

Creating Videos – Part I

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Why Video?

- According to Pew Research Center, video-sharing site usage has doubled since 2006
- 6 in 10 American adult Internet users are on YouTube
- Videos increase:
 - Reach
 - Impact
 - Sustainability
- Good visual storytelling can support your community health work.

Source: DCH Communication Webinar January 12, 2016: Ready, Set, Action! Create Compelling Videos to Promote Your Efforts

Video Creation Fits into the Communications Requirements of this Project

- You can use project funds to create a short video (~3 min.) showcasing one or more elements of your project
- We will be conducting a webinar later in September and sharing additional resources on video creation including:
 - Steps in the video creation process
 - Sample videos from other Partnering4Health coalitions
 - More budgetary information – how do videos fit into your budget and how much can be used to create them?
- Because there are many steps in the process, we encourage you to get started in the fall in order to complete your video by mid-May

Thoughts to Consider Before Starting to Make Your Video

Video Case Study

- Each table has a different Cohort 1 agency's one-pager along with their profile. These two documents describe each of the interventions that were pursued by these agencies.
- After reading through the profile and one-pager, decide as a group what the best angle would be for a short video about this agency's project
 - What topic should the video focus on?
 - What stakeholders should be interviewed for the video?
 - Is there an event or interaction that the video could capture that would help tell the story of this project?

Success Story Discussion

