

# Video Campaign

To bring the Home Visiting is Essential campaign to life in another way, the Rapid Response team is launching a new Video Campaign

Like so many of the wonderful video montages that we have seen over the last few months that highlight the important work of our healthcare providers and front line workers during the pandemic, we want to highlight your amazing work and tell our story—the Home Visiting story.

We will be collecting your videos and videos from the families that you serve to tell the story of how home visiting has been essential during this crisis and, we need your help to do that.

## WHO can submit videos?

- You!
- Families—Parents and children; extended family members
- Community Leaders and Partners

## WHAT type of information should be shared?

### For Home Visitors and Program Leaders:

#### Share meaningful stories of connection

- helping families to get food, shelter or other necessary supplies
- supporting parents with stress, anxiety and fear
- supporting families to make good decisions about seeking medical care
- identifying potential delays or family violence through virtual screenings/interactions
- easing social isolation

#### Share what you have learned

- How has this time changed or improved your connection with families?
- What has been most meaningful to you about being able to continue to connect with families?

### For Families:

- How has your home visitor helped your family during the pandemic? Specific examples are great!
- Why has your home visitor's support been important to you over the last few months?
- If you could share just one thing with your home visitor right now, what would it be?

## HOW?

Name and upload your videos to [RR Video Campaign Dropbox](#). (see video naming instructions below) Dropbox link and all resources sent in follow-up email AND [RR VHV Resource Page on Institutefsp.org](#)

### Tips and Tricks for submitting good videos

- Keep it short and to the point
- One minute or less is best
- Practice what you want to say a few times before recording
- Look straight into the camera
- Always film in horizontal (landscape) format—NOT vertical (portrait)



## DON'T FORGET TO NAME YOUR VIDEO SO WE KNOW WHO YOU ARE!

Be sure to name your video submission in the following way: `firstname.lastname` and submit together with the signed release that is named in the same way. (e.g. `Paula.Johnson`) Additionally, Please say and spell your name in the video.