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blood flow for neonatology

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D6.3 PROJECT VIDEO

Work Package WP6

Lead Partner FONDAZIONE POLITECNICO DI MILANO

Contributing Partner(s) ALL

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Document history

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1. Executive Summary

The deliverable 6.3 presents the project video. In this document, we provide an overview of its structure, together with some screenshots. Fondazione Politecnico di Milano (FPM) has designed the video and has coordinated the effort of all project partners to realise the communication tool.

The BabyLux video provides a powerful visual description of the project, its goals and the partners' role. The video presents the same coordinated image and style of other communication materials realized – Website, Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc. - making the project instantly recognizable.

The video has been released as part of the dissemination tools.

The Video is available at the URL address: https://www.youtube.com/watch?v=q9kNjU53FPM&feature=youtu.be

http://babylux-project.eu/multimedia/video-gallery

Both language and subtitles are in English language.



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2. Introduction

The BabyLux video has been released on June 30, 2014 and it is available at the URL address: http://babylux-project.eu/multimedia/video-gallery.

FPM has designed the video and has coordinated the effort of all project partners to realise the communication tool.

Nowadays, video represents one of the most effective media for the dissemination by a large broad public of project's activities. The dissemination actions are addressing a broad public, expert groups, communities, stakeholders, end-users, and they intend to build a particular community around the project.

Dissemination through the video aims at raising:

- o **awareness** (making the project's work known) to reach awareness of the BabyLux motivation about the relevant results achieved;
- o **understanding** action through the partner's interviews.

FPM developed the video with the help of Jobbing consultance (Milan) and with strong cooperation of the partners.

The BabyLux video provides a powerful visual description of the project, its goals and the partners' role. The video presents the same coordinated image and style of other communication materials realized – Website, Logo, Headed Paper template, PowerPoint Presentation template, Leaflet, Newsletter, etc. - making the project instantly recognizable.

The BabyLux video is in English language.

Hereafter, an overview of the video is provided following its structure. Screenshots are also provided.



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3. The Project Video

The BabyLux video offers information about the project. The various sections (introduction, clinical trials, photonic technique, partners, conclusions) will allow visitors to be aware of the general structure of the project, its aim and expectations. The video of the project follows BabyLux Talks, video interviews with some partners of the projects.

The interviews with the partners have been realized in January 2014 in Fondazione Politecnico di Milano during the kick-off meeting. The images of preterms babies, doctors and nurses has been shooted in March 2014 in Neonatoloy Division of IRCCS Ca' Granda (Mangiagalli Hospital in Milano). The images of laboratories has been shooted in Politecnico di Milano, Department of Physics (PoliMi) in March 2014.

All project partners contribute to contents of the video with interviews and sent images of their activities

Some screenshots of the video are shown in Figure 1-6.

According to the Global Action Report published by The World Health Organization in 2012, preterm births are 15 million every year and rising.

More than 80% of preterm births occur between 32-37 weeks of gestation and most of these babies can survive with essential newborn care.

More than 75% of deaths of preterm births can be prevented without intensive care.

Figure 1. The video introduction

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Figure 2. Screenshot of the interview with Gorm Greisen (RegionH)



Figura 3. Screenshot of Neonatology Division at IRCCS Ca' Granda

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Combining TRS with DCS will introduce two new parameters, namely the cerebral blood flow (CBF) and cerebral metabolic rate of oxygen extraction (CMR02), which may enable a better understanding of the physiological status of the brain in a complete, accurate, and robust way

Figure 4. Screenshot of the description of photonic technology



Figura 5. Screenshot of the partners during the kick-off meeting in Milano

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Figure 6. Screenshot of the final part of the video

Introduction

The introduction shortly shows the BabyLux project and gives the relevant information.

Clinical-Trial

The situation of preterms babies has been described during Gorm Greisen's (RegionH) and Monica Fumagalli's (IRCCS Ca' Granda) interviews.

An innovative technique

The innovative technique used in the project has been described during Alessandro Torricelli's (PoliMi) interview.

9 partners

The importance of the network between medical, technical and research's partners has been described during partner's presentations.

Conclusions

The conclusions show the expectations of the project and pay the attention to the last period when a trial period will follow both at the IRCCS Ca' Granda (Mangiagalli Hospital) in Milan and at RegionH (Rigshospitalet) in Copennhagen.



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The video is available.

The **YouTube channel** is active and here we will add all project videos. The URL is:

https://www.youtube.com/watch?v=q9kNjU53FPM&feature=youtu.be

on the project website, the URL is:

http://babylux-project.eu/multimedia/video-gallery