Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BSc in Health & Social Care

Changemakers – Creativity and Value Creation (BMHP 5014)

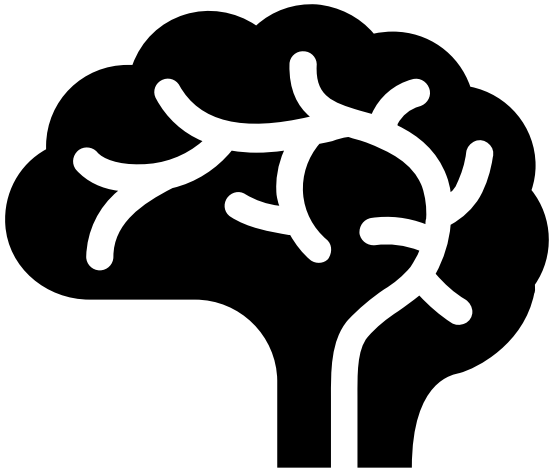
WEEK 3

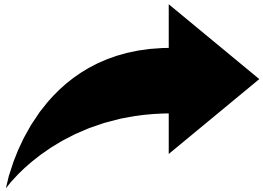
Dr Azora Hurd: a.hurd@uwtsd.ac.uk

Today we will…

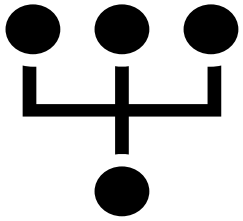
The session will include the following items:-

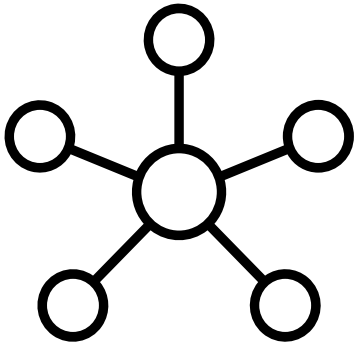
- To look at ideas relating to a mind map and blog examples to help you develop your ideas.
- To provide you with some examples of flyers/leaflets and talk about what is appealing within them.
- Go through some E-learning topics around your resources, and problem solving, innovation and creativity and to consider what is society 5.0 and technologies.
- Time for you to work on your e-learning units in Moodle.





MIND-MAPS





Simple Rules for an effective Mind-map

- Think of the central idea and write it down in the middle.
- Think of related ideas and place them around the central idea. No more than 6 different items.
- Connect all ideas with meaningful connecting arrows.
- Use lines, coloured lines, shapes, pictures, etc. to graphically describe ideas and relationships.
- Leave lots of space between ideas because new filler ideas and relationships will come in as the mind map grows.
- Go with the flow and be creative.

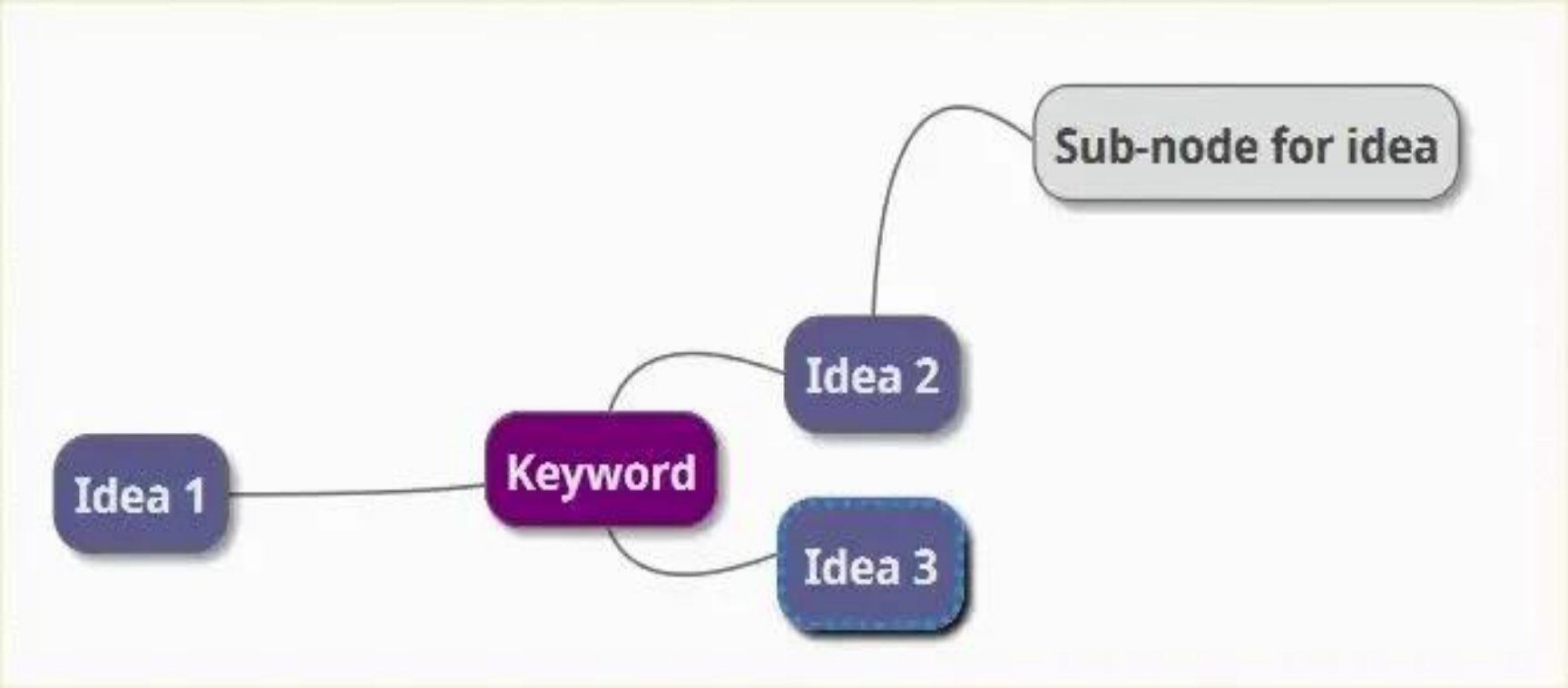
Mind-Maps

- It is about putting down ideas or thoughts into a mind-map which is logically constructed.
- You are encouraged to think from every perspective in your mind-map of the key salient points.
- A mind-map **encourages brainstorming**.
- Your brain will start to think about the **relationships between the ideas** rather than look at them as a hierarchical list.

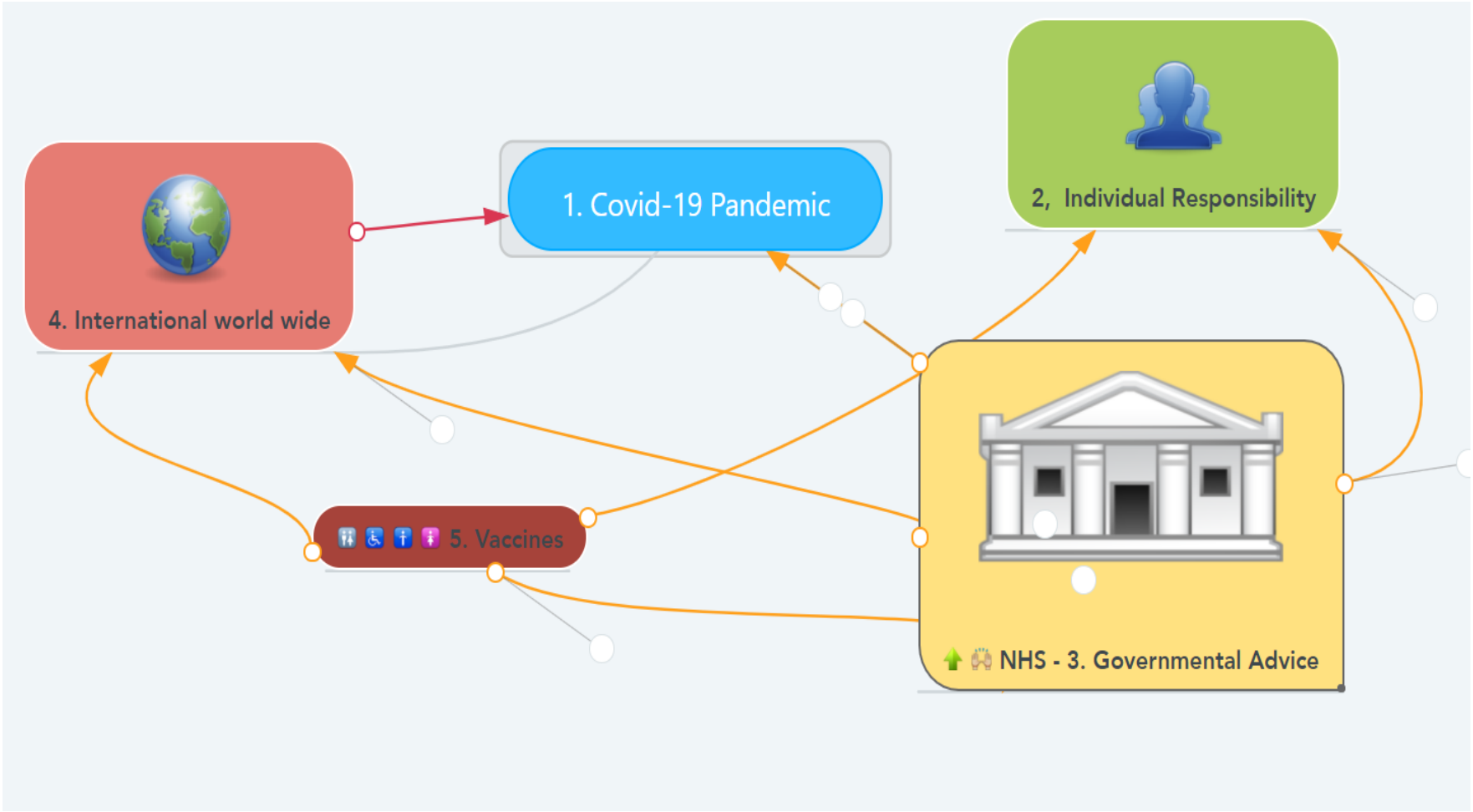
Brainstorming Ideas



Mind-Map Example



[Learn To Create A Mind Map In Word? Here's How! | MindMaps Unleashed]



- Mind Mapping - Bing video
- How To Create A Mind Map - Bing video

Task 1 Option – Mind-map

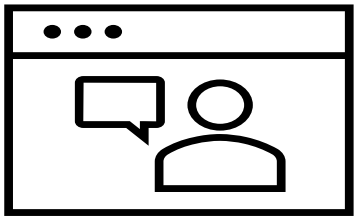
ARTEFACT TASK 1

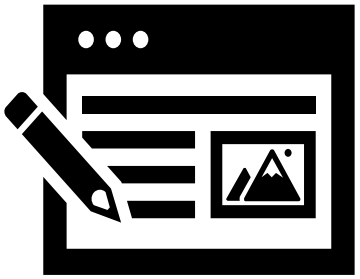
- Create a mind map of your choice with no more than 6 interconnecting links that demonstrates how the ideas and concepts are formulated from one of the approaches you have chosen to take.
- Alongside your mind-map you should provide a written explanation of your mind-map of no more than 500 words.
- You can use supporting imagery, and it can be hand drawn or produced using MS Word, or PowerPoint using Office 365 or an appropriate technology such as Mind Meister available at: www.mindmeister.com/
- The mind map should be referenced appropriately for all the images uses.
- The mind-map explanation should include references sources around your idea/approach on the topic area and it can include governmental legalisation and national policy.





BLOG





What is a Blog?

- A blog should contain information which explains what the contents of the blog relates to – the idea, and have a purpose, and it should be understandable to your audience.
- A blog can express opinions, it can raise questions, it can invite you to express your views, and ask others – the blogger to give their views in return and it can express and share experiences.

The Blog

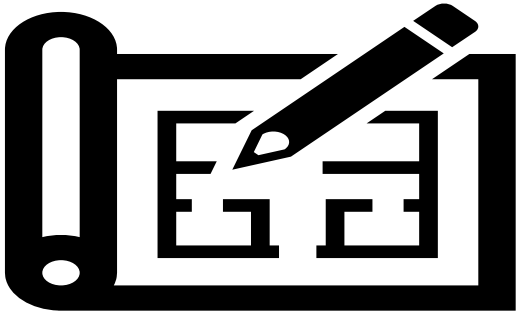
- It can be an interactive conversation to get people talking, it can be about up-dating and telling people what you are doing now and or plan to do.
- A blog can provide images, photos, graphs, diagrams and it can have links to other information such as relevant websites, articles, books, journals, publications such as news papers, videos, YouTube links, and any other material which will enhance the contents of your blog.
- The blogger is someone who regularly updates their blog, they are passionate about the blog topic and they want to share and learn from others and it should be fun.
- How to Start a Blog in 2021 - Easy Guide to Create a Blog for Beginners (theblogstarter.com)

Task 2 Option – A Blog

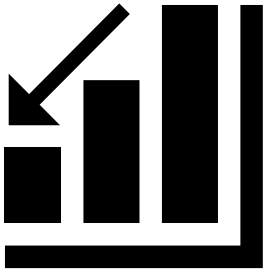
ARTEFACT TASK 2.

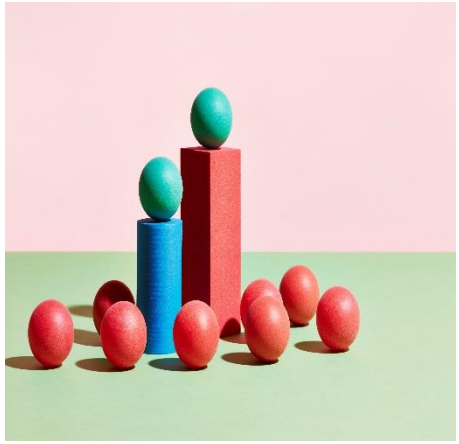
- Create a blog that outlines how you came up with your idea/approach. You should discuss your idea by explaining what it is clearly which will encourage other bloggers to engage with you.
- This blog should be no more than 500 words and should use supporting visualisation imagery e.g., graphs, tables and pictures and should include website links to entice your potential audience to seek further information.
- It should have one website link included around your idea/approach.
- A list of sources used to inform your blog should be included in a reference list, using the appropriate referencing standard.





FLYER/LEAFLET





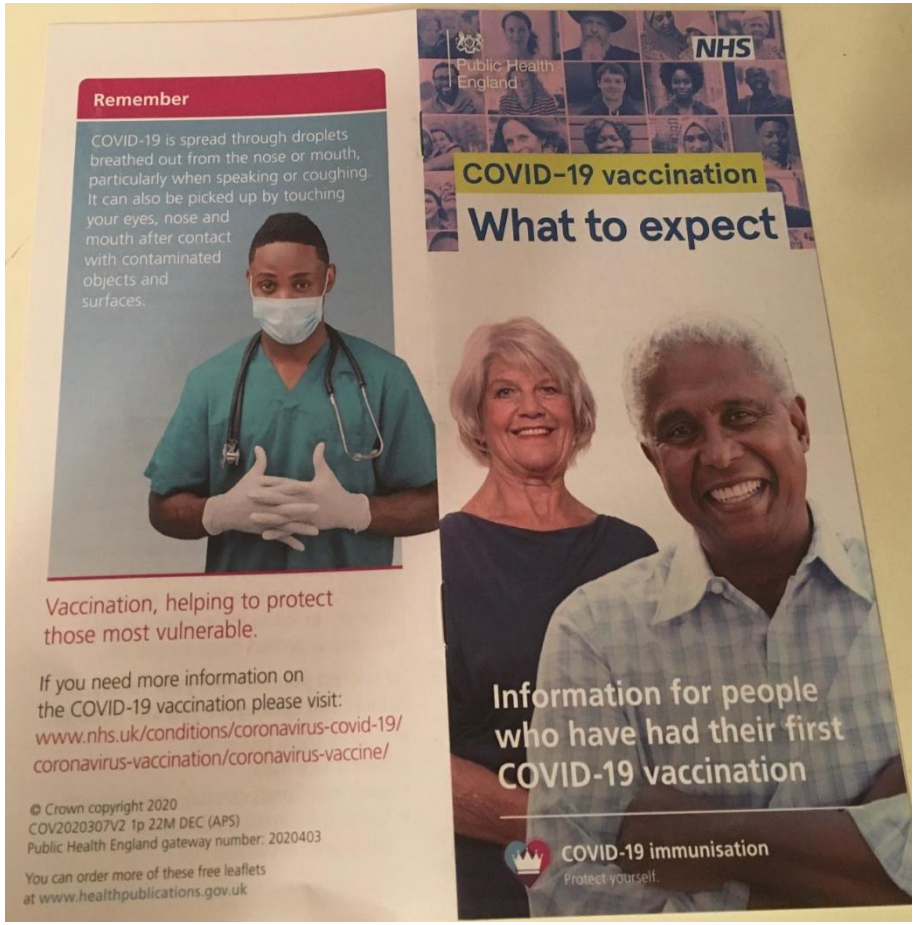
What is a Flyer/leaflet

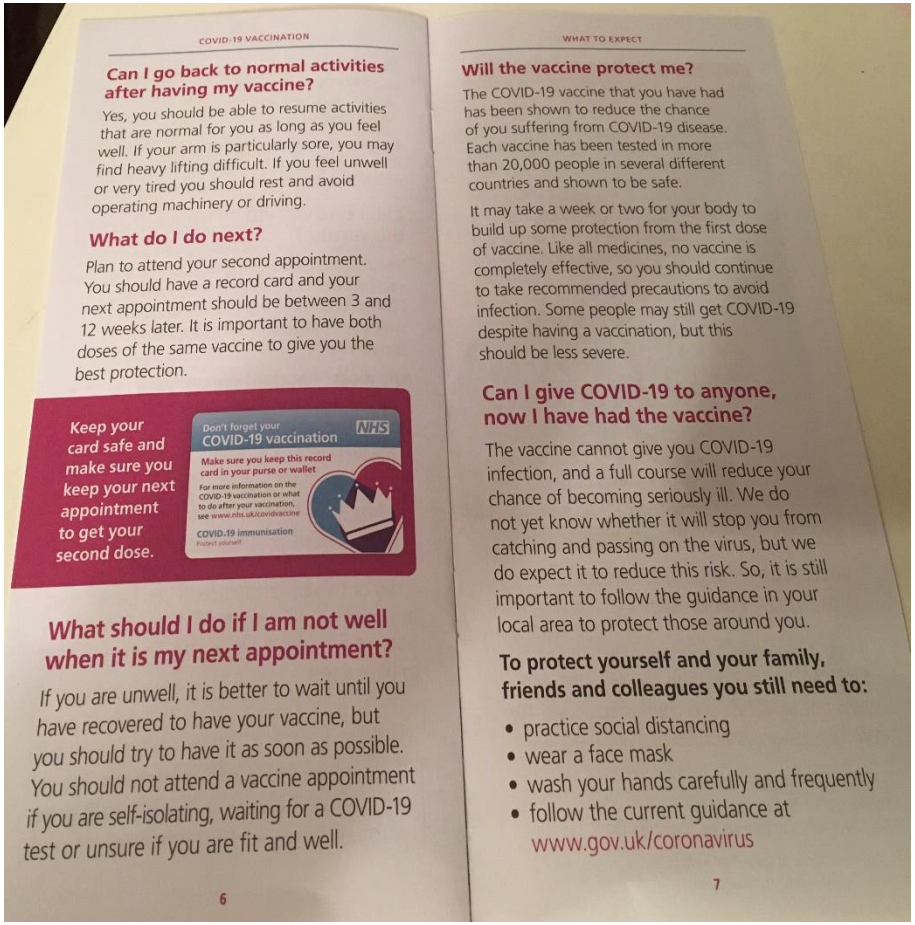
- A flyer/leaflet can be about anything – it is open to any topic area.
- It must be informative so that the potential audience understands what the contents relates to.
- A flyer/leaflet should have a message which advertises the purpose for the information contained within it.

Flyer/leaflet

- A leaflet/flyer can be attractive, punchy, use images, and be informative.
- It should have the name of the producer, with contact details, website, and other social media outlets e.g. Twitter, Blog, Instagram etc.
- The contents should have enough information to entice the reader to learn more, and it should be accurately conveyed to the potential audience.
- How to create a leaflet - BBC Bitesize

NHS – Covid-19 Example





Service Example





The Census Notification





Sales Leaflet Example





Task 4 Option – A flyer/leaflet

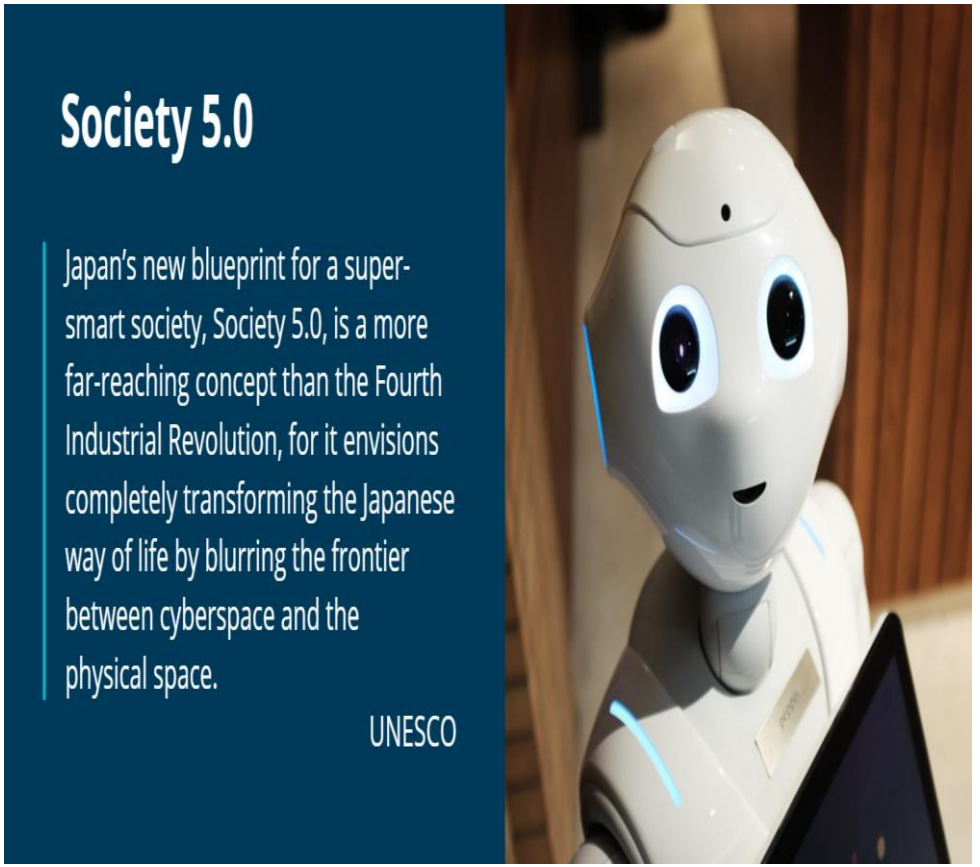
ARTEFACT TASK 4.

- Create a single-sided flyer which supports your idea and approach. Your flyer can be produced in PowerPoint using Office 365 or cover an A4 MS Word sheet.
- It should be designed to engage your potential audience or contributors and should benefit your idea. For example, if you have an awareness raising idea, your flyer should concisely portray the issue and how you would like people to get involved.
- You will need to explain the contents of your flyer in no more than 500 words about how you came up with the flyers design and why you think it is effective at advertising your idea.
- A list of references should be included outlining both the images you use and the academic source material you have include.

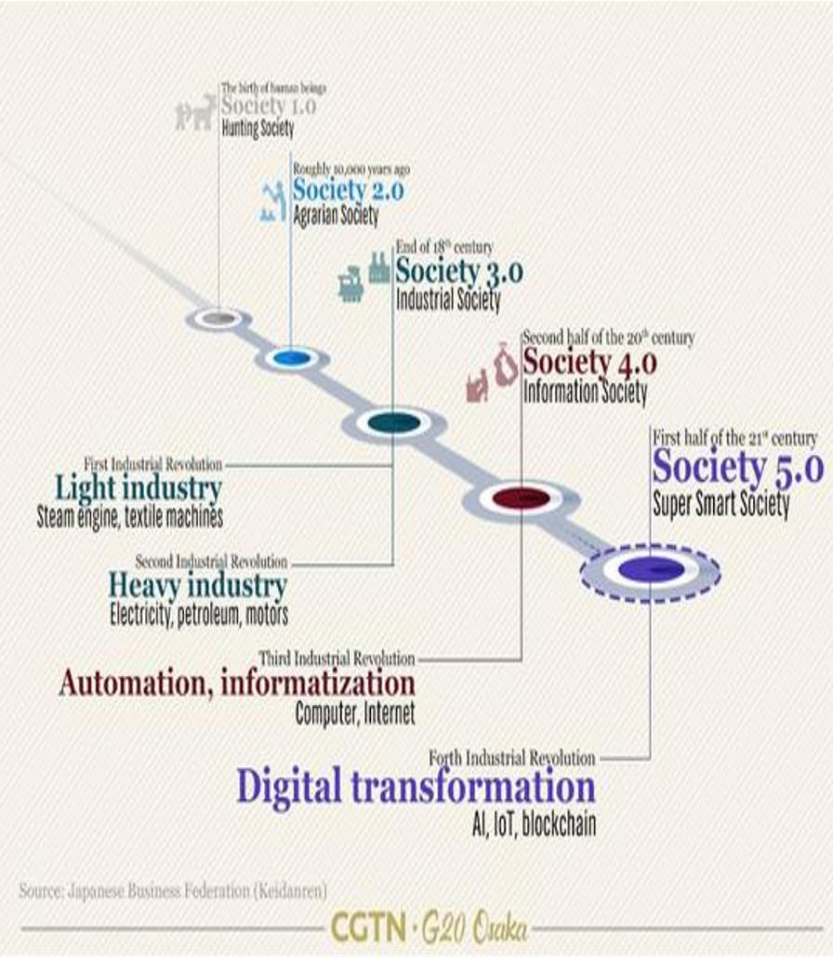
Unit 1 Topic 1

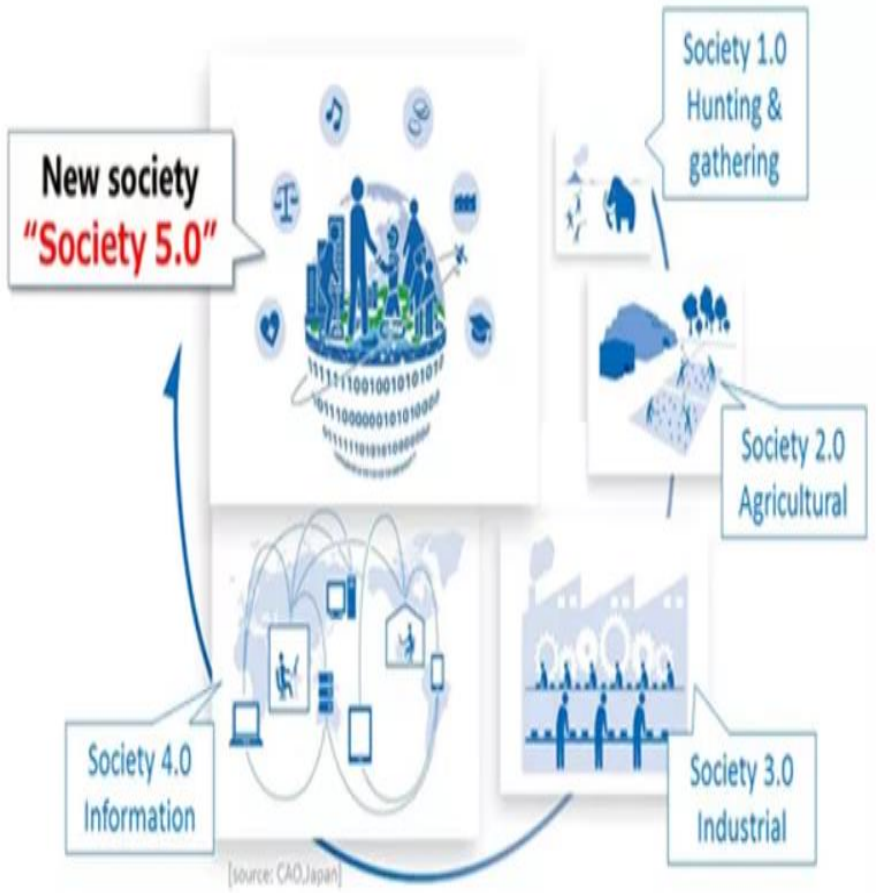
What is Society?





Innovation and society





Technologies

State of Sustainability Technologies in Japan

Japan Challenge for Society 5.0 — Accelerate Innovation with Japan

mPOWER

Food and Agriculture

vegetalia
Vegetation Science & Technology





IntegriCulture



New Retail / D2C

Just starting

clear



mymizu



Renewable Energy / Battery Energy

Paradigm Shift needed

みんな電力



Biochemical / Materials

Gap to fill

Spiber



Mobility

Gap to fill



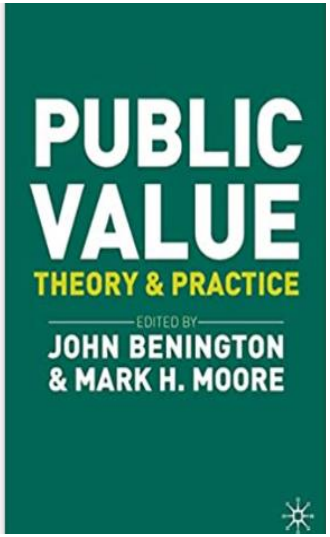


Waste Management / Recycling

Gap to fill



References – Essential Reading



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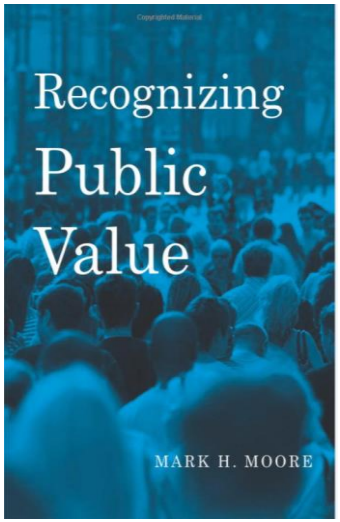
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Moodle site material [Course: Changemakers: Creativity and Value Creation (BMHP5014_BIRM) (uwtsd.ac.uk)]

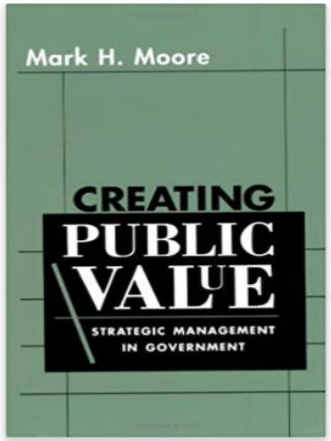
References – Additional Reading



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I. Title.
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172'.2—dc23 2012022228



Moore, H. M. (1995) ***Creating Public Value – Strategic Management in Government.*** Cambridge: Harvard University Press.

Assessment Criteria E-Portfolio

Generic Assessment Criteria
1. Engagement with Literature Skills 10%
2. Knowledge and Understanding Skills 20%
3. Cognitive and Intellectual Skills 20%
4. Practical Application Skills 20%
5. Transferable Skills for Life and Professional Practice (including 10 marks for e-learning participation in the online material) 30%

UNITS FOR THE ON LINE TASKS – UNIT 1

TOPIC 1 HOW INNOVATION CHANGES THE WORLD

1. Introducing innovation
2. Innovation and society
3. Creating the future
4. Creativity and society

TOPIC 2 WHO AM I? MY SENSE OF SELF

1. The idea of self
2. Social influences
3. Developing creative confidence

TOPIC 3 ADDRESSING SUSTAINABILITY

1. What is the problem?
2. Sustainability changemakers
3. Be the changemaker.
4. Additional resources

TOPIC 4 MAKING STATEMENTS

1. Big (traditional) values
2. Designing tool recipes
3. Small (personal) values
4. Additional resources

UNITS FOR THE ON LINE TASKS – UNIT 2

TOPIC 1 CHANGE MARKING – THE ACT OF CREATING VALUE

1. Who and what are changemakers?
2. Value creation pedagogy
3. The practice of changemaking

TOPIC 2 STORYTELLING

1. Stories and why we tell them.
2. Spotting competences in stories
3. Creating our own competency story

TOPIC 3 IDENTIFYING NEW IDEAS

1. Scoping
2. Finding meanings
3. Identifying attributes

TOPIC 4 SEEKING SOLUTIONS

1. Creative solutions tool cards
2. Tool Kits
3. Making your own tool kit

UNITS FOR THE ON LINE TASKS – UNIT 3

TOPIC 1 COLLABORATION NOT COMPETITION

1. Establishing a supportive network
2. Stakeholders analysis
3. Creating a stakeholder map

TOPIC 2 FUNDING YOUR IDEA

1. Sources of funding
2. Creating a crowdfunding campaign
3. Understanding social enterprise

TOPIC 3 TELLING YOUR STORY

1. Storytelling as a persuasive communication tool
2. Self-confidence and authenticity
3. Preparing a strong presentation

TOPIC 4 BE IN IT TO WIN IT

1. Navigating social media
2. Developing your professional persona
3. Linkedin the professional network

UNITS FOR THE ON LINE TASKS – UNIT 4

TOPIC 1 MEASURING SUCCESS

1. What is success?
2. The Pygmalion effects
3. Success and wellbeing

TOPIC 2 PERSONAL EVALUATION

1. Your project success
2. You, your project and others
3. Success through teamwork

TOPIC 3 MOVING FORWARD

1. Building up from the project
2. The power of failure
3. Looking forward

TOPIC 4 CLOSING THE LOOP

1. Skills and attributes
2. Showcasing your work