

VIRTUAL MOBILITY (VM) GRANT REPORT TEMPLATE

This report is submitted by the VM grantee to VNS Manager, who will coordinate the approval on behalf of the Action MC.

Action number: CA18211

VM grant title: “Why research on Birth Trauma and Perinatal Health matters” - Making the service users’ needs for research visible

VM grant start and end date: 07/10/2021 to 29/10/2021

Grantee name: Katharina Hartmann

Description of the outcomes and achieved outputs (including any specific Action objective and deliverables, or publications resulting from the Virtual Mobility).

(max. 500 words)

One 9-minute-video was produced. In the first part of the video eleven parents’ (including two fathers) are voicing their views on why research on perinatal health and birth-related trauma matters and what specific areas or research questions should be looked at. The parents came from 5 different countries (Germany, UK; Cyprus, Greece, and Croatia). In a second part of the video, research areas and questions that the COST Action 18211 is already answering are listed, pointing out the common ground and showing parents’ that their wishes and needs are partly met. A third part of the video points out unmet wishes and needs in the form of a “TOP 5 Research Requests” list.

Another 1-minute-video was edited from the same material for use on Twitter and as a “trailer” used on social media to draw the attention to the longer version.

Six parents gave consent to use their images and quotes for use on Facebook and Instagram and memes were prepared and posted on the Social Media accounts of CA18211 and the partnering parents’ organizations. Further memes were prepared out of the TOP5 list.

Description of the benefits to the COST Action Strategy (what and how).

(max. 500 words)

The project’s products were well received within the community. In the short time span between the publication of the different outputs the time of handing in the report, the 9-minute video had 200 views on YouTube, the most shared FB meme was on the CA18211 Facebook page was the “#2 parental request” with a reach of 8,971 on Oct 29. Facebook reach rate for the last 28 days was 9,456 on Oct 29. Since all outputs were shared with the hashtags of the Cost programme and the CA18211, it gave visibility to both.

Feedback and comments from the researchers have circled around the theme of gaining great motivation from the video: They feel valued to be working on something that really matters and will ultimately make a real difference in the lives of families.

Feedback and comments from the service user audience have circled around recognizing their own experiences and being emotionally touched.

The video is scheduled to be shown at the next CA18211 meeting in March with the prospect of sparking direct interactions between affiliated researchers and the service user groups.

Description of the virtual collaboration (including constructive reflection on activities undertaken, identified successful practices and lessons learned).

(max.500 words)

Given the short time span of the project, communication within WG7 and with the participating parents needed to be extremely effective and within very short timelines. For the publication of the videos on youtube, twitter, Facebook and Instagram, members of WG6 also collaborated and gave their time and skills to the project. All collaborators mostly used emails for virtual communication, with the exception of the extraction of the parents' research request which was done via a video call.

The production of the videos, including editing English subtitles for three videos, and memes was unproblematic with the software that was either free or already available to the grantee. A small difficulty posed the desired poster frame for the videos: The grantee wanted it to be the title frame with the CA 18211 logo, not showing some random part of the middle of the videos. This difficulty needed to be solved by adding an extra frame.

Coordination between publishing outputs Instagram, Facebook and twitter was challenging, mostly due to technical settings or new tools introduced by the platforms (e.g. Facebook Creator).

On the one hand the short time span gave momentum and a special group dynamic to the project, on the other hand it limited the number of videos (and therefore: parental voices) that could be included in the final output. A longer timeline would probably have enabled to collect more and diverse voices. Nevertheless, due to the great dedication of the single collaborators (parents, members of WG6 and WG7), we succeeded in producing very satisfying outputs in an extremely short time.