

## **Gemini-award-winning documentary maker creates groundbreaking training DVD for the Canadian Navy**

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A groundbreaking new training video produced for the Canadian Navy by Journeyman Film Company of Halifax is using hard-hitting, documentary techniques to help Navy divers learn about life-saving emergency procedures.

The 45-minute bilingual DVD, shot in and around the Halifax Harbour, was commissioned by the Navy to update the resources used in their dive emergency procedures training. For Journeyman's head of production Mathew Welsh, the challenge was to bring all the company's story-telling skills to bear in an effort to engage viewers and drive home the importance of emergency preparedness and safety skills.

"We didn't want this to be another boring safety video," says Mr. Welsh. "We wanted to grab the audience with emotion, get their attention, and connect them to this important subject."

The Dive Emergency Procedures video shows members of the Fleet Diving Unit recreating dive emergencies and demonstrating correct procedures. The video also reconstructs three fatal diving accidents in order to illustrate the seriousness of understanding safety procedures in the event of an emergency.

Connecting in-class training with real-life emergencies and disasters, not only improves student engagement with the material, but also enhances retention of information, says Mr. Welsh.

Journeyman Film Company's expertise in using powerful storytelling techniques to build skills and awareness around health and safety issues helped bring the training videos to life, said viewers.

"The feedback from the students has been awesome, opening dialogue and discussion," says CPO1 Charles Trombley, OMM, Training Chief at FDU (Atlantic). "We know we have the students' attention during this class. Students that are returning for re-qualification training have been vocal and appreciative while totally engaged when reviewing this subject."

Traditional textbook-style training videos can deliver content related to knowledge and skills, Mr. Welsh says, but miss out on an essential third ingredient for effective training retention: attitudes and behaviour. By embracing story telling and a documentary-style approach, the video delivers informational content on the back of emotional content. And that's what hits the audience.

The Dive Emergency Procedures video is currently in use by the Canadian Navy for training Ships Team Divers, Port Inspection Divers, Combat Divers, Clearance Divers and their supervisors.

The full video can be viewed on Journeyman's website sample work page. Selected excerpts from the video can be viewed on Journeyman's YouTube channel by visiting: <http://www.youtube.com/JourneymanFilmCo>.

#### About Journeyman Film Company

Journeyman Film Company was founded by award-winning filmmaker Mathew Welsh in 2005. The company takes a documentary approach to producing video, rich-media content and communication services. The Journeyman team has a strong background producing award-winning content for television, and has used their documentary-making skills to create powerful and engaging training, recruitment, promotional, safety and educational videos for clients from the public service, emergency preparedness, defense, health, business and education sectors. The company recently produced *The Exchange: Six Faces of the Gambia*, which is being used as an educational resource in Nova Scotia high schools, as well as 20 television spots showcasing the province for a Nova Scotia *Come to Life* campaign.

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