



#WHWWeek Video Testimonial Campaign

For [World Health Worker Week](#) and beyond, the Frontline Health Workers Coalition and HRH2030 are collecting and sharing short video testimonials—from frontline health workers to global health leaders—about the importance of health worker leadership and the need to provide greater leadership opportunities for frontline health workers across the globe.

The COVID-19 pandemic is showing us once again the heroic efforts health workers on the front lines make to keep their communities—and the world—safe and healthy.

Tell us how frontline health workers are **Leaders on the Line**—today bravely fighting COVID-19 and every day providing essential health services to people in their communities.

How to participate

It's so easy! Just film a [short](#) video (see tips on the back) and submit it by:

- Uploading your video here: <https://secure.boast.io/site/kudos/DM95ET>
- Downloading the Boast Mobile App, filming your video on your phone, and using code **DM95ET** to send to us. Click [here for iPhone & iPad app](#) or [here for Android](#).

What to say

Choose one of the questions below to respond to. Keep your testimonial brief (**30 seconds** max)!

- **Why do we need more health workers who are well-prepared and equipped to stay safe on the front lines, now during COVID-19 and every day?**
- **What is one way health workers in your community are already Leaders on the Line?**
- **How can we better support frontline health workers—particularly women health workers and nurses and midwives—to become leaders?**

What happens next

- Once you submit your testimonial, our campaign managers receive a notification.
- After we review your video, we'll add it to the campaign pages on our FHC and HRH2030 sites, post it on social media, and share it on the [FHC YouTube channel](#).
- You should also share your video on social media using [@FHWCcoalition](#), [@HRH2030Program](#), and [#WHWWeek](#). See our [WHWW Social Media Guide](#) for more info!

Tips for Filming Your Testimonial

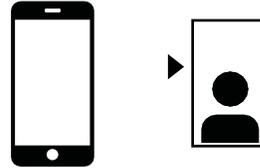
Holding the Camera

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

Do:



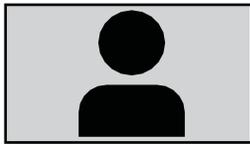
Don't:



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 **simple background** so that the spotlight is on your subject.
- Choose a **quiet** location.

Do:



Don't:

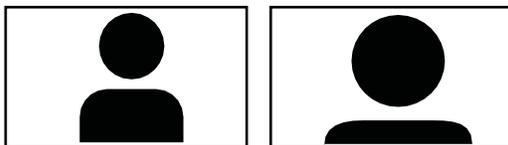


Preparing

While we want the testimonials to be spontaneous, you should prepare before the actual filming.

- **Ask the question before you start recording.**
- 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.

Do:



Don't:



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 30 seconds.**

Questions?

Email Carol Bales (cbales@intrahealth.org) or Elizabeth Walsh (ewalsh@hrh2030program.org).