



Action Project Reference: 67-01

Organisation: WOWS Kids Fiji

Action Project Proposal:

## “Create a promotional video for WOWS Kids Fiji”

### Who Are WOWS Kids?

WOWS Kids Fiji is a registered non-profit charitable organisation established in 2009; and provides support for children diagnosed and living with cancer in Fiji (WOWS kids). We work in close collaboration with the Ministry of Health (MOH) to coordinate and provide holistic support for our WOWS kids and their families in their cancer journey; and we lead the way in raising awareness on childhood cancer issues in Fiji. The child support we provide includes paying for the diagnostic testing, treatments and medication costs, transportation costs.

We also work to raise awareness of the symptoms of cancer and treatment options. We run a number of campaigns throughout the year to raise awareness and money such as the Shave for change campaign, dollar drives and walkathons.

### Mission:

Our Mission is to provide Hope and Love to all children diagnosed and living with cancer in Fiji and increase the survival rate for childhood cancer to 20% by 2025.

To achieve our Mission we will have to establish consistent revenue and income streams; strengthen long-term partnerships with external stakeholders locally and internationally; and consistently deliver efficient and effective services for our children and their families and all WOWS stakeholders.

## **Long Term Aims & Vision:**

Our Vision is to provide appropriate and timely support and care for all children diagnosed and living with cancer in Fiji and the Pacific throughout their cancer journey – from diagnostic testing to treatments, post treatment care and into remission; including palliative support.

We currently manage a Resource Centre for our WOWS kids and their families; we aim to make it a fully equipped and sustainable centre. Our long term goal is to build a hospital for childhood cancer.

## **Current Challenges:**

Some barriers or challenges we face include:

- Not having a donor agency or aid to support the costs of our operation.
- Raising or creating awareness of childhood cancer in Fiji is a costly exercise especially when we have to reach out to the remote areas in Fiji. The lack of funding for this operation limits us.
- We don't have any transport systems and transport for children and their parents can be very expensive.
- Our man power is limited because we only have 2 members of full time staff due to financial constraints.
- Need to capitalize on the advantages of having a strong social media presence.
- Need more access to studies conducted by MOH there are issues with patient confidentiality that limit our access to these and therefore we don't always have enough information.

## **Further Information:**

We would like you to create a promotional video that can be used to raise awareness of our work and increase awareness of childhood cancer. The video will be used in a corporate setting when we approach businesses for support in order to demonstrate who we are and what we do.

## Key Research & Discussion Areas:

You may wish to consider....

### Plan and deliver ...

- What is the key information that you need to cover in your video?
  - How are you going to gain the information that you need?
- Can you find examples of videos from similar organisations either in Fiji or elsewhere?
  - What is good about these?
  - How could they be improved?
  - In what ways are the organisations' aims similar?
  - How can you draw on these examples to create a fantastic video that is suited to WOWS Kids' particular needs?
- Who is the target audience for this video?
  - How will you appeal to these audiences?
- What resources are available to you as you plan and deliver this content?
- How will you ensure that the content is sustainable in the long-term?

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

### Create content ...

- What images, video clips, voiceovers and written information are you going to include?
- How will you present the information in a sensitive but also informative way?
- What software are you going to use to create your video?

### Barriers to success ...

- What barriers are there to the creation of your video? How could these be overcome?
  - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your video?:
  - Practical (e.g. lack of time for staff to spend on this, how will you collate the information that you need?)
  - Social (e.g. what are the current attitudes and understandings in Fiji about childhood cancer? How will you use your video to counter these ideas?)

- Information and Knowledge (e.g. What do you need to know about the organisation and wider area in order to create your video? How will you find this information?)

### Evaluate ...

- Come back to your original aim - has your video achieved the original purpose?
  - Are there any changes you can make to ensure it is more effective?
- What method of evaluation will you use to evaluate the success of the content?
- What parts of your content will you focus on when preparing your recorded presentation?

### Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-wows-kids-fiji/>
- Website: <https://wowskids.org/>
- Facebook: <https://www.facebook.com/WOWSKidsFiji/>
- Twitter: <https://twitter.com/fijiwows?lang=en>
- Fiji Cancer Society provides a lot of background information about cancer in Fiji: <https://www.facebook.com/FijiCancerSociety/>

### Further Questions

Are there any questions you would like to ask WOWS Kids to assist in completing this project?

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