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## BACKGROUND:

Healthi4U is an innovative competitive program for interdisciplinary student teams. This competition is generously funded by a foundation, and is coordinated by a student leader, student ambassadors, Spencer S. Eccles Health Sciences Library faculty and other university faculty.

## OBJECTIVE:

The goal of this video competition is to create engaging and informative videos related to health. These videos are aired throughout the campus including hospital patient television, common areas, and on the University's television channel. The first year's competition videos are viewable via e-channel.

## METHODS:

→A university-wide faculty committee planned a student health video competition. They outlined competition requirements, awards, judging criteria, and promotion. The details of the kick-off event and capstone events were also planned.

→A large publicity campaign promoted the competition to students and faculty.

→Students self-formed interdisciplinary teams at the kick-off event.

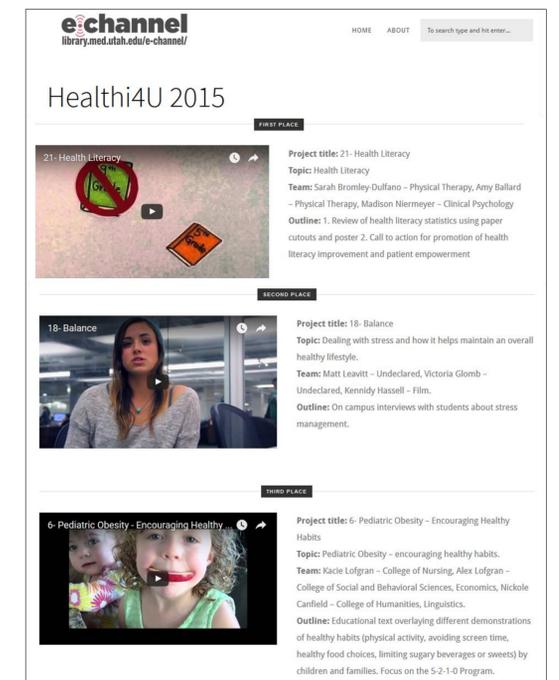
→Activities and deadlines associated with the competition were tracked by an online learning management system. Students were able to communicate with each other and the planning team via message boards.

## RESULTS:

- Thirty-five teams created videos. Four teams won scholarship prizes. 1st Place \$3,000, 2nd Place \$1,000, 3rd Place \$500, and People's Choice \$500.
- Faculty on the planning team found the experience to be rewarding as it acquainted faculty from across the University.
- Students were engaged and welcomed the opportunity to share health messages. They learned about the importance of health literacy guidelines when creating their video content.
- The publicity helped to highlight how a health sciences library can bring together many individuals to create a successful collaborative student competition.
- All videos can be viewed on e-channel.  
<http://library.med.utah.edu/e-channel/healthi4u/>

## IMPACT:

The University has access to many engaging and informative videos that can be used in different forums to educate patients and their families. They also serve as a resource for health care professionals and the public.



***Video messages impact patients, their families, and the health care professionals who care for them.***