

Cancer Education Video Award Competition 2022:

Competition Overview & Instructions for Applicants

Award name	Cancer Education Video Award Competition
Description	The Cancer Education Video Award Competition is designed to solicit great ideas for educational development from various departments and individuals across the Cancer Program. Video resources can be directed to patients and families or for staff and/or trainees. Videos produced will be made available on the Princess Margaret Cancer Centre YouTube Channel and/or on the UHN Intranet depending on suitability and target learners.
Funding	The Cancer Education Video Award competition is supported by funds raised from the Cancer Education OneWalk Team. Funds from this competition will be used to produce a video. This includes plain language review, filming, audio and production. The funds do not cover costs associated with health care professional time in developing the video curriculum or the development of graphics not already available through UHN Patient Education.
Eligibility	To be eligible for this competition, all applicants must be staff or trainees at the Princess Margaret Cancer Centre. The video curriculum must be relevant to cancer education locally, nationally or globally. This competition is open to those departments and individuals who do not have funding to create videos.
Application Structure	To be considered for this award, complete the application form which includes: <ul style="list-style-type: none"> • Details of the video curriculum including the primary learning objectives (maximum 2 learning objectives) • Target population • Project summary including the relevance to the target learners and • Justification for video modality
Peer Review Panel	A subcommittee of the Princess Margaret Cancer Education Advisory and other invited reviewers will review the applications. The subcommittee will select the top video curricula.
Scope	The Cancer Education program will work with award recipients to develop video scripts and produce videos that follow best practice in adult learning principles and patient education. This includes: <ul style="list-style-type: none"> • Cancer Education consultation to develop the curriculum outline • Conducting the plain language review of the content • Video production

	<p>It is the responsibility of subject matter experts to ensure accuracy of the content. This includes obtaining feedback and input on the content from appropriate departments or individuals. If actors are needed for the videos, the award winners will secure volunteers from their departments for this role. Volunteer voice over actors will also be provided by the award winners.</p> <p>Videos created as part of the Cancer Education Video Award Competition will be no more than 5 minutes in length; additional videos can be produced should the department(s) provide funding for their development. Graphics, that enhance the content of the videos, can be included as deemed appropriate. If graphics required for the videos are not available in the UHN Patient Education graphic library, the Cancer Education team will work with the award winners to develop graphics with the UHN Patient Education graphic designer. The cost of these graphics will be the responsibility of the award winners. Animations are not included as part of this award.</p> <p>Award winner(s) will be required to agree to a memorandum of understanding (MOU). This MOU will outline what is to be expected of the winner and the Cancer Education department, including expected timelines, document review and production scope.</p>
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Evaluation Criteria

Applications will be evaluated based on the potential to provide a positive impact on the target population (e.g. addressing an unmet need), thoughtfulness and clarity of the project summary, appropriateness of the project for the indicated targeted learner and the meaningfulness of video for the proposed project. Applications will be scored as follows:

Score	Description
4.7-5.0	Excellent with no weaknesses identified
4.2-4.6	Excellent with minor weaknesses identified
3.6-4.1	Very good with minor weaknesses identified
3.0-3.5	Very good with moderate weaknesses identified
2.4-2.9	Good with moderate weaknesses identified
1.7-2.3	Fair with moderate weaknesses identified
1.0-1.6	Poor with moderate to major weaknesses identified
Below 1.0	Poor with major weaknesses identified

Important dates

Award launch	Monday, May 9, 2022
Application deadline	Thursday, June 30, 2022, 5pm
Application review	August 2022
Award notification date	September 2022
Awards Ceremony	September 2022

Submit your completed application to the Cancer Education Program Department at:
CancerEduAwards@uhnresearch.ca