



Video Testimonial Campaign

Let's tell the world **why health workers are the heart of health for all!**

Join us to gather a wide range of short video “testimonials”—from frontline health workers to global health leaders—about why health workers count for ensuring every community has access to essential health services. The Frontline Health Workers Coalition (FHWC) and Chemonics International, through the USAID HRH2030 Program, will share them during World Health Worker Week (WHWW), April 1-7.

About the campaign

We're looking for brief video clips to amplify our [key WHWW messages](#), including the need for greater investment in health workers. Four ideas for testimonials are below.

****Make sure to ask your question before you start recording!****

1. Get a quote that supports our overarching WHWW theme: **“Health Workers are the Heart of Health for All”**
Question prompt: Tell me why frontline health workers are at the heart of ensuring everyone has access to essential health services. (Ask them to say, “I am [name] and I’m a [position]. Frontline health workers are key to achieving health for all because...”)
2. Get a quote from **an actual health worker**
Question prompt: You provide health services directly to your community. Tell me what you do and why the services you provide here are important. (Ask them to say, “I am [name] and I’m a [position]. The services I provide here are important because... [one sentence].”)
3. Get a quote from **a manager within the health system** or someone responsible for ensuring every community has access to skilled health workers
Question prompt: Tell me why every community should have access to trained health workers. (Ask them to say, “I am [name] and I’m a [position]. Every community needs access to trained health workers on the frontline because... [one sentence].”)
4. Get a quote from **someone who can comment on how investing in frontline health workers promotes women’s economic empowerment**
Question prompt: Tell me why investing in the health workforce is also an investment in women’s empowerment. (Ask them to say, “I am [name] and I’m a [position]. We know that an investment in the health workforce is an investment in women’s empowerment. Why? Because... [one sentence].”)

How to participate

For this campaign, we're using a platform called Boast, which makes it easy to collect and share video testimonials. Using the above guidance (and tips below), film then submit a testimonial by either:

- Uploading your video here: <https://secure.boast.io/site/kudos/4BJTU8>
- Downloading the Boast Mobile App, filming your video on your phone, and using code 4BJTU to send to us. Click [here for iPhone & iPad app](#) or [here for Android](#).

Tips to get a great testimonial

- Carry your **smart phone** or **iPad** with you to meetings or site visits.
- Keep an eye out for an **interesting subject**, like a health worker or someone at the Ministry of Health.
- Place your subject in a **location that isn't too noisy** and shows some context.
- Pay attention to **lighting**. Natural light is ideal. If you're shooting in bright sunlight, try moving your subject to the shade. Always make sure the light hits your subject's face evenly (avoid distracting shadows from tree leaves, etc.).
- Get close and use **landscape (horizontal) orientation**.
- **Focus** on your subject's face and ask your subject to look directly into the camera (not at you).
- Hold your phone very **still**. You can use a tripod, or one of these [DIY tricks](#).
- Get **verbal consent**. Ask your subject to acknowledge that s/he understands the video will be posted online. (A simple 'yes' is fine.)
- Ask your **question before you start recording**, so we just hear from your subject.
- Capture **a few takes**, so you can choose the best one!
- Keep your videos short! Think **less than 30 seconds**.
- Jot down **key info**—subject's name, title, e-mail address, and Twitter handle.



Share far and wide

- When you submit a testimonial, campaign managers will receive a notification.
- Once your video is approved, we'll add your video to our WHWW campaign pages on the [FHWC](#) and [HRH2030](#) websites, tweet it from [@FHWCcoalition](#) and [@HRH2030Program](#), and share it on our [FHWC YouTube channel](#).
- We encourage you to also share the video with your own organization and network and on social media tagging [@FHWCcoalition](#) and [@HRH2030Program](#) and using [#WHWWweek](#) and [#HealthWorkersCount](#). Also, thank the health worker and email the link to the video.

Questions?

Not sure about something? Email Carol Bales at cbales@intrahealth.org or Elizabeth Walsh at ewalsh@hrh2030program.org for help.