

Date: March, 2020	MEDIUM:
Course: Hypothetical Inc Scene Safety Awareness Campaign	Primarily animations and whiteboard animations, delivered primarily on mobile devices via company eLearning portal. Low interactivity – drag/drop type interactivity for knowledge checks at end.
Module: Module 1, introduction	
Notes:	AUDIENCE:
	Company employees, all departments, all levels of education
	PURPOSE:
	Generating buy-in for subsequent modules, answering “WIIFM”
	INSTRUCTIONS:
Company visual-style guidelines	
TIMING:	
Complete module should be less than 10 minutes. Multiple modules to be released at once. Completion of this module unlocks access to subsequent modules. After initial viewing, all modules can be repeated in any order at any time	

Cell ID:	Screen title:
Section title...	Slide images & text:
Narration:	
Narration instructions...	
	Animation:
	instructions
	Interaction & Navigation:
	instructions

Cell ID:

M1-C01

Narration:

Audio of news reports about workplace injuries.

Screen title:



Animation:

Collage video with news headline style images and audio reporting various workplace injuries, workplace injury statistics and related imagery. Images layer on top of each other like a “photo pile”. Speed of images begins slowly and increases.

Interaction & Navigation:

Cell ID:

M1-C02

Narration:

In the United States, workplace injuries cost approximately one hundred and seventy point eight billion dollars, and result in one hundred and four million days of lost productivity every year.

With an estimated four point six million injuries per year this works out to about thirty-seven thousand dollars and twenty-two days per injury.

Screen title:

\$170.8 billion dollars
104 million days lost productivity

\$37,000
22 days
Per injury

Animation:

Video ends with 170.8B/104M statistic zooming in to center.
As narration gets to per-injury statistic, the 170.8B/104M becomes smaller and slides up to make room for the 37K/22days statistic. 37K/22days statistic spins in from a point

Interaction & Navigation:

Hold screen for 2 seconds

Cell ID:

M1-C03

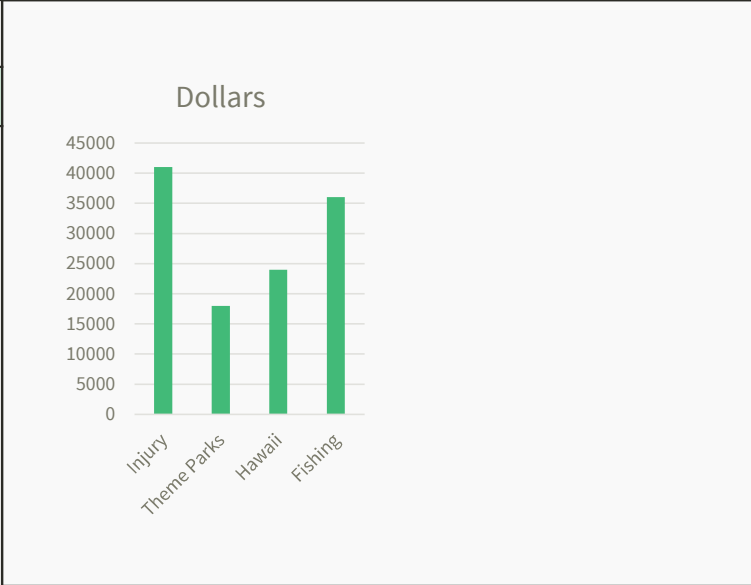
Narration:

Let's put that into perspective for a typical, American worker.

One week at the theme parks in Florida, for a family of four, could cost around six thousand dollars including airfare, motel, meals and park admissions.

Take three of those vacations in a year and you'd be at twenty-one days but only about eighteen thousand dollars.

Screen title:



Animation:

Final statistics from previous dissolve as narration begins.
Bar graph on left with per-injury cost. Add theme parks bar to graph as narration reveals the cost
Add images to right side of happy family at theme park, water park, ocean, etc

Interaction & Navigation:

Pause after cost reveal

Cell ID:

M1-C04

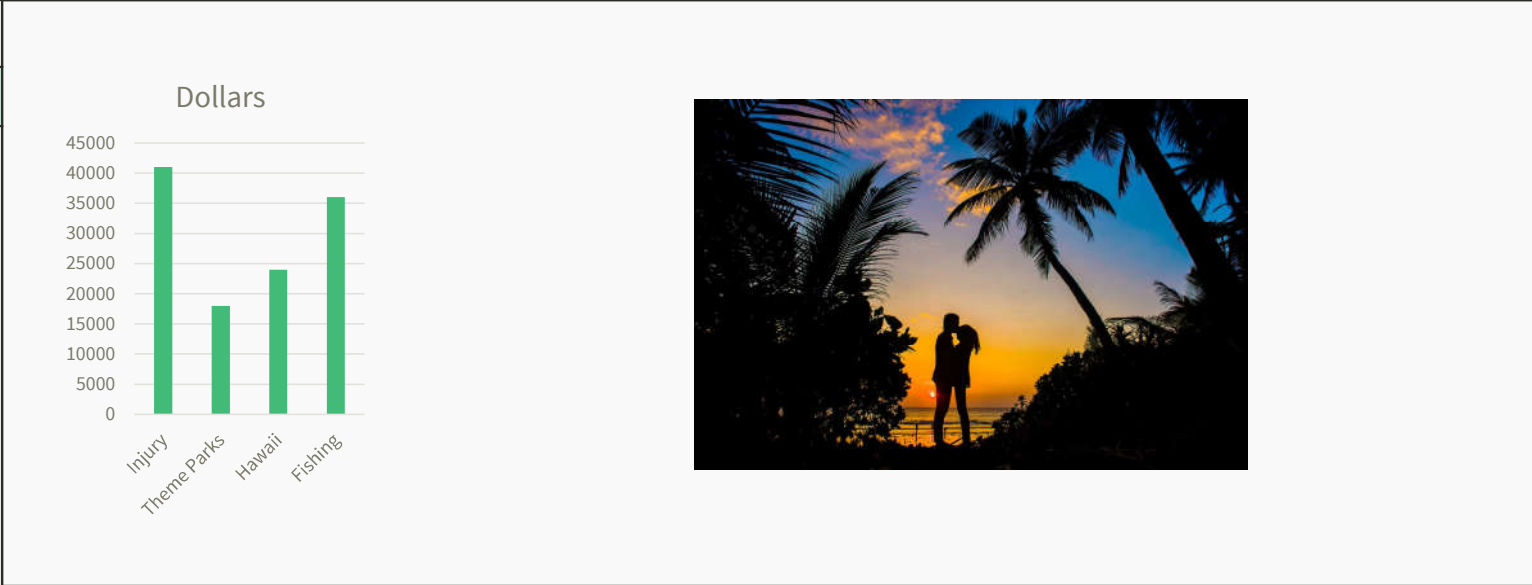
Narration:

Have you dreamed of visiting Hawaii?

You and a partner could visit a nice, all-inclusive beachfront resort for about one thousand dollars per day.

Spend three weeks on the islands and you're barely over half the cost of a workplace injury.

Screen title:



Animation:

Add Hawaii cost bar to graph as narration reveals the cost
Add images to right side of happy couple on romantic beach, elegant meals, etc

Interaction & Navigation:

Pause after cost reveal

Cell ID:

M1-C05

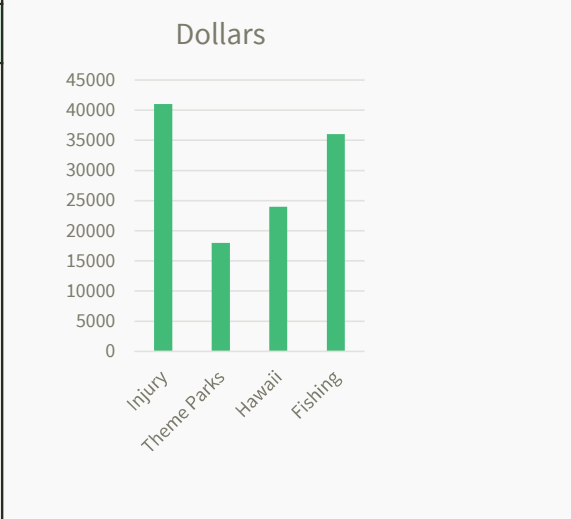
Screen title:

Narration:

Maybe a guided Alaska fishing trip is more your style.

A really amazing trip will set you back around three thousand dollars per person per week.

Lets say you and three buddies go all in and spend the full twenty-two days. At thirty-six thousand dollars you gave it a good effort but still spent a bit less than the cost of a typical workplace injury



Animation:

Add fishing trip cost bar to graph as narration reveals the cost
Add images to right side of buddies at a cabin, fishing a river, hiking the woods

Interaction & Navigation:

Pause after cost reveal

Cell ID:

M1-C06

Narration:

That thirty-seven thousand dollars, and twenty-two days is an average for the total cost to the company.

It includes the medical bills, but also other things like the time for someone to investigate the accident and file paperwork. The cost to train someone to fill-in for you and the cost of lower productivity while you are out. It even includes the cost of lower morale caused by an accidents...

Screen title:

Medical bills: \$3000
Investigation: \$7000
Company paperwork: \$3000
Government paperwork: \$3000
Insurance paperwork: \$3000
Legal services: \$4500
Temp worker training: \$2500
Decreased productivity: \$15000
[TODO adjust so they are not even numbers and they total \$37000]



Animation:

Whiteboard animation writing out the type of things that contribute to the total cost
Calculator or adding machine showing total cost increasing by random amounts as each item is mentioned by the narrator. Final number is \$37000

Interaction & Navigation:

instructions

Cell ID:

Screen title:

M1-C07

Narration:

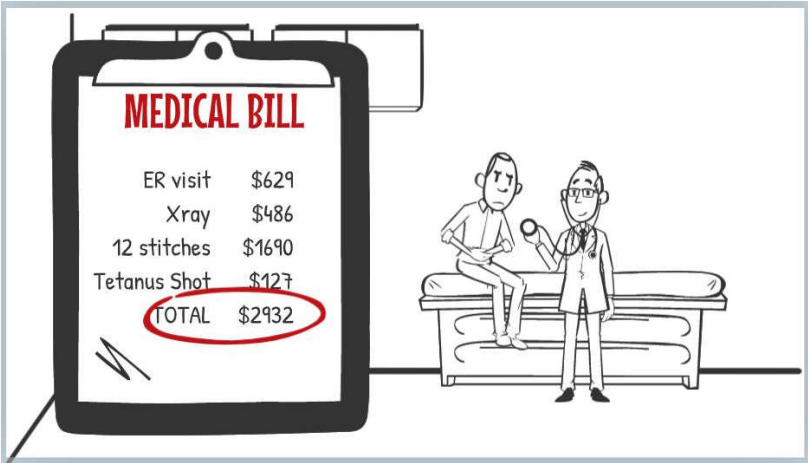
Many of those things are tough to measure and they don't cost you directly. So lets look at the part that does cost you directly – the medical bills.

These are the costs for an actual emergency room visit. The injury was a severe cut on the finger that required 12 stitches to close.

Depending on your insurance coverage and deductible, you could be responsible for the entire cost of that treatment.

Almost half of that theme-park vacation.

And, you can add another fifteen hundred dollars if the injury had been serious enough to need an ambulance ride.



Animation:

Previous slide dissolves
Whiteboard style animation writing out the costs. Final cost is circled

Interaction & Navigation:

Cell ID:

Screen title:

M1-C08

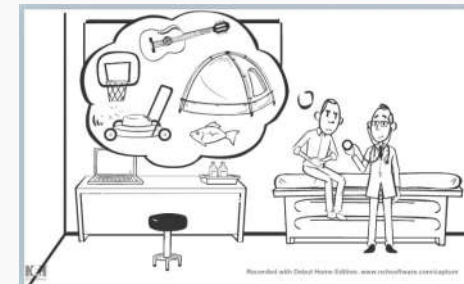
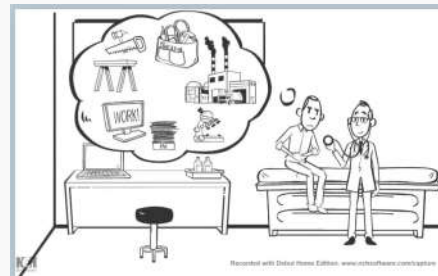
Narration:

In addition to the monetary cost, our example injury required four weeks of “light use” for the hand.

Imagine how far behind you would be at work after four weeks.

[pause while work images animate]
[hold pause for a moment]

Imagine how disruptive it would be at home to not have full use of your hand for four weeks.



Animation:

Costs / clipboard from previous slide slides out to the left
Animate thought bubble with calendar with four weeks crossed out.
Clear calendar and animate work images. Pause narration while animation completes.
Clear work images and animate home images.

Interaction & Navigation:

Cell ID:

M1-C09

Narration:

At Hypothetical Inc, we work hard every day to ensure a safe workplace.

We believe that most workplace injuries can be avoided with good training and vigilance.

We understand that accidents will happen. And when they do, we must use our training and vigilance to ensure no additional injuries occur.

That is why we are introducing the Scene Safety Awareness Campaign – because nearly thirty percent of the injuries at Hypothetical Inc last year were secondary to an accident.

That is, thirty percent of the injuries occurred while someone was [emphasis]helping[/emphasis] at an accident, not as part of the initial accident.

Screen title:



Animation:

Clear previous
Animate so that the text is added to the thought bubble as the final narration is being delivered

Interaction & Navigation:

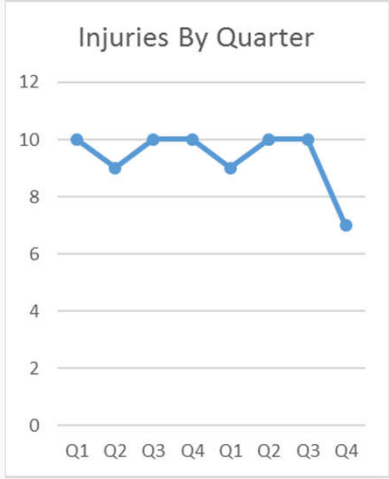
Cell ID:

M1-C10

Narration:

We believe that a few minutes of training can reduce the number of injuries – the number of lives disrupted - by thirty percent.

Screen title:



Animation:

Dissolve previous image into graph showing 30% decline in injuries

Interaction & Navigation:

Hold image 2 seconds then dissolve to next screen

Cell ID:	Screen title:
M1-C11	
Narration:	
<p>Before we move on to the next module, lets review.</p> <p>Drag the correct value to the blank to complete the statement</p> <p>[Correct Response narration and animation] That's correct.</p> <p>[Incorrect Response narration and animation] Sorry, that is not correct. Choose another response.</p> <p>[Final narration] Great job. You are ready to continue to the next module and learn about how to check for hazards in a workplace setting.</p>	<p>American workers lose approximately _____ days of productivity each year a) 17 million b) 51 million c) 92 million d) 104 million</p> <p>On average, a workplace injury will cost the business about _____ a) \$26,000 b) \$31,700 c) \$37,000 d) \$53,200</p> <p>Hypothetical Inc aims to eliminate _____ injuries a) auxiliary b) secondary c) related d) systematic</p> <p>Eliminating secondary injuries will make our workplace ____ safer a) 27% b) 30% c) 33% d) 38%</p>
	Animation:
	<p>Each statement is presented individually. Each response is acknowledged as correct or incorrect. Correct responses enable the next statement. Incorrect responses prompt to try again.</p>
	Interaction & Navigation:
	<p>Statements are displayed one at a time. User fills in the blank by dragging a response from below the question and dropping it in the blank.</p> <p>After the last question is answered correctly, give final narration and end the module.</p>