

Cancer Education Video Award Competition 2024:

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 of a draft script submitted by the winning application, filming, audio, and production. The funds do not cover costs associated with health care professional time in finalizing the video script.
Eligibility	To be eligible for this competition, applicants must be staff or trainees at the Princess Margaret Cancer Centre. The video script 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 • A draft of your video script (does not need to be written in plain language) 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 proposal based on feasibility to complete the video within a reasonable timeframe and appropriateness of video as the modality.
Scope	The Cancer Education program will work with award recipients to finalize video scripts and produce videos that follow best practice in adult learning and patient education. Video development includes: <ul style="list-style-type: none"> • Cancer Education consultation to develop the draft script

	<ul style="list-style-type: none"> • Conducting plain language review of the draft script • 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. It is also the responsibility of the award winners to respond promptly to edits and questions from the Cancer Education video team. 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 (approx. 650 words); 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.</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> <p>Award winners will have 6 months from notification of their award to finalize the script content with Cancer Education. The video must be completed within a year of the granting of the award. If the video is not completed within a year, the award will be forfeited.</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	Wednesday, May 1, 2024
Application deadline	Monday, July 1, 2024
Application review	August/September 2024
Award notification date	October 1 2024
Awards Ceremony	October 28 2024

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