

FMCA Outstanding Awards: Best Video (External/Collaborative) 20,001 or more population Entry Form

Single video for an educational campaign, event or product/service launch.



Category Description

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Name of Individual Submitting Entry

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Affiliation (Municipality/Organization)

City of Palm Beach Gardens

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Entry Title

Stroke Wars: Stroke Awareness PSA

Jurisdiction (City/Town/Village/Other)

Palm Beach Gardens

Population

59755

Social Media

@cityofpbg

Supporting Documentation

R - Com Stroke Wars Psa Final.m4v

Single video not exceeding five minutes long for an educational campaign, event, or product/service launch.

What are the goals and objectives of the video (include target audience)?

As the only dually accredited Fire Department in Palm Beach County and a leader in Emergency Medical Service, Palm Beach Gardens is committed to educating residents before they or someone they know suffers a stroke. The video focuses on three key elements and relays them through repetition.

The intended goals were to:

- Educate the public about the signs and symptoms of a stroke.
- Understand the importance of calling 911 immediately and the consequences of delaying care.
- Decrease the amount of time that a person waits from the onset of stroke symptoms to calling 911.
- Teach the audience the B.E. F.A.S.T. acronym.
- Show residents that “this is the way”.

To accomplish these goals, Palm Beach Gardens Fire Rescue partners with area hospitals on the education campaign during National Stroke Awareness Month. The hospitals are St. Mary’s Medical Center, Palm Beach Gardens Medical Center, Jupiter Medical Center, Genentech and Medtronic.

In the last year, the American Heart and American Stroke Associations have updated their official stroke awareness acronym. Previously, they used F.A.S.T. however now the acronym for remembering the signs and symptoms of a stroke is B.E. F.A.S.T. Our goal was to get people’s attention by engaging them with familiar looking content that would make them watch the video.

While all ages can benefit from this educational campaign, our target demographic was adults age 40 and older. The City plans a number of activities and events throughout the month of May to raise awareness. These include free stroke assessments each Sunday at the City’s GreenMarket with entries qualifying for a drawing. Additionally, a stroke lecture with a panel of experts (a neurologist, an emergency room doctor and our Division Chief of Emergency Medical Services) took place at City Hall.

Describe the strategies and platforms used for sharing the video and reaching the target audience.

Our PSA/Educational Video was released on May 4th- Star Wars Day and debuted on the City's social media accounts to include City of Palm Beach Gardens City Hall Facebook, City of Palm Beach Gardens Twitter, Instagram and YouTube. The day before our premiere event, we conducted teaser posts on these platforms asking followers to tune in on 5/4 at 9:00 a.m. to build anticipation for the release of our PSA. Information was also disseminated via the city's website email blasts.

While all ages can benefit from this educational campaign, our target demographic was adults aged 40 and older. The video was also submitted to our local gated communities, many of which have internal television channels with special programming for their residents. This resulted in direct viewing accessible by over 7,000 households during Stroke Awareness Month in May 2022.

A sponsored ad was placed on Facebook to boost the video for the month of May. For this, we targeted people aged 35 to 65+, based on the subject matter. For a cost of \$100.00, our ad reached 8,618 people with 357 link clicks. This was used to drive traffic to our YouTube page, which hosted the video.

In addition to external channels, we took this opportunity to create an internal campaign to reach City employees about the signs and symptoms of stroke. Stroke Wars t-shirts were designed and distributed to Fire Rescue personnel to wear throughout the month as part of their daily Class B uniform. The front of the shirt featured the Fire Rescue logo, while the back detailed the B.E. F.A.S.T. acronym.

We engaged employees by created a quiz through Survey Monkey. The quiz tested their basic knowledge in stroke education, however success, in part, relied on employees watching the video in order to find answers. "What does Dark Figure say to Duke & Layla after they show their stroke awareness skills?"

We incentivized survey participation by offering a free Stroke Wars t-shirt to all who successfully completed the quiz. A total of 109 employees (about 17%) participated in the quiz activity. We communicated with employees via email. A score of 80% was required to win the prize. Prizes were made available in the Public Communications Department.

Describe who was responsible for this video production (including idea generation, development, approval, deployment, etc.).

The original idea for this video came from our Communications Director in 2021. Although inspiration came that year, due to time constraints and staffing changes, there was not enough time to execute and roll out a full video in time for May 4, 2021. Instead, the Communications and Fire Rescue team embraced the idea and began to brainstorm in preparation for May 2022. The team was made up of staff from multiple departments and levels, including the Fire Chief.

Stroke awareness has been an important initiative for the City for many years and the team was looking for a fresh approach. The City hired a professional videographer to aid with development of the project. A conceptual script was provided to the videographer who then worked to fine tune the lines and added technical information needed for camera and lighting plans. The videographer also aided staff in planning for and avoiding copyright infringement with the Star Wars franchise.

A decision was made to film on location at the City's Fire Training Tower. Using a City owned property gave the team great flexibility for scheduling a shoot and controlling the environment. As a functional training tower, the crew had access to control lighting and use artificial smoke. Fire Rescue training staff aided in the set design the day of the shoot. On-screen and voiceover actors were comprised completely of City talent on staff. The professionals team members included the videographer, 1 sound professional and 1 lighting professional.

The soundtrack, font and graphics used were all inspired by the original Star Wars franchise but stopped short of infringement. Tracks were selected from Adobe Stock that mimicked the Star Wars franchise but were purchased royalty free.

Deployment of the final video via social media, community partners (HOAs, hospitals) and to City employees was conducted by Public Communications staff.

What is new, innovative or creative about this video?

The style and execution of this video were definitely next level for our City! For this topic, past videos had taken a more traditional route. Our team embraced the new theme and found a great balance of having fun but keeping the overall tone serious, which is a challenge for a government entity. Due to conscious budgeting, we used our own facilities and talent, and rented costumes/props wherever feasible.

Describe why the video was successful (include your evaluation process and any metrics).

To determine the success of the video, Public Communications staff tracked social media analytics. The analytics by site were as follows:

Facebook-

1,958 Engagements | 131 Reactions | 28 Comments | 44 Shares | 357 Post Link Clicks

Twitter-

36 Engagements | 4 Likes | 5 Retweets | 8 Post Link Clicks

Instagram-

9 Engagements | 8 Likes | 1 Save

YouTube-

1,100 Views | 5,000 Impressions | 38.3 Hours of Watch Time