

## **New England Research Institutes**

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### **Product Developed:**

*Inner City Childhood Asthma: Self-Management Video, "Roxy to the Rescue"*

This SBIR produced and evaluated an asthma education videotape in English and Spanish. The program, called *Roxy to the Rescue* used an innovative animation technique that overlays 3-D animation on top of live-action video. The content covers asthma-related knowledge on the prevention and management of asthma episodes and the use of medication and equipment. The program promotes home management of asthma to children and their parents.

*Roxy to the Rescue* is currently being sold in the United States and Canada. To date retail sales have totaled over \$56,000. A bulk sale agreement with a Pharmaceutical company for \$50,000 was negotiated for 2,500 copies, of which 1,250 copies have already been distributed and paid for while the remaining 1,250 is expected to be purchased and distributed in the near future.

Furthermore, a multi-year broadcast agreement was finalized with the PBS station in New York, WNET. This agreement allowed for four annual television broadcasts of *Roxy to the Rescue* as part of a children's health day programming. These broadcasts reached many families in New York State.

In 1996, *Roxy to the Rescue* was selected to be included in a special television program on the Discovery channel. This program highlighted the best educational animation programs of the year.

Finally, to date, *Roxy to the Rescue* has won five top industry awards: a Cine Golden Eagle; a Telly; an International Monitor; a National Educational Media; and a Health Sciences Communication award.

### **Product Developed:**

*Women in the Middle: Mid-Aged Women and Menopause Video, "What's New About Menopause"*

This SBIR produced and evaluated a program on menopause and hormone replacement therapy (HRT) that is entitled *What's New About Menopause*. The program looks at the stories of several women and their different attitudes towards and experiences of menopause. The program also looks at the complexity and controversy over estrogen replacement therapy. In order to greatly increase the prospective target audience, NERI staff pursued and successfully negotiated an agreement with NOVA/PBS to co-produce and broadcast this program. It aired on PBS on November 1, 1994. It was seen by approximately 20 million people. Following the broadcast, it has been distributed by WGBH in Boston to individuals, institutions, and health professionals. To date there have been gross sales of approximately \$54,000.

A separate evaluation of the videotape showed that it was effective at increasing women's knowledge about menopause and HRT.

### **National Institutes of Health Awards**

R44 HL47256  
R44 AG10082