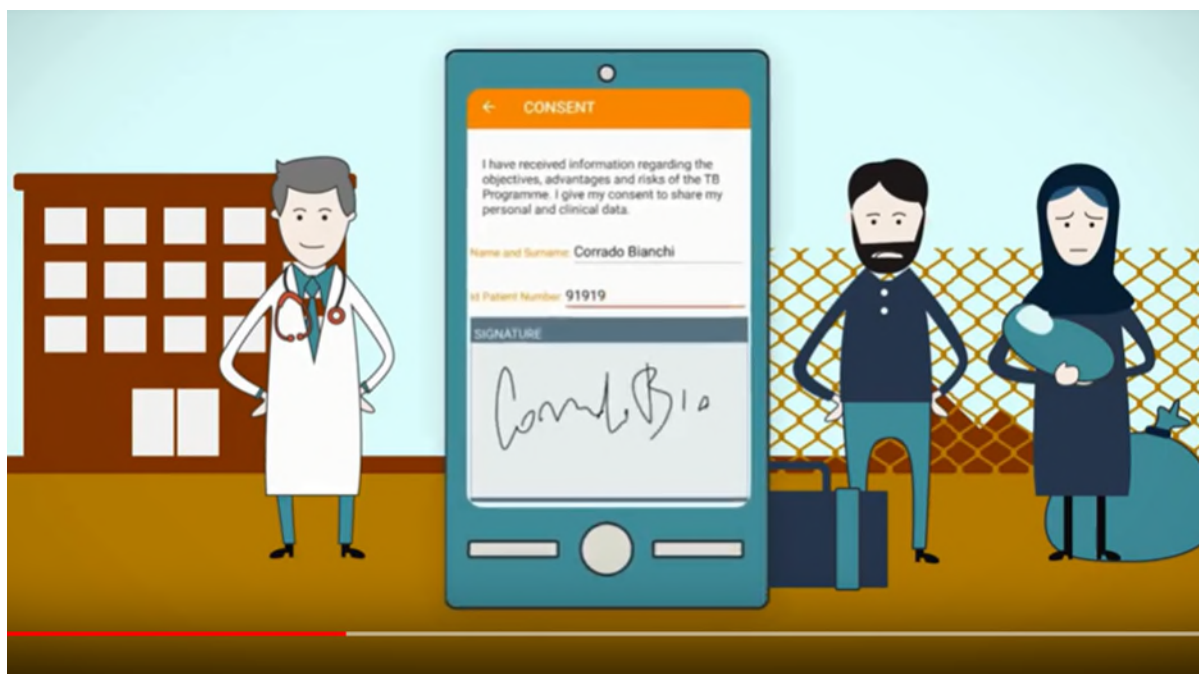
In June 2017 WP5 personnel approached the dissemination team and project leadership to enquire whether the dissemination budget could fund two videos (one being a briefer version of the full video) demonstrating the E-DETECT screening app that they had developed. It was agreed that this output fitted the dissemination objectives of the project overall and not just WP5, and was a suitably method of not only instructing Italian healthcare professionals on use of the app, but would be an appropriate way to showcase the app for a wider audience. Furthermore, the projected cost would not adversely affect the other objectives of WP2, as savings had been made on delivery of the website.

WP2 and WP5 worked together to gather three quotations for the app demo videos, resulting in Michele Marchi being appointed to produce them. They were completed in December 2017.

The two videos are:

- 1) E-DETECT tuberculosis screening app short tutorial 00:46, English captions accompanied by music <https://www.youtube.com/watch?v=bAZm6XExLnM>
- 2) E-DETECT tuberculosis screening app full tutorial, Italian voiceover 06:57 <https://www.youtube.com/watch?v=n8Zsjolpcuc&t=4s>

The videos were completed by December 2017 and have been disseminated widely among healthcare professionals in Italy. They are available via YouTube, the E-DETECT website, the CHAFAE website and are featured within the overall E-DETECT TB project video.



Screenshot of E-DETECT app tutorial video produced by Michele Marchi

Video tour of the mobile x-ray unit

The mobile x-ray unit was officially launched in Bucharest on 20th November, 2018. The Romanian team produced a non-audio short video tour of the unit (duration 54 seconds), to be shown at the launch. Although this was too late to be included in the main E-DETECT promotional video, we have uploaded it to YouTube at https://www.youtube.com/watch?v=nL_S4uJUB4c and it is accessible via our website. It was shown at the official launch and is being screened at other meetings.



Screenshot of mobile x-ray unit video tour

Bulgarian version

In February 2019, E-DETECT TB contributed to a workshop run by TBEC for civil society organisations in Sofia, Bulgaria. A significant proportion of attendees did not speak English and therefore we decided to change the intertitles and subtitles to Bulgarian so that it could be shown to attendees. A TBEC contact provided a translation by email and the Health Creatives producer make the appropriate changes, which were then checked by the TBEC contact. The Bulgarian version was shown at the civil society meeting and will be used for further communications leading up to the pilot in Bulgaria. It is available on YouTube and via the E-DETECT website.



Bulgarian language version of the full project video