High-Performing Health Care Framework Video Testimonial Campaign

Join HRH2030 as we collect and share short video testimonials from our community—frontline health workers to global health leaders—to increase awareness of USAID’s High-Performing Health Care framework. This framework underscores how we must all work together to create high-quality health care that is accountable, affordable, accessible, and reliable in order to achieve Universal Health Coverage (UHC). How are you contributing? Tell us! Our campaign runs through February 2020!

How to participate
We’re using a platform called Boast, which makes it easy to collect and share video testimonials. Using the prompts and tips below, film and send us your submission by either:

- Uploading your video here: https://secure.boast.io/site/kudos/PH6Z43
- Downloading the Boast Mobile App, filming your video on your phone or tablet, and using code PH6Z43 to send it to us. Click here for iOS or here for Android.

What should you say?
At a loss for words? No worries! Simply select one of the questions you’d like to answer below and follow the response prompt. Please keep your answers brief (less than 1 minute):

- **General Question:** How are you (or your organization/project) making health care more [accountable or accessible or affordable or reliable]?
  
  **Response prompt:** “My name is [name] and I’m a [position]. I’m helping to make health care...”

- **Question for health workers:** Why are health workers essential to achieving UHC? Use at least one of these—accessible, accountable, affordable, reliable—in your answer.
  
  **Response prompt:** “My name is [name] and I’m a [position]. Health workers like me are essential to achieving Universal Health Coverage because...”

- **Question for those in the private sector:** Tell us why (or how) the private sector is an important contributor to high-performing health systems (using accessible, accountable, affordable, and/or reliable in your answer).
  
  **Response prompt:** “My name is [name] and I’m a [position]. The private sector is making important contributions to health systems by...”

- **General Question:** What does affordable / accessible / accountable / reliable health care mean to you?
  
  **Response prompt:** “My name is [name] and I’m a [position]...” and then continue.

What happens once your video is submitted?
- When you submit a testimonial, HRH2030 campaign managers will receive a notification.
- Once the campaign video is approved, we’ll notify you, add your video to our [HRH2030 website campaign page](http://hrh2030.org/campaign), and tweet it from [@HRH2030Program](https://twitter.com/hrh2030program). Some testimonials may also be shared on the [HRH2030 Vimeo channel](https://vimeo.com/hrh2030) and our [Facebook page](https://www.facebook.com/hrh2030).
- We encourage you to also share the video with your own organization and network and on social media using #HealthForAll and #HealthSystems.

Tips to get a great testimonial are shared on the following page.
HRH2030 Video Testimonial Guidelines

- **Holding the Camera**
  You can use any device with a camera to film your video. If you are using your phone, make sure you tilt it to film in *landscape mode*, not portrait. This means your video should be *horizontal*, not vertical.

  ![DO] Hold your phone horizontally, like this:

  ![DON'T] Hold your phone vertically, like this:

- **Choosing the Location**
  - Good lighting is important. Choose a location that has *natural light*.
  - Make sure the *subject's face is evenly illuminated*.
  - Choose a *non-distracting background* so that the spotlight is on your subject.
  - Choose a *quiet* location.

- **Preparing**
  - While we want the testimonials to be spontaneous, you should prepare before the actual filming.
  - **Ask the question before you start recording.** This way, we hear only them.
  - Hold your phone very *still*. To stabilize the camera, you can use a tripod, or one of these *DIY tricks*.
  - **Focus on your subject’s face** and ask them to look directly at the camera.

- **Don’t Forget**
  - Get *verbal consent*. Make sure your subject understands the video will be posted online.
  - Capture *a few takes* to ensure that you are picking the best version!
  - Keep your videos short! *Think less than 1 minute.*

Questions? Email Camila Alegria calegria@hrh2030program.org or Elizabeth Walsh ewalsh@hrh2030program.org