



# Together, we can

Build the

Health Workforce

Back Better

World Health Worker Week 2022

#WHWWeek

## WHAT DOES BUILD THE HEALTH WORKFORCE BACK BETTER MEAN TO YOU?

Are you a health worker, or health workforce expert or advocate? Join our [video campaign](#)!

For World Health Worker Week (April 4 – 8) and beyond, we want to share YOUR ideas. **Tell us what you think donors and country health leaders need to do to build the health workforce back better or how building the health workforce will improve lives in your community.**

### How to participate

- Film a short video of yourself, saying “**Build the Health Workforce Back Better means \_\_\_\_.**”
- **Upload your video [here](#)**, anytime now through April 30.
- Share your video on social media and tag [#WHWWeek](#) (April 4 - 8), and [#ActForHealthWorkers](#).

It's time for donors, policymakers, and national health system leaders to ACT to build the health workforce back better. They should take the lessons from the COVID pandemic and seize the spotlight it shines on weak health systems to make long-term investments and policies to better train, deploy, equip, protect, and support health workers, especially in low- and middle-income countries with the greatest shortages of health workers.

**Help us tell them how!** Note the tips for filming a strong testimonial on the following page.

### Our campaign

Our video campaign echoes our overall theme for World Health Worker Week this year—Build the Health Workforce Back Better—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 like compilation videos or blog posts that target policymakers. **We'll keep advocating for and with you.**

Hear what other health workers and their advocates are saying [here](#).

### Questions?

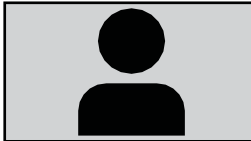
Email Carol Bales ([cbales@intrahealth.org](mailto:cbales@intrahealth.org)) or Camila Alegria ([calegria@chemonics.com](mailto:calegria@chemonics.com)).

# 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:



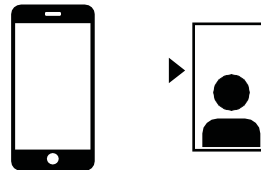
## Hold your camera horizontally

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:



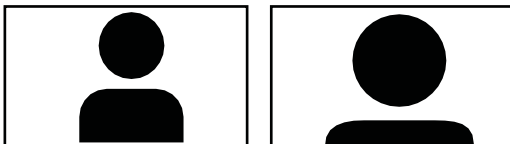
Don't:



## 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:

