



Health Sector Case Study In Cahoots Working with the NHS

incahoots



Swine Flu

Brief

To make the public, including schools and hard to reach communities, aware of how swine flu spreads and what to do if you catch it.

Solution

Presenter-led video material was produced for four different audiences: the community, primary schools, secondary schools, and professionals. We used Andi Peters, popular children's and young people's presenter and tv executive, to front the schools versions. Easy access to the material was key so subtitled versions in five different Asian languages as well as in English and signed for the deaf were part of the multi-platform package. The material was streamed from the Heart of Birmingham website as well as being distributed on DVD and complimented by a BRMB radio campaign.

Be Active

Brief

To celebrate and spread the word about Birmingham's BE ACTIVE scheme which allows everyone in the UK's second city free access to leisure centre facilities - swim, gym, exercise and dance classes - and has achieved some amazing results.

Solution

Four versions of moving image material including interviews and testimonials from participants linked by TV sports presenter and Strictly Come Dancing star Austin Healey. The eight-minute version is to promote the scheme to stakeholders, the shortest one-minute version will be shown in leisure centres as a promo. The five and three minute versions will go out in doctors' surgeries, health and family centres, sports centres and schools. The material has been encoded to allow flexibility across different platforms and the project will be delivered in April 2010.

Contact Us

www.in-cahoots.net
hello@in-cahoots.net
twitter.com/in_cahoots

A DIVISION OF TELEVISION JUNCTION LTD.