

## **Youth Impact Communication**

# **Do You Really Understand Pneumoconiosis ?**

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## Summary

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First, we want to talk about the advantages of our project and the process. There are four members in our group, we divide our work effectively. One of our team member Stella take the responsibility of photography and editing video. The rest of our team members charge for writing aside and interviewing doctors and patients. Therefore, we have a high work efficiency. In addition, we successfully communicate with the professional doctor and the patients. The interviews are really valuable materials for our video. What' s more, talking about our project, we have a continuity because we have already done some donations and other meaningful activities in the last semester.

Second, even though we did a great job, there are still some problems and disadvantages. To begin with, the time for us to discuss and make video is limited, we need to keep a balance between our study and this competition. So sometimes, in the test week, everyone in our group do not have time to make video, which means that the time for transferring our video has been cut down. Additionally, the platform to spread our influence is limited, too. We only spread our video online, even though we publish it in various kinds of media. We need to consider how to put our video in other kinds of platform.

Third, for our coming plan, in order to gain more influence, we negotiate with the students in No.7 middle school' s international department, and we will open a branch shop in that international department far away from our school. So our ftuture plan is to form a teenager organization in Chengdu about pneumoconiosis, in this organizaiton, we will continue to use our unique way to donate money. Through this way, more and more students will know this disease and we can raise more money. For us, we will continue to sell milk tea or some juice, and we will try to come up with more new ways to help the patients.

# Identify the Topic

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## | Topic Description

Our topic is pneumoconiosis. We want to make a video to let more people know what is pneumoconiosis and what we can do to help the patients.

Background: Pneumoconiosis is the leading occupational disease in China. The patients are likely the people who work in the environment that has poor working condition and are dusty. Also, workers don't have the awareness of protecting themselves from the dust, they will just let dust get into their lungs freely and directly. If workers have this disease, they will be painful because they can hardly breathe. A lot of patients die on their knees because kneeling helps them breathe better. More importantly, according to their salary, they don't have the ability to afford the high price of treatment. What they can do is waiting death at home. Some people find this and take actions. There's an organization called Great Love Cleaning, they aim to raise money and visit the patients in person. We are the volunteers of the organization. We sold milk tea that are made by ourselves to donate money. Until now, we have donated 1055.33RMB to the organization.

## | Why it is important

Value: raising people's awareness to help patients and patients' family.

Positive aspect: more and more people can know about the disease and try different ways to help the patients. Second, our video can also remind the factory owners to provide some protections such as masks or improving the environment for workers.

## | Project Objective

our project objective is publicizing pneumoconiosis, raising awareness and providing access to help patients.

# Identify the Target Audience

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## | Who Are They?

It is a typical occupational disease but most people even don't know the existence of the disease. Take our team members as an example, we didn't hear this noun before. There are majority of students like us who ignore the hardship of workers. The target audiences are students because we want students to be more respectful and pay more attention to workers. Among them, students in China especially Chengdu are the main target because we, ourselves, are in Chengdu and we can ensure and guarantee the influence directly. The access to spread which is Internet are almost exposed to all the students.

## | Why Are They?

1. Reason: Our target audiences are students. Because we are students and we already had some influence among the international students in Chengdu. In order to promote through different channels, we made videos and write articles to express our deeper understanding of pneumoconiosis. It is easier for us to make some achievements among students like us. Although some of the students cannot support us much on finance, they are the next generation which helps build the country and influencing them can actually have profound influence.

2. How are they involved: We have charity selling every week to students, which means the money we donate is all from students. Most of the platform we are going to publish our video are popular within high school students such as Wechat and Weibo.

3. Are they most easily affected?

Yes. The youth are open-minded. Thus, they are easy to be influenced. Also, the medias which we use to publish our video are popular among the young people especially students. Moreover, they are in their education stage and are willing to absorb a variety of information. They pay more attention to caring about people in need because most of them do not have to concern about their living.

Therefore, the concept of caring about someone who needs help including pneumoconiosis patients can be easily rooted in students' mind.

4. Are they the key stakeholders?

Admittedly, students are not the key stakeholder. However, almost all the constructions in the society are built by workers who are likely to suffer from pneumoconiosis due to the dust and ashes suspended in the air of the

construction sites. They also deserve the respect from students. Thus, although students are not the key stake holders, they should be caring about the pneumoconiosis patients who are one of the most essential contributors of the society.

## | **What is your scope?**

Scope: All the high school students in Chengdu especially who use the Internet and including all who we have access to connect with.

The reason is that friends of our members are studying in different types of high school including public school, private school and international departments. If we can persuade our friends to approve our value and transmit our work, we can ensure most students in Chengdu have the access to watch the video. That influence also lets us plan our next step more easily, since we already had a charity of milk tea selling union among the three high school students in Chengdu. If other schools can be more familiar with this disease, we can form a bigger union in Chengdu.

## | **How to reach them?**

Through the online media

Habits and behaviors: High school students spend most of their free time online and they are familiar with different kinds of online media. The transmitting speed online is much faster within students comparing with real-life activities. Also, students are more likely to accept the opinion from peers. As for we, we plan to put most of our effort on publishing on Weibo, QQ, and Weichat which are among three of the most popular media accesses for teenage students.

# Identify the Key Message

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## | The Key Message

Let's help the pneumoconiosis patients gain clean lungs.

## | The Tactics Behind

Our key message is quite simple but direct which audiences will understand its meaning as soon as they read it, because key messages are the first information presenting to viewers who haven't had any ideas about the projects. We deftly employs the first person to strengthen the identity of audience and the feeling of involvement .Additionally, the first person evokes the audiences' willingness of helping the patients since it refers straightforward to the viewers themselves. What's more, we apply imperative sentence to reinforce the tone of our message to enhance the willingness of audience to do something for the patients. Further, the diction of "clean lungs" implies that the patients' lungs are unhealthy and painful and it will appeal to the audiences' emotions of sympathy.

# Choose the Platform

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## | The Platform Chosen

Platform: online platform such as Wechat, QQ and Weibo.  
we will publish it online and let other transmit.  
format: video

The WEIBO is the largest on-line community in china the user population reach 0.43 billion.

The QQ and WECHAT are the most common on-line social communities in China, the user age is relatively young, which match our target audiences.

## | The Alternative Platforms

First, we can set a projector to play our video while we are selling our milk tea. The platform is our school. The reason is that the international department has 300+ students in total and the time we choose to sell milk tea is before the lunch time, the place we sell is the entrance of international department. Thus, we believe that almost everyone in the international department has the chance to see the video.

## | The Criteria to Evaluate

In order to match our topic and gain larger influence, we have asked Daiqingchen commonweal organization to publish our video on their Weibo account which has 2.5 million followers for free .What' s more, a friend of us has published our video on Bilibili since she has over 10,000 followers so that our influence will be larger in the youth community . Further, we sent the video to Shude press crops as well Chengdu Shude student news agency and are permitted to write introduction of the activity for them . Both of the two agencies have a huge number of subscribers on Wechat which our video and article will be released on.

## | The Rating Sheet

## Rating Sheet

Popularity Match with topics cost Preparation time

Weibo Extremely high Highly matched NO Short

bilibili high Relatively low NO Short

Shude News Agency Middle Matched NO Middle(Require about 2 days to prepare the article)

Chengdu International Student News Agency Middle Matched NO Middle(Require about 2 days to prepare the article)

### Added:

The advantage of Weibo: Release information quickly, the speed of information dissemination is fast Communicability Originality Convenience

The disadvantage of Weibo: our video is too serious but Weibo now is usually a platform for entertainment, maybe sometimes for reading articles, so people may think the intellectual and serious concept is not accurate.

# Set the Agenda

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## | Set the Agenda

2019.3.10 all team members of our team went to Chongqing Rongchang to interview the Pneumoconiosis patients.

2019.3.15 all team members of our team went to Chengdu Huaxi hospital to interview the expert of pneumoconiosis.

2019.3.18-3.24 editing the video, writing the aside

# Design the Packages

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 [collect feedback](#)

 [你知道尘肺病吗](#)

# Create and Track the Impact

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## | The Execution Plan

First step: we made and edit our video

Second, we are going to communicate with the staff in the organization about whether our video can be put on their official website and WeChat. If they agree to put it, then they may give us some suggestions to amend our video again, which means we need to spare some days for editing the video again.

Third, we will find other WeChat platforms that can also put our video on them.

Forth, we will create a bilibili account to publish out video on it. (Bilibili is a website that already had one hundred million users in China)

Fifth, after other platforms publishing the video, we will publish it on QQ from our own QQ account and let others to transmit the video.

Sixth, the time we decide to publish is 4.11, which is the time that the staff in the organization will publish.

Seventh, after publishing, we will collect the data on 4.14 night and submit it online.

Summary:

1. When: 4.11 publish the video
2. Where: WeChat, Weibo, QQ and Bibili
3. Who: the whole group
4. Do what: publish the video in and communicate with the staff.

## | Impact Statistics

WEIBO Times of watches 14000

Thumbs-ups 38

Replies 12

Forwards 46

(We contacted with the staff of a well-known volunteering organization and sent our video to their official WEIBO channel)

QQ Times of watches 843

Forwards 50

BILIBILI Times of watches 100

Thumbs-ups 5

## Replies 1

### | Collect Feedback

audience1: I think that your video is better than many other same-type videos.

audience2: This video is really meaningful

audience3: nice video

audience4: The music is great! The video really touched me.

audience5: I replied it. I think that this activity is really meaningful! It's worthy for me to reply it. The Pneumoconiosis patient problem is a severe social problem, but there are few people pay attention to it.

# Review and Reflections

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## | What Are Successful

Among various parts of our project, the video clip we have made and utilized to publicize pneumoconiosis and raise the awareness to help the patients might be one of the most successful ones. There are mainly three sections of the completion of our video clip---Do You Know Pneumoconiosis---which are planning and contacting sponsorship, filming and publishing. As for planning and contacting sponsorship, we at first list a timetable to make sure items we should accomplish and when to do each of them. Also, we get contact with the companies and organizations which we need help from in order to make the video. Additionally, for filming, we got the equipments we need and went to the sites to shoot totally by ourselves. Moreover, we spend huge amount of time editing the video to ensure its quality and every details including its BGM and capitals. Finally, we publish the video with of allocations onto several media access after contacting with couple of media. Most of them have received agreeable results such as high click rates. Obviously, we have mostly met our object we set at the very beginning mainly according to the high click rates and transmission rates on Weibo, QQ and so on. Thus, we can tell that we have publicized pneumoconiosis and raise people' s awareness to help the patients.

## | What to Improve

Something we need to improve should be our connection with some media accesses. Our original plan is to publish the video with allocations at the same time because it might be a heavy hit. However, due to our incomplete contact with some media access, we have not published the video clip at the same time but in different days. Probably, the impact would not be so heating as publishing at the same time.

## | Summarize Learnings

Through preparing for the whole project , what the most important thing that we' ve learnt about the travail of all walks of life. No matter being a journalist or an doctor or a leader of the Local Bureau of Coal Mine or the miners ,people strive their best to take a breath under the heavy load of life. These professions mentioned are jobs that we' ve experienced (as journalists) and the

interviewees' working as. Take patients who were miners for example, the news of pneumoconiosis disputed them .Because they were the mainstay of families but then they became a huge burden for their dear families. Most of them refused to accept treatment for the first few months , struggled to work with "pricked" lungs and tired bodies . However ,after a certain period ,they could no longer stand the pains destroying their bodies. They had to be trapped in the hospital beds with no income .Although their remedy costs were paid by the companies or the government, their families' life quality declined since the income were lower and family members had to take care of them. They had blamed themselves until they were too old to work.

Similarly, as an experienced doctor in a famous hospital , sometimes she could hardly take a break during whole day. She always fly among the sickrooms of her patients and the operating tables which she often spends hours standing by it with nervous tension in order to avoid any mistakes.

The society is entangled by the tide of pressures. It will be a huge challenge for us to survive in its cruelty.

Added

We are going to continue our milk selling activity for three years. We maintain a frequency of once a week in last semester. Actually most of our activities are around this area. We have already done charity selling activity, game activity (the games are related to these disease), poster making activity, and this video making activity.

# Appendix

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## | Presentation File

 [Presentation File](#)

## | Team Credits

Huang Wei is responsible for creating reporter interview questions for both the former workers and the expert. What's more, she has interviewed half of the former workers and she has also given a presentation with another group member Liu Jiahan to 2000 parents online by employing pictures and articles in order to enlarge our influence .

张龄兮 Zhangling Xi is responsible for interviewing Pneumoconiosis patients and the expert, writing the article for publishing our video on the School official number, communicating with the staff in the “大爱清尘” organization in order to publish our video on their official account and Weibo and writing subtitles of the video.

Luo Han is responsible for contacting the mining camp, the location of shooting, the managers and patients here, who were interviewed in the Video clip, listing questions for interview of patients, interviewing pneumoconiosis patients, typing subtitles of the video, and writing the article for publishing our video on the Chengdu International Student News Agency.

## Judge Comments

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" This is a meaningful topic and clearly one that is relevant to your community since it is such a common work place hazard effecting so many. I wonder if it is a topic that might have been more widely related to the environment and ways companies, consumers, etc., might change their own practices to help create a healthier environment and eliminate hazardous work places that can cause pneumoconiosis. I also wonder if there is more students can do to raise awareness other than sell milk tea and donate money. I understand the money was used provide medical support to those suffering, but the impact of your project seems potentially larger in scope if you had broadened the impact a little. The video you made was well done and gave life to your presentation. Thank you for sharing it. I hope continue to raise funds and awareness of this disease and help find solutions to prevent it from happening in the future. "

" I do like the thought process as you explained it here. While not addressing the key stakeholders is a bit problematic, your thoughtfulness shows and is appreciated. "

" This is very difficult to understand in English. It may be a translation issue, but currently it really doesn't make sense as written. "

" I really appreciate your reflection on the different aspects of being a member in society. Do you think that your money raising will continue on beyond this project? Do you think you will continue work within this area? "

" This presentation was an interesting one to me for journalistic reasons: In the U.S., it would be unusual for an investigative journalist to conduct a charity drive, as investigative journalism traditionally seeks to expose and document problems, not resolve them. But in this case, the video that you produced from your interviews with four pneumoconiosis patients, in which they vividly describe living with this dreadful disease, was important in all of the ways that investigative journalism should be. That we judges were able to see just a bit of it was unfortunate, but the fact that Wang Keqin promoted it indicates that he found your subject to be a compelling one. It is admirable that you followed up your investigation with a campaign to raise funds for the miners, but I think you might have a second and perhaps more valuable story to do, one about China's coal industry and the choices that young people like you could make now and in future years, not only to protect the planet but to prevent more men from losing their lives to coal. "

" Meaningful topic and well done of the video. Good execution in terms of the video shooting, promotion of video, the impact on social media, and the donation

part. I think your project is worthy keeping going. Think about how to broaden the impact in the future. "