

Inova Health System's Kellar Center

PROJECT	Fundraising and Informational Programs
PROBLEM	The Fairfax Inova Kellar Center needed to communicate the value of the center to prospective donors, the methods of treatment to new patients and their families, and the quality of care to health professionals and families. Sensitive subjects such as childhood sexual abuse and drug dependency required effective storytelling.
SOLUTION	Nine Yards Media produced a series of videos that showed the value and quality of care at the Kellar Center. In one program, Nine Yards Media documented and explained how Play Therapy is used to assist young children in recovery from abuse and traumatic events. Nine Yards Media addressed the sensitive subject of sexual abuse of children and customized the script and casting to meet the needs of both English and Spanish-speaking families. In another video, Nine Yards Media documented the Center's treatment programs and included carefully produced interviews with former patients and their families. This series of programs increased visibility and funding for the Center.
COMPONENTS	Strategic Communications, Video, DVD, Multi-lingual

