

Appendix C: Story Format Ideas

Story Format Ideas

There are many ways to share contraceptive knowledge and experiences, including testimonials, games, songs and skits. Here are some ideas that you can use or adapt when developing your own videos.

Consider the amount of time and resources available to you when developing your video ideas. We have grouped these idea suggestions into three categories based on level of effort needed to create: easier, intermediate and more complex.

EASIER IDEAS:

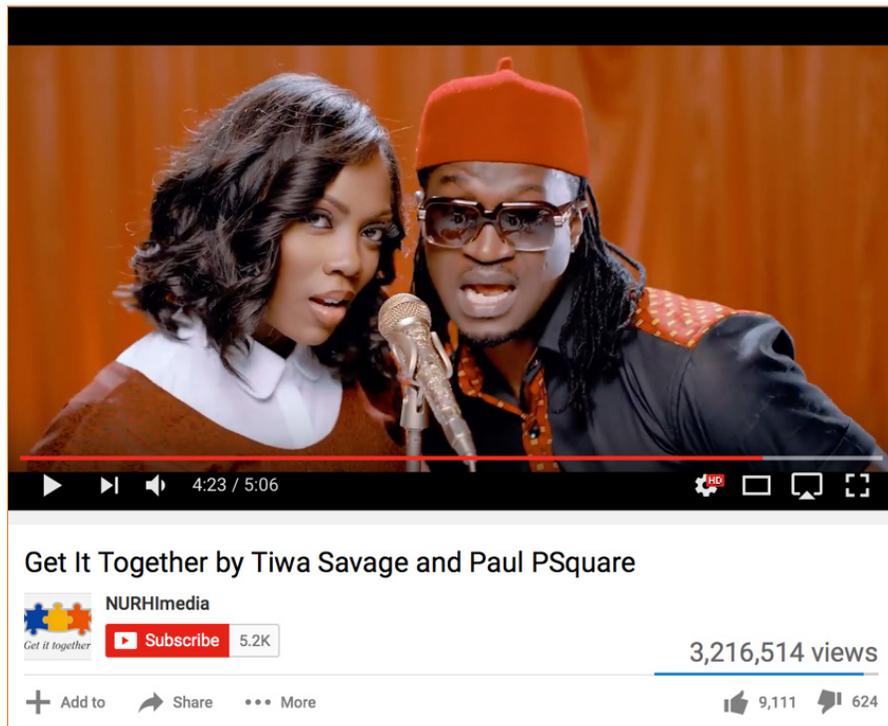
- **Spotlight on your favorite advocate or nurse.** Find and interview an SRH peer educator, a nurse or a contraceptive client who inspires you. Ask them about their experience promoting and/or using FP. Encourage them to share advice for others considering FP.
- **Picture this.** Record the audio of a testimonial, but use photographs as the visual component. This option is a good alternative for those who are interested in sharing their story, but do not want to be on camera.
- **My Life in Focus.** Encourage one or more people to share their stories in a selfie video. Post the videos together as a series or edit the best moments into one combined video.
- **Couples Challenge!** Are you part of a couple who is happy with your contraceptive method? Prove how well you know each other by developing and answering some questions about your relationship and experiences with FP. Remember to limit your questions and throw some fun ones in, too. For example, when did you first meet? What did you first notice about the person? What is the other person's favorite song? When did you first talk about FP? What is your favorite part about the method you chose?
- **Fact or fiction?** Create a game that tests your friend's knowledge of FP by listing sentences about FP and having them guess if they are true or false. If they guess correctly, they get a point. If they guess incorrectly, their competitor (or you) gets a point. First person to three points wins. You can also choose to get creative or silly with the point system by having people put makeup or masking tape on each other every time someone gets something right or wrong.

INTERMEDIATE IDEAS:

- **Advice columnist.** Ask your friends to send questions about FP via social media, and answer them over a video or series of videos. Invite them to be as funny or serious as they would like. Screen the questions in advance so that you are only addressing topics with which you are comfortable.
- **Hit the streets!** Become a street reporter. Hold up a picture of a contraceptive method, and ask people in your community to share what they know about it. Politely correct any misinformation that you hear. Edit the clips together, and then give a wrap-up segment at the end of the video.

MORE COMPLEX IDEAS:

- **Let your talent shine!** Incorporate your talent into your video. Choreograph a dance, sing a song, cook a recipe or perform a poem that emphasizes why it is important to overcome barriers to contraceptive use. Need inspiration? Listen to the “Get It Together” song from Nigeria (https://www.youtube.com/watch?v=uu_xUL3NN0o) about how FP can be used to help plan your life.
- **Share a “day in your life.”** Film a video over the course of one day in your life – highlighting how your contraceptive choice fits in. For example, talk about how you do not have to think about your implant or cannot feel your IUD when you are walking to school, hanging out with your friends or playing sports.



“Get It Together” song by Tiwa Savaee and Paul PSquare