

Tell your Story. Have your Voice Heard. Toolkit: Contributing your Videos and Images to the 2015 Campaign

Storytelling and personal messages are a vital way to contribute to the discussion of end of life issues and Physician Assisted Dying. Crowdsourced video and photo submissions have been a growing tactic of organizations in recent years to raise awareness and get people talking about the causes that are important to them. Dying With Dignity Canada is hoping to take on a similar campaign with the aim of making sure that we keep Physician Assisted Dying on the radar of Canadians and lawmakers during this critical time.

For the remainder of this year, we must focus our attention on ensuring that Physician Assisted Dying is available to all eligible Canadians on the February 6th deadline, regardless of whether lawmakers have drafted legislation by that date.

We are asking our supporters to send in short video clips and photos using their cellphones so that we can share the stories, values and wishes of Canadians and mobilize others to act. The following toolkit and accompanied step-by-step video will coach you on how to go about creating and submitting your content.

Video Submissions

1. Think about your message

Before recording your video, take a few moments to decide what you would like to contribute. Personal stories are an impactful way to connect people to the cause and to guarantee that the voices of passionate Canadians are heard. While all details of your personal story are important, this type of outreach requires a compressed version. Perhaps jot down all your ideas then find a way to condense them into a couple short sentences. Ideally, we are looking for short “sound bites” that are to-the-point, appropriate and dynamic. When making amateur videos of this kind, viewers’ attention spans are quite short, so concentrated sound bites are often the most meaningful types of information to share. Further, short sections of video make it easier for us to edit into a larger video compilation or montage. It is important to take all your passion for the issue and summarize it into a few meaningful snippets. Please refer to the how to video for some messaging examples.

2. Explore your phone options

Before getting started, take a look at your phone’s video settings. The video camera option is usually accessible through the camera icon on your phone. Once you click

on the camera icon, there should be an option to choose the video camera which is usually represented by a small film reel, projector or video camera icon.

Many smartphones have two cameras- one on the front and one on the back. By using the camera on the front of your phone, the video image will be [visible on your phone's screen](#) so you can see exactly what your video will look like. This way, you can ensure that lighting is sufficient and that you are in the frame.

3. Do a Test Run

Shoot a quick test run message so you can experiment with factors such as distance between you and the camera, lighting, background and sound quality.

If you are shooting the video yourself, ensure that your phone is set up and angled correctly. In the how-to video, you will see an example of how to create a stand for your phone using a simple stack of books. Once set up, try sitting or standing at different distances from your phone to ensure that you are in the frame and that your voice is clearly picked up by the phone.

4. Film your Video

Once you are comfortable with your message, your surroundings and your phone's functions, you are all set to press record. We suggest filming a few different times and then choosing the version that seems to be of the highest quality. Please refer to our sample videos [here](#) and [here](#).

Tips:

- Have the light source- whether natural or artificial- behind the camera phone. This will ensure that you are visible while sharing your message and that the image or video is well lit.
- Keep the background simple. Try to speak while standing with a blank wall behind you. A quiet park or backyard is another option.
- Speak clearly and limit background noise.

5. Check your phone's settings

Before sending your video, check the data/Wi-Fi settings on your phone. Ideally, you will want to upload your video while at home and connected to your home's Wi-Fi. These settings can usually be found in your phone's "Settings" or Wireless and Networks" menus. From there, switch your Wi-Fi option to "on," if it isn't already.

This way, you can send your video while connected to your home internet provider, rather than using your cell phone's data plan which is often limited.

6. Send your video:

Please upload your video to YouTube and send us the link to your video. This [link](#) teaches you how to set up a YouTube account, if you do not have one.

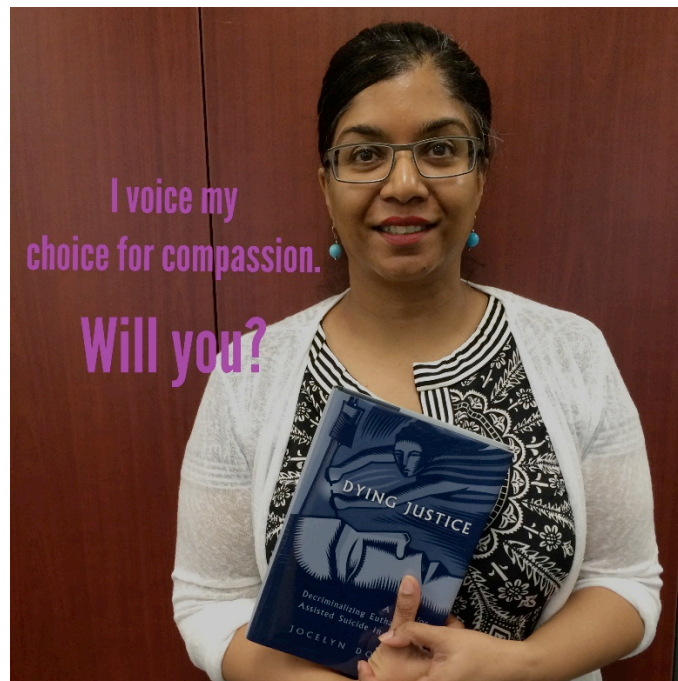
Each phone's upload settings are slightly different. Here are some guides depending on your type of phone:

- [This link has guides for Android and iPhone/iOS](#)
- [Blackberry Guide](#)

If you have trouble uploading directly from your phone, you can email the video to yourself or transfer your video using a USB cable (this usually comes with your phone) and proceed with uploading using your computer. This [link](#) provides some guidance.

You will receive confirmation of receipt from DWD Canada within 2 business days.

Photo Submissions



We are asking our supporters to submit photos of themselves so we can truly put a face to our advocacy efforts. We will be applying text to the photos that come in, so that we can tell the stories of Canadians, express their concerns and help ensure that legislation is reflective of their values.

Photo Step by Step Guide:

1. Consider the meaning of your message

Think about the most meaningful way to capture your feelings and thoughts regarding physician assisted death. Perhaps you'd like to reflect on a loved one's death or convey how you want your own death to be. You may just send us a photo of yourself with a quick summary of your opinion on the issue. Or, you may send a photo of yourself holding a picture of a deceased loved one who had an awful death. You may also choose to take a photo with your spouse or children and reflect on how your death might affect them.

Photo Text Examples:

"I don't want my children to see me suffer, like I did when my father died."

"It's because I love her, that I support choice in dying in Canada."

"I can't afford to wait beyond February 6th."

"I will participate in the consultation. I want my voice to be heard."

"My sister had a slow, horrible death. I want choice in how I die"

2. Provide Context

If you choose to send a photo of yourself holding a picture of a deceased loved one, please let us know a bit about that person and their death. If you send a photo of yourself with other people in the frame, please let us know who they are and their relationship to you. This will be helpful when we are adding text to your photo.

3. Take your Photo

- Keep the light source behind the camera phone.
- Choose a fitting background, ideally a solid coloured wall.
- Take a few shots and pick your favourite

4. Send your Photo

Please email your submissions to kelsey@dyingwithdignity.ca.

Each phone's email settings are different. Here are some guides depending on your type of phone:

- [Android Guide](#)
- [iPhone Guide](#)
- [Blackberry Guide](#)

If you have trouble emailing from your phone, you can also transfer your video to your computer using a USB cable (this usually comes with your phone) and email from your computer. This [link](#) provides some guidance.

You will receive confirmation of receipt from DWD Canada within 2 business days.

Disclaimer:

By submitting my video or image, I agree to the following:

- My video or image may be shared with the staff members of Dying With Dignity Canada's National Office.
- My video or image may be featured on Dying With Dignity Canada's website or social media pages.
- My video may be edited for length or clarity.
- Text may be added to my photo.
- By submitting my image or video, there is no guarantee that it will be used in Dying With Dignity Canada's campaign materials.
- In submitting your video or image, I am offering my story voluntarily and Dying With Dignity Canada has no obligation to pay for my submission.