

## Guidelines | Mental Health Now: Share-Your-Story Social Media Campaign

*As of October 5, 2021*

### About the campaign

Frontline health workers have been hit especially hard by the COVID-19 pandemic and its psychosocial consequences<sup>[1]</sup>. As the demand of health systems has grown<sup>[2]</sup>, they have been forced to work long shifts – often with inadequate resources – caring for more patients than ever before and coping with profound losses. Many have lived in fear of being infected and spreading the virus to their loved ones. Despite their extraordinary efforts, the impact of the pandemic on health workers remains underappreciated and their experiences remain untold.

To shed light on this issue, the Mental Health Now: Share Your Story campaign will elevate the voices of health workers, raise awareness of their experiences and foster dialogue about mental health in the pandemic.

PAHO is inviting health workers in the Region of the Americas to share their experiences caring for patients on the frontlines of the pandemic and lessons of how they have coped during this time.

If you are a health worker living in the Americas, please submit a short video, photo or text (less than 200 words) with your story until November 15<sup>[3]</sup>. Participants will have the chance to be featured in an official PAHO video, following the campaign. Submissions will be accepted in English, Portuguese, Spanish and French.

### Participation Rules

Below is an easy step-by-step guide to join the campaign and help raise awareness about the importance of mental health. You will also find tips on how to record a good video and suggestions to share this campaign with your network.

**Submissions are open through November 15, 2021.**

**1. Select the platform of your choice** to share your story: Facebook, Instagram or Twitter.

**Then select one of the prompts** below to share your story:

- What would you like people to know about being a health worker during the pandemic?
- How has your experience caring for patients affected your mental health and wellbeing during the pandemic?
- How are you taking care of your mental health right now?
- What advice would you give people who are struggling right now?

**2. Submit your response in one of two ways:** via video or via a written response:

- **Record your 1-2-minute video**

- Recording guidelines can be found here:
- Stabilize your phone as much as possible - keep on a flat steady surface or use a tripod.
- Speak close to the microphone.
- Use natural lighting or lamps. Be sure to face the light source so the lighting is even.
- Keep a simple background like a blank wall.
- Shoot horizontally for videos to be published on Twitter, Instagram and Facebook feeds and vertically for videos on Instagram and Facebook Stories (accounts must be public, so they are able to be monitored).

- **Submit a written response (<200 words) & choose a photo** to accompany your post.

**3. Share & ask 3 friends to participate.** Don't forget to tag the campaign with the hashtag below.

- **Hashtag: #MentalHealthNow**

## Eligibility

You must be a health worker living in the Region of the Americas to participate. Videos and responses must be developed in compliance with:

- Ethical principles such as respect for the dignity and equality of others and tolerance for different cultures and perspectives.
- Applicable international and national law.

By participating in this campaign, users:

- Authorize PAHO to use their name and surname, social media handles, as well as their image, in any public activity or dissemination related to this initiative, without any obligation of compensation, payment or remuneration of any kind to the participant or to any third parties. Personal information collected from participants will be used by PAHO only for the purpose of administering the campaign.
- Must respond to any and all claims of contractual, legal or regulatory infractions in relation to the content/materials submitted, as well as for damages that may be suffered by third parties.

## Exclusion criteria

Participants will be excluded from being featured in official PAHO content if:

- They fail to respond or send requested information by the campaign committee.
- They are guilty of grave professional misconduct (including if done by persons having powers of representation, decision-making or control, beneficial owners).
- They are guilty of committed fraud, corruption, links to a criminal organization or any misconduct that can affect PAHO's reputation.

### Content requirements

The participants must ensure that the videos **do not**:

- Intend to promote medicines or commercial devices
- Have a political tone
- Include language that may be offensive, or that could be interpreted as vulgar, discriminatory or stigmatizing.
- Include political messaging.
- Include videos or images of minors. It is only allowed to include videos or images of individuals after the participant ensure their written consent to use it, which may include a copy of an email. The participant must obtain and keep a record of this written consent and provide it to PAHO upon request. Such consent must be given without any restrictions or expectation of compensation or remuneration.
- Include videos or images of patients.
- Include visible elements (images/logos) promoting or showcasing private companies or their products.
- Submit works created by others, even with attribution.

### Evaluation Criteria

Best videos or posts will be shared on PAHO's social media platforms or compiled by PAHO into a final video. During the selection of videos, the review team will consider the following criteria to secure a diverse and powerful final video:

1. People sharing authentic stories or advice about how health workers can manage their mental health.
2. Focus on a varied collection of videos to strike a tone that appropriately portrays the breadth of effects of the pandemic while remaining uplifting.
3. Display the diversity of the Region of the Americas.
4. Focus on posts with high engagement in the event of a large number of stories collected.

### Permissions for Use

Users whose videos are selected to the final compilation:

- Declare that he or she is the original author/creator of the submitted materials, and the participant will hold PAHO harmless from any cost or liability that may arise from any claims of infringement of a copyright or any other rights of third parties.
- Grant a non-exclusive, no-charge, irrevocable and perpetual license to PAHO to use the materials for institutional purposes. PAHO may include its logo on any such materials and will give due recognition to the creator in each use of the materials.

## Copyrights

Image or video submissions that contain depictions of other third-party artistic works, other company's products, copyrights, trademarks/trade names, logos, or similar brand identifying marks will not be permitted. By entering, each participant warrants and represents that entry is his/her own original work, Participant owns or otherwise controls all of the rights to entry materials and each Participant unconditionally assigns and transfers to PAHO all rights, title, interest and claim, which it now has or may in the future have to the entries or any element(s) thereof.

<sup>[1]</sup> Substantial investment needed to avert mental health crisis: <https://www.who.int/news/item/14-05-2020-substantial-investment-needed-to-avert-mental-health-crisis>

<sup>[2]</sup> Tracking continuity of essential health services during the COVID-19 pandemic: <https://www.who.int/teams/integrated-health-services/monitoring-health-services/national-pulse-survey-on-continuity-of-essential-health-services-during-the-covid-19-pandemic/dashboard>

<sup>[3]</sup> If necessary, changes in deadline for submission will be communicated on PAHO's social media platforms.