

4-5 November 2020

## Guidelines for contributing a video testimonial

COVID-19 affected countries around the world in different magnitudes and the health sector has been under an increased pressure over the past several months. Various factors such as overwhelmed hospitals and overcrowded ICU, lack of PPE, lack of mitigation capacity for additional outbreaks, and the economic downturn highlighted an already-existing issue: (in)equity in healthcare. May it be related to the access to quality healthcare for vulnerable populations (including elderlies, those in lower socioeconomic status, migrants and minorities); prioritization of essential services and resumption of delayed procedures; addressing stigma; health workers safety; or else, we would like to know more about your perspectives and initiatives.

We are compiling video testimonials of how hospitals and healthcare organizations are taking steps to address equity. The IHF Secretariat invites you to share actions you have put in place in relation to, or during the Covid-19 pandemic to ensure patients have equal access to care and that there are equal opportunities for the health workforce.

The video testimonials will be shared during the IHF Virtual Forum, [Learning from COVID-19, Transforming Health Services](#) on 4-5 November and on the IHF website, social media and other communication channels afterwards.

### Guide Question

What action(s) has your hospital / organization put in place in relation to COVID-19, which will contribute to the improvement of equity in healthcare beyond the crisis?

### Guidelines

- Video length: 30-90 seconds
- Video resolution: At least 1280 x 720 and in landscape orientation.
- Video camera: You may use an external camera or a web camera to record your testimony.
- Background: Ensure that the background is presentable and free from clutter (e.g., plain background with your organization's logo).
- Audio: Ensure that the audio is clear and crisp with no background noise. You may need to use an external microphone if the camera is far from you.
- Language: Either in English or your native language. If the video is in your native language, please provide the transcription in English (with times in the video marked) so we can include subtitles.
- Lighting: Ensure that there is proper lighting and that your face is free from shadow.
- Dress code: Preferably business or business casual attire.

### Instructions

- You have until **Friday, October 16<sup>th</sup>** to send your video to Sylvia Basterrechea ([sylvia.basterrechea@ihf-fih.org](mailto:sylvia.basterrechea@ihf-fih.org)). Video files are typically large so you can use [WeTransfer](#), [Google Drive](#) or other file sharing platforms.
- Please provide by email to Sylvia your name, designation, hospital/organization which you would like to be shown in the video. Also send your social media accounts so we can tag you when we post it on social media.
- We will edit the video to include your designation as well as other graphics and IHF branding.

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## Permission

By submitting your video testimonial, you likewise confirm and agree to the following:

1. You grant the IHF permission to use, reproduce, edit, transcribe, publish and distribute your video in any way in the future with appropriate attribution to you.
2. You grant the IHF a non-exclusive, royalty-free, perpetual, worldwide license to publish any copyrighted work you supply as part of your video.
3. You understand that IHF may, at its sole discretion, produce publications based in whole or in part upon the video and that such media or transcripts may appear in print, online, or in any manner or media, including but not limited to promoting the video.
4. You authorize IHF to use your name and details you provided in connection with the use and promotion of the video.
5. You agree that during the course of the video you will not violate any proprietary or personal rights of others (including any copyright, trademark, and privacy rights), statements given will be factually accurate and will not contain anything defamatory or otherwise unlawful.