

ADDRESSING UN SDG 10 - REDUCE INEQUALITIES: Marketing and multimedia students empowering and promoting the social inclusion of all.



This module:

- supports students to apply their skills and knowledge to enhance the self-esteem of children with limb difference.
- enables students to gain contextual understanding of the challenges faced by young people with limb difference and their families, and learn how to apply their skills to help build public awareness and reduce inequalities of children with limb difference.

QUICK FACTS

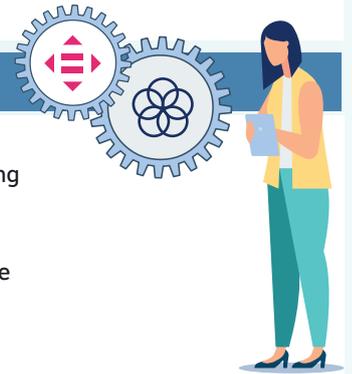
Lecturers: Deirdre Kennedy and Dr Patricia Medcalf

Dept./School: Department of Marketing and Business Computing: BA (Hons) Advertising and Marketing Communications; Department of Humanities: BA (Hons) in Media Production and Digital Arts

Module type: Advertising portfolio design module; Final Year Project module.

Purpose of Partnership: To enhance the self-esteem of children with limb difference and better enable involvement in everyday activities.

Community Partner: 3D Assist



CONTEXT

Approximately one in 10,000 children in Ireland are born with the condition Amniotic Band Syndrome, which may result in a limb difference.

Up to their mid-teens, there are few prosthetic options for children. Owing to how fast children grow, expensive commercial prosthetics are not a viable option for children and their families. Also, prosthetics for children are often cumbersome and draw

unwanted attention to children who just want to play and have fun with their friends. 3D Assist, a registered charity based in TU Dublin (Tallaght Campus), is on a mission to address this dilemma and raise public awareness about limb difference in children. The charity uses 3D design and printing technologies to manufacture free, child-themed, prosthetics for children.



DETAILS OF COMMUNITY ENGAGED LEARNING PROJECT

Since their inception in 2015, 3D Assist have come to realise that their technical capacity and expertise is secondary to their central goal which is to enhance the self-esteem of children with limb-difference.

In 2020, students from the Department of Marketing and Business Computing, and the Department of Humanities (Media programme) partnered with 3D Assist to create an integrated marketing and digital media campaign with the purpose of raising awareness of limb difference among new parents, and highlighting how influential adults could be more supportive of children with prosthetics. A key element to the students' campaign was the focus on the ancient mythology figure, Nuada, who used a silver arm prosthesis. Nuada represents strength, diversity, and resilience, and through placing this figure at the centre of the campaign, students were signalling that there is strength in difference.

Digital media students filmed the 3D-scanning of a 3000-year-old effigy of Nuada, housed in Armagh Cathedral. They further developed the context for this through the filming of 4-year-old Tristan receiving his prosthetic arm in the university. The nature of their contribution required managing a dynamic and complex situation of the unscripted interaction with 4-year-old Tristan. This required significant student engagement and confidence. Among other outputs, students produced: strategies for Facebook and Instagram; logo

improvements; a podcast; a promotional video for social media; and an information pack. The nature of this collaboration meant that students had to be active in designing and driving their own inputs, with the guidance of lecturers and the community partner. The collaboration demonstrates the importance of embracing the 'students as partners' model, providing students with autonomy to apply their creative and practical skills across a variety of media.

This partnership will allow 3D Assist to develop the uniquely Irish story of Nuada which will culminate in the release of a Nuada-themed prosthetic arm. The collaboration has laid the foundations for a more ambitious goal which is to prepare a resource pack to be supplied to primary schools who have students with limb difference.



DEVELOPING GRADUATE ATTRIBUTES AND VALUES

In this Community Engaged Learning initiative, students had the opportunity to work with children with limb differences. They gained an empathetic insight into the adversity these children experience and their eagerness to fit in among their peers. Through witnessing how a charity such as 3D Assist apply their expertise and knowledge, the students were able to reflect on their future contribution to society both as professionals and citizens.



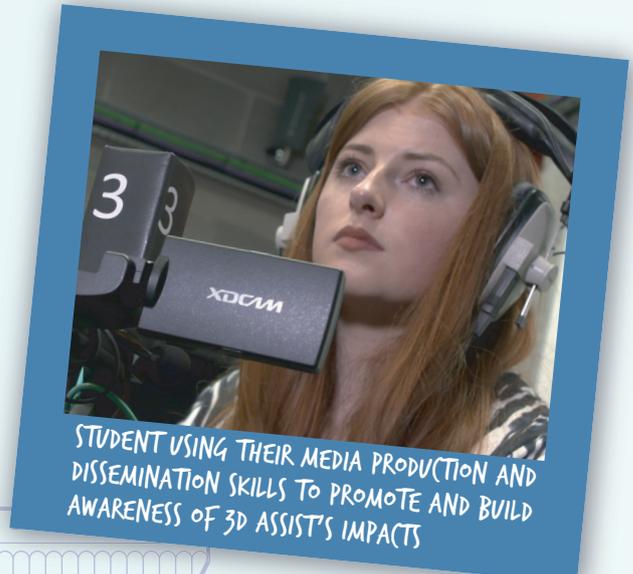
GRADUATE ATTRIBUTES AND VALUES ACQUIRED THROUGH THIS PROJECT

Effective, global citizens who recognise and challenge inequality

Socially responsible

Compassion:
Empathetic, demonstrates care for self and others

Creators, evaluators and communicators of knowledge



ABOUT

Campus Engage is working to bring higher education teaching staff, students, and communities together to address societal challenges through the curriculum. The Campus Engage Steering Committee and the National Forum for the Enhancement of Teaching and Learning are grateful to Dr Ruth Hally, Civic Engagement Programme Coordinator, UCC who led this project. This case study was written by Dr Hally with

Robbie O'Connor, 3D Assist and TU Dublin, and Dr Claire McDonnell, TU Dublin; and was informed by the UCC Graduate Attributes Programme framework, funded by the Higher Education Authority and the Tomar Trust.

For more information go to: www.campusengage.ie