

WORLD
EVIDENCE-BASED
HEALTHCARE DAY
20 OCTOBER
ebhc



WORLD EVIDENCE-BASED HEALTHCARE DAY

**SHORT
VIDEO/PODCAST**
Guidelines

COLLABORATIVE KNOWLEDGE COMMUNICATION

We invite people to share a short video and/or podcast and/or audio file (no longer than 3 minutes) addressing this year's campaign theme *Collaborative Knowledge Communication*. Short videos, podcasts and audio files will be published on the [World EBHC Day YouTube channel](#), [website](#) and social media accounts as long as they meet the guidelines (below).

PLEASE NOTE: Your short video, podcast or audio file can be submitted in any language, however an English transcript *must* be provided with submission.

The questions listed below can be used as guidance in creating your short video or podcast.

- How do we close the gap between what we know and what we do?
- How do we communicate scientific uncertainty in a way that does not reduce the trust in the science?
- What are we learning from communication failures—and what promising practices are emerging?
- AI, social media, and digital platforms are reshaping knowledge communication and dissemination—how can we use them responsibly?
- Health literacy, interest-holder engagement, and public empowerment are essential to evidence-informed decision-making. How can evidence producers, users, and communicators collaborate in new, more inclusive ways?
- How important are visible champions of knowledge/evidence in collaborative knowledge communication? How do we ensure we are relatable while still accurately communicating complex messages?
- What are some examples of the more memorable and impactful knowledge/EBHC communication strategies and messages you've encountered, and why did they resonate with you so strongly?
- How can we effectively counter harmful or incorrect messages about science/EBHC?

Short videos and/or podcast/audio files can:

- Follow a format where the person on-screen is telling a story of perhaps responding to a question above.
- Be an animation
- Be original written music.
- Be sent as audio only to be used as a podcast.
- Use spoken word/poems or dramas to communicate research projects.
- Be previously recorded forms of knowledge communication, which we can feature on the [World EBHC Day website](#).
- Be an example of where research failed to have an impact, lessons learned.

- Be an impact assessment – show what kind of impact you had in government, clinical setting, was it valuable? Were the outcomes as expected?

For inspiration on sharing your story, take a look at examples from previous campaigns on the [World EBHC Day YouTube channel](#).

Guidelines:

- Videos, podcasts and audio files must be no longer than 3 minutes (Videos filmed in **landscape** (16:9) are preferred, however portrait (9:16) is also accepted)
 - Files should be no larger than 1GB
 - One of the following formats is acceptable: .mov, .mpg, .avi, .mp3, .wav or .mp4 (.mp4 preferred for video, .mp3 preferred for audio)
 - HD welcomed: minimum = 1280p x 720p; maximum = 1920p x 1080p LANDSCAPE, or 1080px1920p PORTRAIT
 - See Appendix One for a guide to filming at home



Short Video/Audio Submission Process

- Submit a short video and/or audio via Jotform [here](#) by **Monday 6th October 2025**.
- A receipt of submission will be sent to your registered email address.
- The World EBHC Day Communications Committee will review your submission within 10 business days and notify you of the outcome.
- If your submission is accepted, you will be notified once it has been published to [YouTube](#) and the [World EBHC Day website](#).

BECOMING AN EVIDENCE AMBASSADOR

If your submission is published on the World EBHC Day website, you and/or your organisation will automatically become an official World EBHC Day Evidence Ambassador.

For any further queries about being an Evidence Ambassador, please email info@worlddebhcdays.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 preferred, however portrait also accepted

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 (horizontal). We will still accept short videos filmed portrait style, if necessary.



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.

Filming via a zoom recording

- Record your short video via zoom by following the steps [here](#).
- If using zoom to record short video, please use background below by following the steps [here](#).



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