

Healthy Davis Together Community Testimonial Toolkit

We'd like to hear your story about the importance of practicing COVID-19 prevention measures. Please follow this guide to participate.

Overview:

Healthy Davis Together is working to prevent the spread of COVID-19 in Davis and gradually return to regular activities by offering services like free COVID-19 testing to anyone who lives or works in Davis, and their immediate household. As part of this work, we want to gather the stories and perspectives from residents of Davis and the surrounding areas about the importance of COVID-19 safety measures and what Healthy Davis Together has been doing, in your own words. Community perspectives will be shared on Healthy Davis Together's social media, website, and potentially in advertisements.

Steps to Participate

1. Prepare Your Story
2. Practice Your Story
3. Record Your Story
4. Submit Your Story
5. Share Your Story

What You'll Need

1. A desktop/laptop computer or mobile device to record your story
2. A well-lit, quiet area
3. A background—either a [virtual backdrop](#) or a background that feels comfortable to you

Prepare Your Story

Think about what COVID-19 safety practices mean for you, your family, your business, your community and what you would want to share with your neighbors and community members.

- What are you hoping to reclaim once we're on the other side of the pandemic?
 - This could be an activity, event, or action (e.g. "barbecues" or "hugging my grandparents").
- Why do you choose to practice COVID-19 safe behaviors, including getting tested regularly and getting vaccinated once it's available to you?
- Have you gotten tested for COVID-19 with Healthy Davis Together? If so, how was the experience?
- Have you had a personal experience with COVID-19? Describe your experience.
- What do you think about Davis and the community's response to the COVID-19 pandemic?
- Will you get vaccinated for COVID-19 once it's available to you? Why?
- What are your thoughts about the importance of community members getting the COVID-19 vaccine when it is available? What would you say to friends or family members who are hesitant about getting the vaccine?
- What are you looking forward to doing once our community can collectively return to regular activities?

Practice Your Story

Once you have thought of the story you'd like to share, we recommend that you think about what you want to say and practice saying it once or twice before recording a video of yourself sharing your story. Your video can respond to one of the questions listed above in the "Prepare Your Story" section, or describe a personal experience related to the themes of COVID-19 prevention, testing, or vaccination.

Your video should be about 15 to 20 seconds long. You can respond to more than one question, but we recommend making one video per question.

Record Your Story

Please record a video of yourself in a well-lit, quiet area in your home or outside.

- We would encourage you to take your video in an area that feels natural and comfortable to you. For example, if you are a faith leader, you could take your video at your place of worship; if you are a business owner, you could take your video at your business.
- You can also use **one of these Healthy Davis Together virtual backdrops** for your video.

Record a video with your computer or a “selfie”/front-facing camera on your smartphone, tablet, or camera.

- The phone/tablet should be turned so that it is horizontal (and not vertical) when you record.
- Before recording, press on the screen where your face shows up to focus the camera on you.
- When you hit “record,” wait a couple of seconds before you start speaking, and then wait a couple of seconds after you’re done speaking to end the recording. This gives us more flexibility when using your video in Healthy Davis Together materials.

If you don’t feel comfortable taking a video of yourself, you can also have a family member or another member of your household record a video of you on a smartphone, tablet, or other camera.

- If no one in your immediate household is able to record you, please follow COVID-19 safety guidelines including wearing a mask and staying 6 feet apart when filming.

You can see an example story video [here](#).

Submit Your Story to Healthy Davis Together

Once you have recorded your video(s), please email it to: stories@healthydavistogether.org

Your email should include:

- **MP4 file of your video (required)** – please attach the video file or include a link to a shared drive, that is accessible to others, where we can download your video. Please name the file “[Your Name] HDT Story Submission, [date]”—for example, “Jane Smith, HDT Story Submission, 3/3/21”
 - **Note:** Most videos recorded on mobile phones, cameras, or computers are MP4 files, so you can send us files directly from your phone or camera.
- **Your name (required)** – we will need your first name to credit you if we share your story on social media or the Healthy Davis Together website. You can choose to share your full name but that is not required.
- **Your occupation or descriptor (optional)** – if you feel comfortable, we would like to identify you by an occupation or descriptor such as “Davis Resident” or “Business Owner.” This is optional.
- **Your social media handles (optional)** – please share your social media handles (Facebook, Twitter, Instagram) with us so that we can tag you in our posts after you share the story, if you feel comfortable.
- If you have questions or need support, please email stories@healthydavistogether.org

Share Your Story

After you send us your video, we will lightly edit your video and then share your story on Healthy Davis Together’s social media channels. We will email you to let you know we have shared your story (along with the final, edited video), and will also tag your social media handles if applicable. At this point, please share your story with your friends, family, and community! Upload your video onto social media platforms (including Facebook, Twitter, and Instagram), or click “share” on Healthy Davis Together’s social posts.

We encourage you to post with the following message: I’m committed to helping prevent the spread of COVID-19 in Davis #HealthyDavisTogether.

Find other public health messages to share here: TheSocialPressKit.com/HealthyDavis

