



“INVEST IN ME!”

#ProtectInvestTogether #WHWWeek



Chemonics
Development works here.

**Frontline
HEALTH
WORKERS
COALITION**

[GAIA] global
health

IntraHealth
INTERNATIONAL
Because Health Workers Save Lives.



uhc2030

“Invest in Me” Video Campaign Guidance

Calling all health and care workers! Join our video campaign! For World Health Worker Week (April 3 – 7) and beyond, we want to amplify YOUR voice. **Tell policymakers and donors to invest in you and other health workers around the globe.**

How to participate

- **Film a short horizontal video (15 seconds max)** using the following prompt:
“I’m a [*type of health worker*]. **Invest in me for** _____.”
 - *Fill in the blank with one reason to invest in you, like for universal health coverage, emergency response, gender equity, strong economies, or climate resilience.*
- **Upload your video [here](#).**
- **Share your video on social media** with the hashtag **#ProtectInvestTogether**. We’ll retweet you.

It’s past time for policymakers and donors to commit long-term funding and implement policies to better train, deploy, equip, protect, and support health and care workers, especially in low- and middle-income countries with the greatest health worker shortages.

Let’s show them why!

Our campaign

Our video campaign echoes the overall theme for World Health Worker Week this year—Invest in Health Workers—and links to our top policy recommendations calling for long-term investment in and specific actions for frontline health workers.

Your video may be shared on our campaign landing page on our websites, our social media accounts, and in various communications products leading up to UN high-level meetings in September on Universal Health Coverage; Pandemic Prevention, Preparedness and Response; and Tuberculosis. **We’ll keep advocating for and with you.**

Questions?

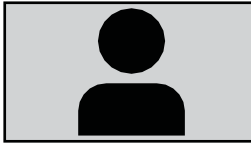
Email Camila Alegria (calegria@chemonics.com) or Carol Bales (cbales@intrahealth.org).

TIPS FOR FILMING YOUR TESTIMONIAL

Choose a quiet and well-lit location

- Choose a **quiet** location that has **natural light** if possible.
- Make sure **your face is evenly illuminated**.
- Choose a **simple background** so that the spotlight is on you.

Do:



Don't:



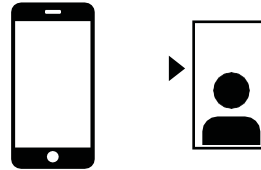
Hold your camera horizontally

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:



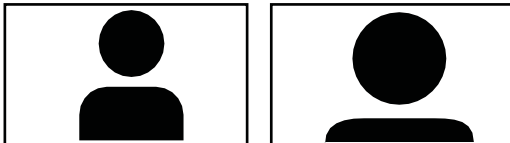
Don't:



Focus on your face

- Hold your phone very **still**. To stabilize the camera, you can use a tripod, or one of these [DIY tricks](#).
- **Focus on your face** and look directly at the camera.

Do:



Don't:

