

Proposal for Funding

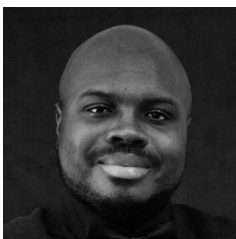
Talk Public Health Live

Student-Led Initiative

(with the support of The University of Sheffield)



https://www.youtube.com/channel/UCQBi8LAApe_kYyY-r8nnMGw



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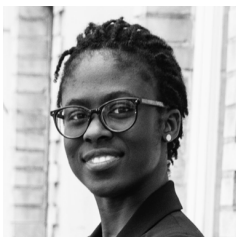
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Naomi Limaro Nathan,

M.D, MPH

(Co-Creator and Co-Host)



Anny Yuanfei Huang,

MBBS, MPH

(TPHL Researcher and
Creative Director)

What are your goals for the project?

“Talk Public Health Live” (TPHL) is a podcast/web-series co-hosted by Charles Hamilton and Naomi Limaro Nathan which is designed to:

- Highlight and explore key public health/global health topics;
- Generate discussions and apply critical thinking skills around trending and diverse discourses faced in the public health domain;
- Enhance the visibility of various areas and disciplines of public health, especially those that are outside of the scope of foundation-level public health classes;
- Encourage and explore the study and practice of public health (to build interest and encourage individuals to pursue a career in the public health workforce);
- Add to the dialogue and knowledge base around public health workforce identity and professionalization.

Who will be your target audience?

TPHL’s target audience includes: public health students & persons interested in entering the public health workforce (particularly in Europe), persons from marginalized/ethnic minority backgrounds interested or currently working in public health, early career and current public health professionals, and public health interest groups.

Describe the methods/strategies that you will use to achieve your goals.

TPHL will broadcast an episode every two weeks (subject to change), on YouTube, Facebook (FB) and SoundCloud, and it will be promoted on digital media channels including: Facebook, Twitter, Instagram, LinkedIn and a TPHL website. Project management tools will be utilized to develop pre-scheduled posts & teasers across TPHL digital channels to inform and engage our viewers/listeners on podcast topics, dates and broadcast times. This strategy will ensure cross-publicity and amplification of TPHL’s reach & engagement with a diverse audience.

Each TPHL episode will be between 20-30 minutes long; identified as a reasonable time to ensure content absorption & audience engagement. Topics will be determined by weekly meetings with TPHL team members, conducting research (websites, academic journals, audience polls), and by extending invitations to public health colleagues and experts in the field to be interviewed (live or pre-recorded).

Six (6) pilot episodes have already been broadcasted generating success (i.e. nearly 24 hours of combined TPHL content listened to by audiences across Europe, Africa, South East Asia and North America, with a growing subscriber/follower base): see appendices for audience testimonials. This ground-work has given us clearer insight into how to further develop and tailor the podcast towards the needs of our audience.

Identify any collaborators or partners needed to achieve your goals./Will you be involving students and/or public health professionals in this project?

To achieve our goals, ASPHER and its network would be a vital partner for TPHL to: feature other TIPH grant project winners; invite key experts for interviews (i.e. board, working group, members and Secretariat staff); highlight public health opportunities in Europe (i.e. internships, fellowships, networks, training or courses); and gain access to current public health research. This would be highlighted during episode segments and help to co-generate digital media assets for ASPHER’s social media visibility.

Furthermore, we will involve and engage students & the wider public health professional networks by leveraging our university connections & ASPHER’s partners. This will include involving them in TPHL polls to inform episodes and shape interviews (e.g. pilot episode 5 was significantly shaped from feedback collected from a TPHL audience poll).

Describe the project you are proposing.

TPHL is an opportunity to collaborate, communicate, and engage with schools, students and profes-

sionals across the diverse field of public health in Europe and beyond.

Creativity: It fills a niche in the podcast/web-series world, especially in a European context and with the diversity of topics tackled, which has not been easily accessible or effectively executed to date (based on TPHL reviews and research on this project).

Impact: From just the pilot stage TPHL has generated - 1) powerful testimonials (see appendix), 2) nearly 24 hours of audience streaming/listening to TPHL episodes, and 3) listeners/followers from 4 continents, including persons outside the field of public health. With funding, TPHL's impact will be positive and significantly amplified.

Feasibility: Having a team with previous experience in public health & digital media projects; and having already pilot tested episodes, much has worked well. However, this project's quality and audience engagement can improve with additional funding.

Continuity: The ASPHER grant will be the equivalent of start-up funding for TPHL. This injection of funds would support the acquisition of equipment and resources to ensure the continuity of TPHL beyond the funding period. We anticipate with the improved quality of the podcast we would be able to attract additional financial support (e.g. through sponsorships, Patreon account, YouTube advertising).

Describe your plan to evaluate your project to know if you have met your goals.

We would evaluate our goals using the following metrics:

- Social media/Digital media analytics: assessed monthly, increases in the number of comments, interactions, followers, total & average audience listening time, geography of TPHL audience, etc.
- Audience polls/Evaluations: increases in quantitative & qualitative feedback on key TPHL evaluation metrics: quality, content, interest, engagement, and satisfaction - collected and assessed 3 times during the grant period.
- Testimonials: collected 3 times during the grant funding period, including feedback from ASPHER partners about TPHL's assistance in pub-

licizing their organization.

Timeline for project realization

Between Aug 2019 and Sep 2019: Identify with TPHL team: number of targeted episodes which include PH professionals, highlights of ASPHER members, attendance/broadcast from at least 1 European PH related conference.

Sep 2019: Purchase equipment/assets and engage in TPHL rebranding process.

Sep 2019 to Oct 2019: Prepare for the first official episode in Sep 2019, with the aim to launch the 1st official episode in the third week of Oct 2019, to continue with at least an episode every two weeks (subject to change).

Oct 2019 to Apr 2020: Collect and analyze social media metrics.

Nov 2019, Feb 2020, Apr 2020: Conduct audience polls and collect testimonials.

Apr 2020 to May 2020: Work on and finalize TIPH Grant report for ASPHER Deans' Retreat.

Appendix 2: Support and Testimonials from TPHL Listeners, and Academic Podcast Research

“The Talk Public Health podcast is an innovative and unique initiative. Being a recent graduate of the European Public Health program, I find the discussions and topics featured very useful and informative. I appreciate having a platform for young public health professionals to discuss relevant topics to our career, and the challenges of the dynamic environment of public health practice. I would like to it to continue and grow so we can continue strengthening our network through it and have these amazing, eye-opening and deep discussions.” (Masters of Public Health Graduate)

“As a student from the EPH I had the opportunity to listen to the Talk Public Health podcast. I would strongly recommend listening to them since it was an opportunity to learn from their strong experience in the field of public health. Also, being a 1st year master student, it helps me to sort out my mind about the different health challenges nowadays, helping to find a topic for my 2nd year thesis. After their podcast about the World Health Assembly, I decided to attend the World Health Summit this September. During my second year I would like to keep following their podcast in order to be up to date about health challenges.” (Masters of Public Health Student)

“This podcast is a clear example of how important it is for students and recent graduates to be engaged in conversation about current events and concepts that are relevant to the field of public health. Personally, it has made me reflect about concepts that were already familiar to me but with a different perspective, and also introduced me to some other ideas that are important to consider. Thank you for facilitating this very stimulating space to share knowledge and experiences. I am excited to see what’s to come :)” (Masters of Public Health Graduate)

“For a medical student considering a career in public health, Talk Public Health Live has been a God-

send. Charles and Naomi talk about their experiences so far, while giving useful advice. This is what I love the most about TPHL, as it has helped reshape my formerly idealistic view of a PH career path. The podcasts are very well-organised; content is engaging and, when highlighting a global health issue, they ensure that the jargon of the trade is properly explained, so newbies and enthusiasts can also follow the discussions. It’s great work. I say, thank you! Keep it up!” (Medical Student)

“The podcast is very useful for me to shape my knowledge from different perspectives. I hope that the team will bring more interesting and relevant topics to the channel. And I really look forward to the episode each week.” (Masters of Public Health Graduate)

“I am a fan of your podcast and I recently shared it with students and alumni in Gambia - you picked up a few new “followers” there.” (Public Health Lecturer)

“I have really enjoyed listening to Talk Public Health episodes over the past few months. Naomi and Charles are great hosts and provide valuable insight in the topics they discuss. As an avid podcast listener, I find that Talk Public Health fills a niche in addressing interesting and relevant issues in public health, in a way that is engaging and invites reflection. It has the potential to become an excellent podcast series and would really benefit from more production, and from being available on different platforms and podcatchers.” (Masters of Public Health Graduate).

In conclusion, we would like to end our proposal with evidence about measuring the success of medical podcasts by some anesthetists (Singh, Alam and Matava, 2016).

“We defined a novel algorithm for measuring success: Podcast Success Index. Factors associat-

ed with a high Podcast Success Index included podcasts targeting fellows (Spearman $R=0.434$; $P=.04$), inclusion of professional topics (Spearman $R=0.456-0.603$; $P=.01-.03$), and the use of Twitter as a means of social media (Spearman $R=0.453$; $P=.03$). In addition, more than two-thirds (16/22=73%) of podcasts demonstrated evidence of peer review with podcasts targeting anesthesiologists most strongly associated with peer-reviewed podcasts (Spearman $R=0.886$; $P=.004$)”

Of course we hope that we would follow suit by providing scientific evidence about the success of public health podcasts!!

Reference: Singh, D., Alam, F. and Matava, C. (2016) 'A Critical Analysis of Anesthesiology Podcasts: Identifying Determinants of Success,' *JMIR Medical Education*. JMIR Publications Inc., 2(2), p. e14. doi: 10.2196/mededu.5950.