

Community Coalition Action Theory (CCAT) Study Group Process

Step:

5

Title:

Develop a CCAT Video

Who:



What:



Overview: In Step 5, each coalition will create a short video where they can make their 1.5 page CCAT narrative come to life! This video will be posted on the CCAT page for this initiative. In addition, you will get the MP4 version to use as you market your coalition locally.

A. Review Videos from CCAT Cohort 1

1. As a first step, it may be helpful for you to see a finished project. Your video will be in a similar format to those that were created by the Suicide Prevention Coalitions found here: <https://suicideprevention.ohio.gov/Communities/Coalitions/Community-Coalition-Action-Theory>
 - a. As you are reviewing the videos, reflect on what aspects of the videos you liked or disliked. Be sure to jot down notes and tips for things you would like to keep in mind while recording your coalition's video.

B. Select Presenters for the Video

1. Each coalition may have **two** individuals participating in the reading of the 1.5 page CCAT narrative. These individuals will have custom avatars made of them for the intro and closing! Please note that the avatars are only at the beginning and end of the video. Co-facilitators will be on screen for the remainder of the video.

C. Craft Script for Intro and Closing

1. Co-facilitators will craft and read a 2-4 sentence welcome statement or introduction – then read their 1.5 page CCAT Narrative – then craft and read a 2-4 sentence call to action/closing statement (including how to find out more about the coalition!) as a conclusion. For tips on what to include in your intro or closing, please revisit the examples from CCAT Cohort 1.
2. Email the following information and attachments to the OU Team:
 - a. Names of the two people speaking and their affiliation (Example: Holly Raffle, Ohio University's Voinovich School of Leadership and Public Affairs)
 - b. Photos of the two people who will be participating in the reading. The photos do not have to be professional quality headshots. They will simply provide the artist context to create your custom avatars.
 - c. Your coalition logo (if applicable)

- d. Your coalition website address (if applicable)
- e. Your local suicide prevention hotline number(s), if applicable, to be included in your closing slide.

D. Prepare & Schedule Video Recording

1. Email the OU Team to schedule a Zoom meeting to record your video. Provide 2-3 dates and times that you are available. The OU Team will set up a Zoom meeting link when an agreed upon date and time is selected.
2. As you prepare to tape your video, here are some things to consider:
 - a. Six tips for looking great in a Zoom meeting:
<https://www.usatoday.com/story/tech/2020/04/11/zoom-meetings-go-better-these-6-tips-look-your-best/5125980002/>
 - b. Tips for how to get the best sound quality: <https://techhq.com/2020/04/how-to-get-the-best-sound-quality-out-of-your-videoconferences/>
 - c. How to sound natural when you are reading a script (you will be scripted!): https://youtu.be/tKEF2ml_hmY
 - d. Where to “look” when recording: <https://youtu.be/ZnzBidq-5mw>
 - e. PRACTICE, PRACTICE, PRACTICE. Set aside some time to practice your presentation with your co-facilitator.

E. Finalizing the Video

1. The OU Team will work with the video production team to provide your coalition a draft video to review. You will have an opportunity to request revisions before your video is posted on the website.
2. Once your video is finalized, celebrate by sharing broadly with your coalition members, stakeholders, and across social media as you feel appropriate!