Covid-19: We need you!
Communication contributions
In the context of the current crisis, several areas can be highlighted in your testimonies:

- **The situation** of the country in the face of Covid-19 and its repercussions: number of cases, lockdown, capacity in terms of health response and available equipment...

- **Your actions**: adapting existing ones, new activities, etc.

- **Your constraints** regarding the implementation of our actions: humanitarian aid access, logistics, human resources...

- **The teams’ feelings**.

- **People’s apprehensions and needs**.

Testimony may be focused on one, or several, of those angles (in a video, for example).

As a member of SOLIDARITÉS INTERNATIONAL’s team in the field, you are in the best position to make the general public understand the impacts of the Covid-19 crisis in the country where you are mobilized.

**These testimonies are necessary** to inform the general public, our private and public donors and the SOLIDARITES INTERNATIONAL team around the world.

The information collected may be available in several communication formats (articles, printed publications, social media publications, mailings, newsletters, photo exhibitions, videos).

This material will enable the Communication & Development Department to raise public awareness concerning this crisis, and to concretely illustrate its potential impacts and our fundraising actions.

**DON’T FORGET**

- Continue to comply with the mission’s health rules and SOPs!
- Make sure you have the people’s permission before you take their picture. Verbal and/or written consent must be given by the person. Sample forms are available on the intranet.
- If it is impossible to get their permission (or too complicated), then do not show their faces; they should not be recognizable.
- All images sent by the missions implicitly include consent for use by the person filming/photographing.

**COMMUNICATION ANGLES**

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**WHAT DO WE NEED?**

**PHOTOS**

These examples of photos from the field show our intervention contexts related to the Covid-19 crisis.

They show the adaptation of our actions, social distancing good practices and other measures imposed by the mission (such as wearing protective masks).

A good photo is definitely a photo with a caption!

Even if you’re a professional photographer, it’s not always enough for a picture to speak for itself...

We will also need:

- Contextual elements (location/town, situation of the beneficiaries, etc.)
- Some indications about the project (a presentation of the actions, objectives, etc.)
- Some significant key numbers (number of beneficiaries or number of kits distributed for example)

**CONTEXT ELEMENTS**

No need to make captions for each photo, you can write a short text describing the corpus of pictures taken in the same place or during the same action.

If you have a camera, use it preferably instead of a smartphone so that the Communication Department can use the photos in various media, including printed publications. But a smartphone is more than enough for all digital communication!

Remember also to share the concerned projects’ info sheets so that the Communication can extract the necessary material.

Some context ideas to put forward:

- IPC
- Work in a health facility
- Camps
- Follow-up of teams on the move.
Selfie or not selfie? Choice is yours!

Depending on which method you are most comfortable with, you can choose to videotape yourself directly, interview a colleague and/or beneficiary, or simply collect raw footage of the field without speaking.

We don’t expect you to be video whizzes.

Follow our advice, use the material you have at your disposal (a smartphone is fine!) and send us your various videos. We will take care of the editing in-house.

• Introduce yourself or the interviewee: first name, role in the mission, situation of the beneficiary; ... If you use technical terms, explain what they mean!

• What is the humanitarian situation in the face of Covid-19 in your area of intervention? Describe the current context in simple language and without acronyms.

• Tell a story with a «human angle»: If possible, share a story, an encounter, a moment with the beneficiaries. How do people live this crisis? What are their fears and expectations?

• What actions are being implemented or planned by SOLIDARITÉS INTERNATIONAL? Tell orally what has been done or what it is planned to be done, and illustrate by filming awareness sessions, soap and/or hygiene kits distributions, people waiting at water points or drawing water…

• If the situation is conducive, end your video with a call for donations: Share a simple message, such as «Support our actions by making a donation on solidarites.org».