



Medication Adherence Team Challenge: Focused Award Media/Communications Outreach

Video Component Guidance

The Team Challenge will incorporate a “Quality Video” component within the Media/Communications Outreach Focused Award. Teams should keep in mind that videos may be repurposed after the Challenge, and/or housed on the Script Your Future website, to promote the Challenge and educate patients.

To earn maximum points, teams are expected to:

- Produce a quality video,
- Educate patients and family caregivers about the importance of adherence, and/or, Script Your Future messages
- Promote Challenge activities

Quality videos are expected to deliver the following:

- The video is in focus, well-framed, and audio is easily understood.
- The video is logically organized and relates to an aspect of the Challenge.
- The video’s educational purpose and objectives are apparent.

Format

Teams should post their video on YouTube, or another social media platform, and tag them with “Script Your Future Team Challenge.”

Teams are strongly encouraged to be creative and original for their video submissions.

Video do not need to be professionally produced. Teams are encouraged to produce a video that is effective and preferably “evergreen.” Videos that are relevant and can be used to promote medication adherence beyond the Challenge are ideal.