



CONSTRUCT CASE STUDY - NON PROFIT

Center for Youth Wellness

Delivering industry standards, reaching a broader audience, and driving engagement with all users through high-quality content.



Construct

2 ONE-HOUR COURSES CREATED BETWEEN:

February 2020 - July 2020

COURSE TITLES:

ACEs and Childhood Adversity:
Preparing Your Practice for ACEs
Screening

Best Practices for
Communicating About ACEs and
Empowering Families to Change



**Center for Youth
Wellness
Headquarters:
San Francisco, CA**

PROJECT GOALS

- Reaching more people via a scalable online course model.
- Tailoring self-paced courses to suit busy medical professionals in the healthcare industry.
- Supplementing CYW consulting services for greater accessibility.
- Expanding training reach and broadening learning scope.
- Completing project within the tight timeline of five months.



ABOUT CENTER FOR YOUTH WELLNESS

[Center for Youth Wellness \(CYW\)](#) is a national leader in the effort to advance pediatric medicine, raise public awareness, and transform the way society responds to children exposed to Adverse Childhood Experiences (ACEs) and toxic stress. CYW's integrated approach brings together a team of experts in primary health care, mental health and wellness, research, policy, education, and community and family support services to meet children and families where they are and help them lead healthier lives. Established about 10 years ago and founded by Dr. Nadine Burke Harris (Surgeon General of California), CYW set out to start a conversation about the importance of early screening for ACEs in the medical field. As an established thought leader in the space, CYW encourages and teaches pediatricians when and how to start screening within their clinics.

CHALLENGES

As experienced healthcare professionals in the area of ACEs, Center for Youth Wellness created the National Pediatric Practice Community, working with several clinics around the country to help them begin the screening process for ACEs. During their pilot site training program, the CYW team was able to discover many of the barriers clinics were facing and how to address them. Realizing that having a small team would make it difficult to provide in-person trainings in many different locations, the team decided that having online courses would make their work more scalable.



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Our model was meant for learning and not inherently scalability. We wanted to be able to scale support and lessons learned to support clinics to do this type of work the right way.

- LEENA SINGH
LMS Consultant, CYW



PARTNERING WITH Construct

Center for Youth Wellness was under a tight timeline when seeking out an Online Program Enablement company to partner with to build their program on the Bridge LMS platform. They wanted to scale support to screen for ACEs properly and effectively.

When entering into a partnership with Construct and Bridge, Center for Youth Wellness had never developed an online program before. Due to their depth of knowledge in ACEs but inexperience in the online space, CYW claimed that they really “appreciated the project management and hand holding” (Leena Singh, LMS Consultant at CYW) that Construct was able to provide. In addition, “the meetings with Construct had structure with the purpose of getting everything done in a timely manner” (Myrnelle Gomez, Training & Technical Assistance Manager at CYW).

Construct was able to not only take the information surrounding ACEs and present it to the audience, but they also presented “expertise in online learning and how the courses should be structured in modules and the appropriate length for absorbing the information,” (Jennifer Marshall, Content Strategist & Copywriter for CYW) allowing the courses to best suit CYW’s audience of medical providers and medical specialists.

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We were under a tight timeline and Construct was one of the only organizations that could get what we needed done in the timeline we asked for.

THE PROCESS



We really appreciated the productivity of it all—the smooth flow, open communication—there was always someone who was available in real-time to address any of the concerns we had.

PHASE 1

*Learning and
Visual Discovery*

At the beginning of the project, Center for Youth Wellness met with Construct for a **design session**. CYW came to the table with experienced writers for the course. Much of the conversation focused around what would be the **most valuable resources** to build out the remaining pieces of the courses. Construct committed largely to the **Learning Design** through translating and curating the content provided by CYW.



PHASE 2

Recommendations

Following Construct's **uplift of the content**, CYW would connect again for **review sessions** during which they could edit, provide feedback, or submit recommendations for changes. Both CYW and Construct's commitment to creating high quality courses made for a very **detail-oriented review process**.



PHASE 3

Implementation

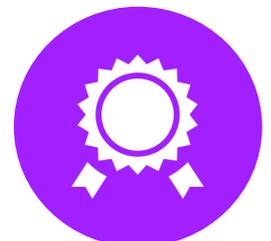
Construct quickly created **course atlases** and **course blueprints** using resources provided by CYW. CYW then had 1-2 weeks time to review these, during which the two teams would meet frequently to make adjustments. Following final approval of the atlases, the courses were **built into Bridge** by Construct's **Learning Technologists**.



PHASE 4

Production & Sign-off

Once the courses were built, Construct's production team **drafted video scripts**. With the approval from CYW, Construct began **delivering motion graphics** and **scenario videos** for the courses. Production feedback resulted in voiceover swaps and text edits. Once completed, the **visual elements** were added to the Bridge courses, finalized, and **approved**.



RESULTS



Creation and delivery of two one-hour courses within Bridge.



Enhance visual design through creation of two custom motion graphics, two case study videos, and sixty custom graphics.



All course elements were outlined, created, reviewed, and signed-off within CYW's strict five-month timeline.



All project pieces were completed in accordance with CYW's budgetary requirements.



The flexible, self-paced nature of the online courses enables CYW to better meet the needs of busy medical providers.



The scalability of the courses allows CYW to have a greater impact and provide support to professionals on a larger scale.



Because we're a non-profit and have a specific budget that may not be huge, being able to have a team like Construct that understands that, respects that, and is able to make a quality course without an exuberant amount of money was huge for us.

- **MYRNELLE GOMEZ**

Training & Technical Assistance Manager,
CENTER FOR YOUTH WELLNESS

Construct

ENABLING OPPORTUNITY THROUGH
TRANSFORMATIVE LEARNING