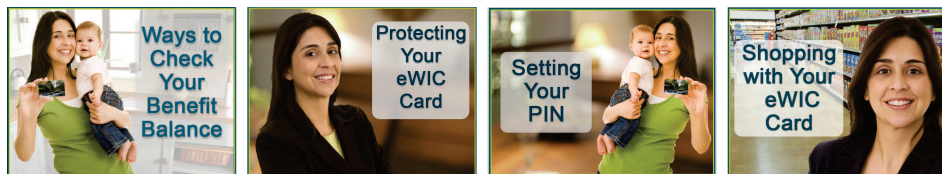# Creating eWIC Training Videos Using Adobe Captivate

Oregon WIC Program

By Karen Bettin, MS, RDN (Project Lead) and Diane Arnold, Administrative Specialist

View the videos from the Oregon WIC website, "Shopping with eWIC" page or on the Oregon WICShopper App available at http://www.ebtshopper.com/

Background

The Oregon EBT contract did not cover the production of a participant education video. When local staff expressed a need for a video to teach participants with limited English proficiency, Adobe Captivate was chosen to create a video type experience.

Similar to Powerpoint, Adobe Captivate allows photographs, screen shots, and documents to be turned into a realistic, visually engaging micro-learning experience. The Captivate timeline & effects are easy to use and provide a professional product.

Studies have shown different brain pathways are used for listening and reading, so minimal text was used to improve learner focus.

How to get started on this type of project?

A team of subject matter experts identified what a successful eWIC cardholder would need to know and do. When the learner competencies were grouped by topic, a four part story emerged. Next concepts to achieve the competencies were identified.

Four 3-4 minute videos were produced to give staff and participants maximum flexibility when using the videos:
• Setting Your PIN
• Shopping With Your eWIC Card
• Checking Your Food Balance
• Protecting Your eWIC Card

Captivate is based on a slide format (similar to PowerPoint), so the audio scripts were written with the slide in mind. One or 2 concepts were addressed on a slide in 100-125 words or 15-30 seconds. Each video ended up with 13-17 slides, including the opening and closing slides.

The Storyboard

Using a storyboard, subject matter experts identified by slide # the concept(s) addressed, the audio script, visuals to highlight the content, and animations (e.g. sequence of images; zoom in or fade out, drawing a circle for emphasis).

Visuals included screenshots or crops of brochures, purchased iStock photos, and staff photographs. Each visual was numbered and tracked on a master image spreadsheet.

Images of the "WIC participant" narrator and her family which made the story come to life were found on iStock.

Slide No.	Concept	Visual	Script
4	Participant will know which months they have a balance.	11- clinic scene with certifier showing Benefits List on computer screen 12 – overall shot of benefits list on screen	When I'm at the WIC clinic, the staff show me what's been added to my eWIC account for 1, 2 or 3 months.
5	When participant needs to contact clinic for more benefits.	13 – screen shot benefit list – closeup of last month of benefits, so know will need an appt at WIC clinic	On my WIC Benefits List, I look for the last month I have benefits, because I know that's the month I need to go back to the WIC clinic.
6	Every family member combined into one list.	45 – Screenshot of Benefits List. Closeup of 1st month of benefits to show combined benefits of Jessica and Sophia	With eWIC, all of the foods for my family are combined together. So for each month of benefits, the foods for my baby Sophia and I are listed together.

Figure 1. Storyboard format in concept building stage in Word.

Storyboard with Script

Mock-up in Powerpoint saves time in Adobe Captivate

A mock-up of the slides in PowerPoint gave developers the ability to check the overall flow of the content, to test images and get a sign-off by the subject matter experts before translating the script, recording the audio, purchasing photographs or starting the work in Captivate.

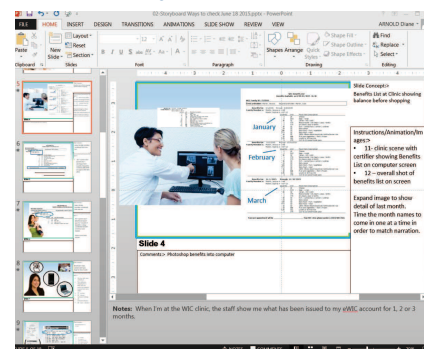**PowerPoint Mock-up**

Making the videos in Adobe Captivate

Using the PowerPoint storyboard as a guide, the audio files, images and appropriate actions, fades and animations were added to the timeline for each of the slides in Captivate.

For the Spanish version of the videos, the audio tracks and title slides were replaced and visuals synced to the audio.
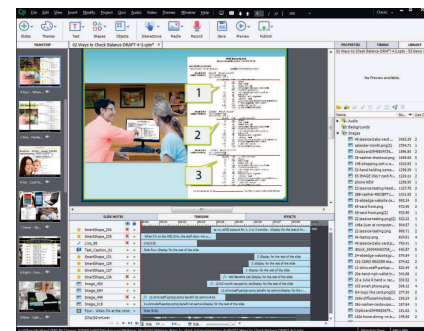
Adobe Captivate

Publishing the Videos

Various versions of the videos were created to accommodate different needs:

• **YouTube** – links added to Oregon WIC "Shopping with eWIC" web page; Oregon WICShopper app and local agency Facebook pages.
• **DVD looping with subtitles** for clinic waiting areas.
• **DVD with menu** for group classes and individual counseling sessions.

Not only were the videos used for participant education, local agency staff watched the videos as a prerequisite to attend statewide staff training on eWIC.

Lessons Learned

1. Limit the slide length so slide set up in Captivate is easier.
2. Keep slide numbers consistent between script, PowerPoint and Captivate. Include a placeholder for opening and closing slides.
3. When sending scripts to translation, specify if the translation should be in conversational or formal language.
4. The image spreadsheet with each visual numbered was key to tracking the status of gathering and managing all of the visuals.
5. Use Photoshop to resize images upfront to the size to be used in Captivate. Once an image is resized, don't stretch to a larger size.
6. Upfront, set up project in Captivate with a 16:9 format, so it can be supported by current technical devices.

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