

Creating Digital Videos to Promote Community Health

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Research Topic

Communities in South King County experience disproportionately negative health outcomes. Members of these communities are both diverse and resource-constrained. These communities experience diabetes rates that are 4 times higher than surrounding areas.

Our Solution & Process

We are adapting Digital Green's concept for creating and producing videos. With Global 2 Local we have been developing a process that enables community members to create health-promoting videos to serve their own communities. Our first videos are focused on healthy living for diabetes prevention.

Field Activities



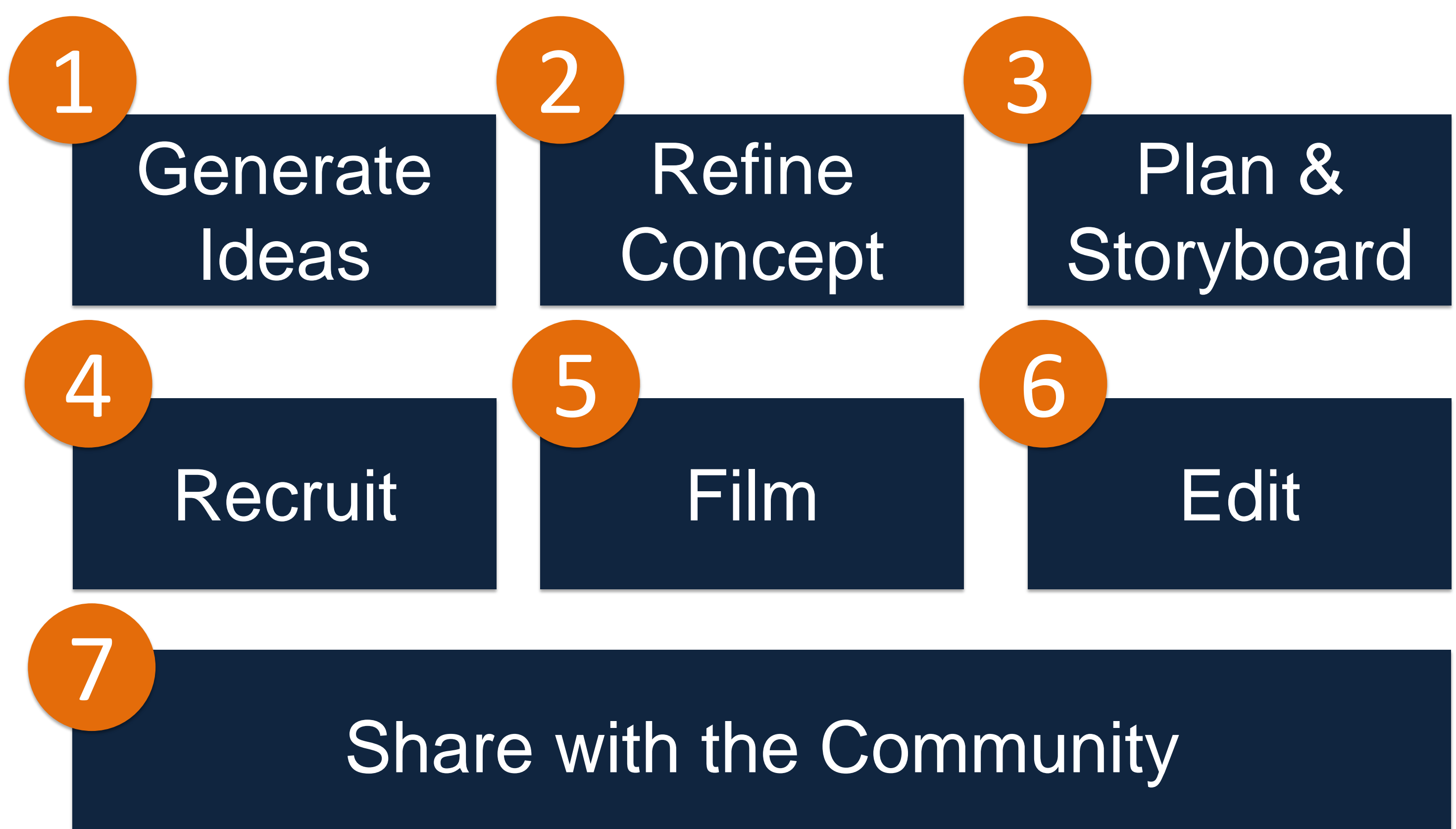
April 2012
Hands-on workshop at Global 2 Local with health promoters and program coordinators from the Community Schools Collaborative.

May 2012
Working with community members to shoot our first video on healthy, vegan Eritrean cooking.



Related Work

The work being done by Digital Green in India has shown that videos produced and featuring community members have been effective in encouraging rural farmers to adopt new agricultural practices.



Next Steps

Our next steps are to edit our first video and help the other health promoters film their videos. We also hope to collect information from both promoters and the community to better understand their experiences in creating or watching the videos.

Acknowledgments

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