

High-Performing Health Care Framework Video Testimonial Campaign

Join HRH2030 as we collect and share short video testimonials from our community—from 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](#), and tweet it from [@HRH2030Program](#). Some testimonials may also be shared on the [HRH2030 Vimeo channel](#) and our [Facebook page](#).
- 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.



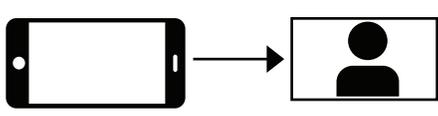
HRH2030 Video Testimonial Guidelines

- Holding the Camera

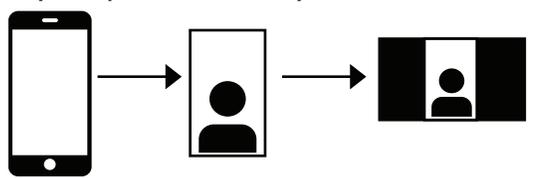
You can use any device with a camera to film your video. If you are using your phone, make sure you tilt it to film in **landscape mode**, not portrait. This means your **video should be horizontal**, not vertical.



Hold your phone horizontally, like this:

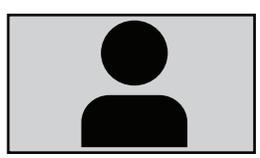


Hold your phone vertically, like this:



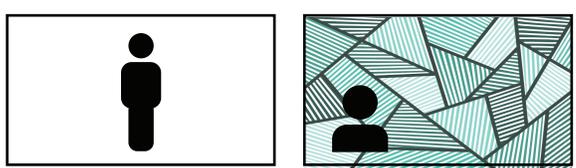
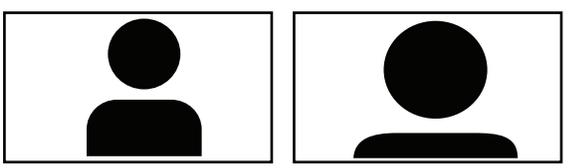
- Choosing the Location

- 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.**