VOICES OF CARE

Thank you for joining the We are the Voices of Care Iniative

1

CREATE YOUR SCRIPT WITH THIS TEMPLATE:

- **Introduction: name, role, country.**

Example: "I'm Mariana, a community organizer in Mexico."

- **Main message: what caring or providing support means to you.**

Example: "For me, caring means ensuring that older people live with dignity."

- **Collective closing:**

We are the Voices of Care

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CHECK THE TECHNICAL SPECIFICATIONS

Resolution: Vertical format in **HD 1080x1920 or** Horizontal format in **4K 3840 x 2160**
Format: **Mp4**
Duration: **20-30 seconds**

3

SMILE AND FILM

Follow the tips (find bellow)
Smile and film with your camera or mobile device



4

AND SEND:

Send your raw files to **comms@globalallianceforcare.org** no later than Friday, 17 October 2025.".

TIPS



1 FORMAT

Record in vertical format if possible. If you prefer to shoot horizontally, make sure to use the highest resolution (ideally 4K) and keep the person centered in the frame.

2 AUDIO

Use a microphone or record in a noise-isolated location.

3 LIGHT

Try to record in well-lit places. Indoors, use lights or reflectors. Focus properly.

4 NO ZOOMING

Don't use zoom to get closer to a subject — it's better to move the camera closer to avoid image quality loss or pixelation.

5 TRIPOD

For more stable shots, use a tripod, or rest your camera or phone on a solid surface. You can secure it with tape. For moving shots, hold it with both hands

6 CARE!

Take care of the person you're filming — make sure they feel comfortable and respected, and adapt the recording to their needs.