WORLD EVIDENCE-BASED HEALTHCARE DAY 20 OCTOBER

ebhc

WORLD EVIDENCE-BASED HEALTHCARE DAY

VLOG Guidelines

HEALTH AND BEYOND: FROM EVIDENCE TO ACTION

We invite people to submit their story about *Health and Beyond: From Evidence to Action* via a short video (1 - 3 minutes) that will be published on the World EBHC Day YouTube channel, website and social media accounts. Vlogs should follow the Vlog Guidelines outlined below. Questions have been provided as guidance only, you may submit any story related to one or more of the three pillars or the overarching theme.

PLEASE NOTE: Your vlog can be submitted in any language.

If you would like assistance with filming a vlog i.e. via a Zoom meeting with one of the World EBHC Day steering committee members in your region, please contact info@worldebhcday.org

Stories are compelling, personal, and humanise our experiences. We would love to hear your stories about the theme, *Health and Beyond: From Evidence to Action,* or one of the pillars below, particularly stories from those with lived experience. For more information about the campaign theme, please visit the World EBHC Day Website.

Please share a story about when or how:

Pillar 1: *Intersectoral action for health*

    a. **Evidence was used to drive effective intersectoral action**
    b. **Multiple sectors have or should work together to tackle a health issue**
    c. **You have encountered challenges in working across sectors, and examples or ideas on how to overcome these**
    d. **When intersectoral efforts didn't work as planned and what was learned?**

Pillar 2: *New and old technology and communication innovation*

    d. **Using social media to promote credible health information while combating misinformation**
    e. **Indigenous knowledge systems have been integrated with and/or enhanced digital health innovations**
    f. **Creative ways to ensure transparency and credibility in health information using new technologies**
    g. **AI or machine learning has improved health policy, practice or outcomes and beyond, OR where AI may have failed**

Pillar 3: *People, policy and power reimagined*

    h. **Innovative approaches you have used to involve policymakers in the evidence cycle**
    i. **Public engagement in health policymaking has led to a positive change in your community**
    j. **You have been involved efforts to decolonize health research and the impact on outcomes or processes**
    k. **Unique way(s) you have addressed power asymmetries in health research or policy**
    l. **You have engaged citizens in the co-production of evidence and interventions (from health and beyond)**

FOR INSPIRATION ON HOW TO SHARE A STORY THROUGH A VLOG, PLEASE CLICK HERE.

Vlog Guidelines:

- Videos should be 1 - 3 minutes (videos longer than three (3) minutes will not be accepted)
- Videos should be filmed in **landscape** (16:9) **not** portrait or square formats
- One of the following formats is acceptable: .mov, .mpg, .avi, or .mp4 (.mp4 preferred)
- HD welcomed: minimum = 1280p x 720p; maximum = 1920p x 1080p
- See Appendix One for a guide to filming at home

ℹ vLog Submission Process

- Submit Vlog by **Sunday 13th October 2024**
- A receipt of submission will be sent to your registered email address
- The World EBHC Day Communications Committee will review your submission within 7 business days and notify you of the outcome.
- If your Vlog is accepted, you will be notified once it has been published to YouTube and the World EBHC Day website.

BECOMING AN EVIDENCE AMBASSADOR

Successfully publish a vLog and you are eligible to become a World EBHC Day Evidence Ambassador- learn more.

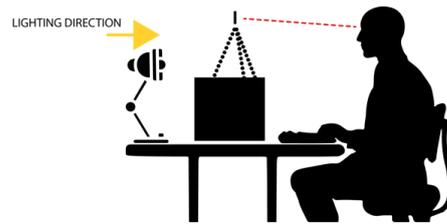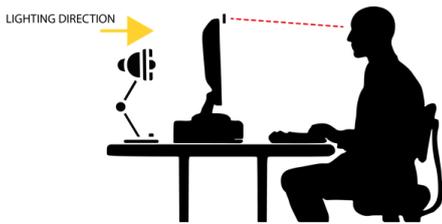For any queries, please email info@worldebhcday.org

APPENDIX ONE: FILMING AT HOME

Camera

You can use a webcam from a computer, a smart phone, a point-and-shoot camera, or a camcorder if you have one. If you prepare using the hints below these cameras can all provide good quality results. Webcams are usually much lower quality than smart phones, so if you are able, please use the **reverse camera** on your smart phone (the screen/front facing camera is also lower quality).

Lighting

If you can film using natural light from a window, position your computer/camera/phone so that you are facing the window. Avoid having window light or any other source of light behind you as it may leave your face too dark. Overhead lights are better than none, however this kind of lighting isn't always flattering and can sometimes leave shadows on your face. A better solution is to set one or two lamps on either side of your computer/camera/phone shining towards your face to provide a soft, even light.

Audio recording

Check the sound quality before you start filming. Try to find a quiet room and avoid air conditioning or any other noise from external sources, i.e. traffic, lifts, door slams or people talking etc.

Landscape video only

Computer monitors, televisions, even websites, all have landscape-oriented displays.

Please ensure that you turn your phone on its side and record your video in landscape (horizonal) - never film with the image in portrait (vertical).

Use a tripod if you can

Using a tripod to stabilise your footage is crucial in creating a professional looking video. If you don't have a tripod, consider using books to keep the camera steady.

Raise the camera to Eye Level

Try to avoid filming yourself looking down. The solution is to bring the camera up to your eye level, or even slightly above. Try stacking a few books underneath your laptop/phone/camera or lowering your chair.

Simplify the Background

Keep the background as simple and uncluttered as possible. Choose a clean, bright wall. Tidy up your bookshelves or walls so they are not distracting. Close any doors that might be in the background.

Remember

- Always film landscape (horizontal)
- Ensure that your background is uncluttered
- Raise your camera to eye level or just above
- Ensure that you have a good source of light (natural or lamp) on your face (never behind)
- Test your audio, find a quite spot with no air conditioning, street noise etc.
- If you are able, use the reverse camera on your smart phone
- Where possible use a tripod or ensure your phone/camera is propped up against a stable object