



Patient testimonial video contest for IOF member National Societies

Win a trip to Paris!

Patient testimonies are the most powerful way to show the enormous impact of fractures due to osteoporosis on daily life. To help amplify the patient voice and show the universality of osteoporosis, IOF invites CNS member societies to participate in the video contest 'Give Patients a Voice'.

The contest calls for a **patient video testimonial** in which patients respond to two questions. Valuable prizes will be awarded for the best videos, based on public voting (see page 2).

The contest is by and FOR the CNS. The testimonial videos will be widely circulated on social media or shown at local events to help raise awareness of the impact of osteoporosis and fragility fractures. This is an effective way to raise your organization's profile and a way to integrate the patient voice in your advocacy efforts locally.

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The basics

- **We are calling for short (not more than 1-minute) videos recorded on smartphones - this lends authenticity and requires no special technical skills.**
- **Tips and instructions** for visual and sound optimization are found in the appendix to this document and in a short video. As well, an instructional **webinar** will be held on **June 27th**.
- We invite the National Societies to **call for video submissions** locally, for example through their membership or social media channels. IOF will also use its social media to inform the public about the contest – although videos submissions will only be accepted in cooperation with local National Societies. We provide early notification so that you are aware in case enquiries or submissions are received.
- The videos should be filmed in the local language. Please submit the video by [WeTransfer](#) together with a completed **Video Contest Submission Form**. This will include:
 - Name, age and country of patient being interviewed
 - Patient authorization section
 - National Society name, contact person and email
 - Translation of spoken text into English. IOF's videographer will add English subtitles to the videos.
- The **deadline for submission** of videos is **October 1st 2018**. For the submission to be approved it needs to be send with the English translation and authorization form.
- **Online voting for 'best video'** will take place via Social Media in the **first two weeks of December** (Official World Osteoporosis Day account- Facebook).
- **Valuable prizes** will be offered for the three best videos (trip to Paris!) – see below.
- The winning video will be presented **by the National Society and the patient** in Paris at the next World Congress on Osteoporosis (WCO-IOF-ESCEO 2019) on April 4, 2019.

Valuable prizes, including free trips to Paris!

The prizes are:

 **1st Prize:** A CNS representative, the patient and the interviewer (3 people) will receive free travel to attend the World Congress on Osteoporosis (WCO-IOF-ESCEO 2019) in Paris from April 4-7, 2019. The prize will also include 2 night's accommodation for each. The award will be officially presented at the opening ceremony on April 4th.

 **2nd Prize:** A CNS representative will receive 3 night's accommodation to attend the WCO-IOF-ESCEO in Paris and the patient who was interviewed will receive a 1000 USD\$ grant.

 **3rd Prize:** A CNS representative will receive 2 night's accommodation to attend the WCO-IOF-ESCEO in Paris and the patient who was interviewed will receive a 500 USD\$ grant.



In addition, one contributing CNS, with a demonstrated need for assistance, will be selected for targeted support by IOF's digital media specialist to help develop a communication and digital strategy.

Tips/Ideas

The video contest could be an opportunity for **intergenerational** communication and integrated into CNS local campaigns. For example, a grandchild could videotape a grandparent as part of a school project or a nurse could film her patient. Such a video would be especially strong and potentially emotional, as well as helping to strengthen the message of bone health across generations. It could also be part of a World Osteoporosis Day outreach campaign calling for patient testimonials. The possibilities are many!

APPENDIX – VIDEO GUIDELINES

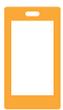
Questions to be asked:

The interviewer will clearly ask **two** questions. The responses should be kept within 1 minute.

- **Have you broken a bone/ How has this affected your daily life?**
- **What would you recommend to the next generation?**

Watch this instructional video: <https://youtu.be/dEhjeAZVwxQ>

Video technical instructions:



Two smartphones are required:

- one for sound, placed close to the patient being interviewed,
- one to film.



Lighting is also important:

- ensure lots of light focused on the patient.

What you need to send

- **Send us the video and audio file** with a completed Video Contest Submission Form. The Form must include the patient's first name, age and country.
- An **English translation of the interview** must be provided as well by email or in a word file. IOF will add the English subtitles to the video.

Questions?

If you have any questions or require further details, please contact Marta Fernandes, IOF Digital Specialist at mfernandes@iofbonehealth.org.



INTERVIEWEE AUTHORIZATION FORM

(please print)

I, _____, resident of _____, authorize the visual and sound diffusion, including the recording of my image and voice, as well as my biographical data for the purpose of the Give Patients a Voice Contest, produced by the International Osteoporosis Foundation, which may use them in all its dissemination platforms, in whole or only in part, without temporal or territorial limitations, through the internet.

All the recording files will remain the exclusive property of the International Osteoporosis Foundation and the National Society involved _____. In addition, I authorize the use of whole and any material submitted by me, whether pictures, videos, or any other documents, in order to compose works or projects that may be planned, created and/or produced by the International Osteoporosis Foundation, based in Nyon - Switzerland, be those works or projects destined to disseminate to the general public and/or to save in their database.

This authorization includes the uses above indicated in printed documents (books, brochures, catalogues, magazines, newspapers, among others) as well as digital platforms (any kind of social media, newsletters, videos, animations, motion design, among others).

In signing this Interview Authorization Form, I declare my authorization for the uses described above.

INTERVIEWEE INFORMATION

Full Name _____

Date of Birth DD / MM / YYYY _____ Country _____ E-mail _____

Signature _____ Date DD / MM / YYYY _____

Signature of the legal representative* _____ Date DD / MM / YYYY _____

*if less than 18 years old

FILMMAKER INFORMATION

Full Name _____

Date of Birth DD / MM / YYYY _____ Country _____ E-mail _____

Signature _____ Date DD / MM / YYYY _____

Signature of the legal representative* _____ Date DD / MM / YYYY _____

*if less than 18 years old

NATIONAL SOCIETY INFORMATION

Society Name _____ Country _____

Contact Name _____ E-mail _____

Signature _____ Date DD / MM / YYYY _____