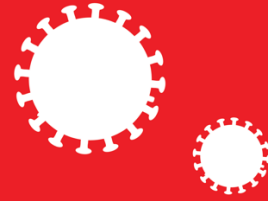


# COVID-19

ACT Alliance programmatic  
response →



RESOURCE

actalliance

## COMMUNICATING ACT'S COVID-19 RESPONSE<sup>1</sup>

ACT Alliance faces an urgent need to communicate all actions related to our response to COVID-19. Due to widespread quarantines and restrictions/bans on international traveling, we cannot currently send any communications staff or freelancers on field assignments.

We now ask for support from our members who are responding to this unprecedented crisis.

What we need most urgently is photos and video clips of our interventions, for example:

- awareness-raising trainings hygiene; handwashing, use of hand-sanitisers etc.
- dissemination of information;
- posters on offices/clinics/ school walls;
- distribution of soap/hygiene kits;
- beneficiaries and staff washing their hands with soap;
- disinfection activities;
- long distance learning arrangements;
- remote working for staff
- social distancing

The below instructions should help you take pictures and videos. This should not add too much to your workload, already using 10-15 minutes to document what is taking place is very valuable to us.

Remember to avoid putting yourself or our beneficiaries at risk while documenting.

- Take photos / shoot video with your phone. Please **keep the phone horizontal**, not vertical. Don't use any filters or edit the photos or video in any ways (we do it here).
- **Before filming and taking pictures, inform the people around you that you are documenting our intervention for social media and fundraising purposes, and ask for their consent.** Don't film/take pictures of people who don't want be filmed - give them the choice of moving aside if they are uncomfortable of being in the picture (if you can't change position yourself).
- **Show us action, and let people act naturally.** (We show what's done and what it looks like.)

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<sup>1</sup> This resource was originally created by Finn Church Aid's communications department and adapted by ACT Alliance.

- Stand still and hold the camera with both hands when shooting the pictures/video in order to avoid blurry pictures or shaky videos.
- Move to take pictures / video from different angles. This enables variation in our material.
- Be mindful of the risk for people to be exposed to stigmatization and discrimination. If you are made aware on the risk focus rather on the ACT's staff carrying out their job among beneficiaries or the hand wash, the food or cash distribution. As an example, if you are shooting an interaction between a staff member and a beneficiary (group), position yourself among the beneficiaries.
  - In some places, ACT or member' staff may also want to remain anonymous, and that should be respected.
- If you want, and if it's safe for you, you can also film a selfie video of yourself in the field, telling about where you are and what kind of COVID-19 related activity is happening there. You can place yourself so that the activity is visible in the background, or even show us around.
- Send the unedited material Daniela.varano@actalliance.org using WeTransfer <http://wetransfer.com/> . Add basic information related to the photos/video (what is happening, where and when).
- If your internet connection is too poor to use WeTransfer or you face other challenges in forwarding the material, send it via WhatsApp
- If you have any other questions concerning producing this material, please don't hesitate to contact the HO communications team: [Daniela.varano@actalliance.org](mailto:Daniela.varano@actalliance.org) , [simon.chambers@actalliance.org](mailto:simon.chambers@actalliance.org) , [joanna.paturis@actalliance.org](mailto:joanna.paturis@actalliance.org)

From FCA, Example videos for your inspiration:

Hygiene kit distribution, Uganda: <https://www.facebook.com/finnchurchaid/videos/719533155192753/>

Cash distribution, South Sudan: <https://www.facebook.com/finnchurchaid/videos/2917634118259616/>

Cash distribution, South Sudan: <https://www.facebook.com/finnchurchaid/videos/558183925013290/>

FROM FCA: Examples of pictures centering staff / leaving beneficiaries anonymous:

<https://www.dropbox.com/sh/y96hbr3y365b1w0/AADSzeRGRq8kYwwl01EhD1sva?dl=0>