

## Simple Guidelines to Follow

<b><i>Tell Your Story in Pictures</i></b>	<b><i>Tell Your Story with Video</i></b>	<b><i>Tell Your Story in Print</i></b>
<p><b>Get creative!</b></p> <p>Cell phone cameras are fine; other cameras are generally better. Your call—whichever is most convenient.</p> <p><b>The higher the resolution the better!</b></p>	<p><b>Get creative!</b></p> <p>Cell phone cameras are fine; other cameras are generally better. Your call—whichever is most convenient.</p> <p><b>Max length: 90 seconds</b></p>	<p><b>Get creative!</b></p> <p>Send your story or message via email (embedded or attached).</p> <p><b>Max length: 250 words</b></p>
<p>Use the <b>PHOTOGRAPHY CONSENT FORM!</b> Print as many copies as you need and have everyone in your photos sign a form. Be sure to sign one yourself! (NOTE: Unfortunately, WVANA will not be able to use photos received without signed consent forms.)</p>	<p>Use the <b>VIDEO CONSENT FORM!</b> Print as many copies as you need and have everyone in your video sign a form. Be sure to sign one yourself! (NOTE: Unfortunately, WVANA will not be able to use videos received without signed consent forms.)</p>	<p>No consent form necessary.</p> <p>WVANA reserves the right to edit as necessary for length or patient privacy.</p>
<p><b>Personality shots are fun to take!</b></p> <p>Take a posed photo by your anesthesia machine, supply cart, in the OR, with your healthcare colleagues, or even with a consenting patient (remember the consent form!).</p> <p><b>Reminders...</b> Give some thought to your photos before you snap away. Ask yourself: Will people viewing the photos know I'm a CRNA, or will I look like any other healthcare provider wearing scrubs?</p> <p>Selfies are great, but maybe not the best option for this initiative. If you go the selfie route, make sure there's a lot more of interest in the photo than just you in close-up.</p>	<p><b>Talking head videos are fun to make!</b></p> <p>Make your video by your anesthesia machine, supply cart, in the OR, with healthcare colleagues, or even with a consenting patient (remember the consent form!).</p> <p><b>Reminders...</b> Give some thought to your video. Make sure your visual/verbal message is compelling and makes clear who you are and what you do. What can you show/say that will be of keen interest to your audience?</p> <p>Selfie videos are not recommended.</p>	<p><b>Bring your story to life in words!</b></p> <p>Share your first-person account of why you entered the field, what's most satisfying about providing patient care, a life-changing moment for you or a patient, a profound experience with the patient care team, mentoring or being mentored, why you believe CRNAs are crucial to the future of healthcare...the sky's the limit with the written word!</p>
<p><b>Clinical shots are preferred!</b></p> <p>Unposed photos that show you "in action" are the best way to educate the public about CRNAs. Staged "action shots" are fine, too, so long as the results don't look hokey. You will need to enlist someone to take the photos of you—a colleague, your facility's PR department, etc.</p> <p><b>Reminders...</b> Get the necessary permissions from your department, facility, other entity.</p>	<p><b>Clinical videos are powerful!</b></p> <p>Videos of you "in action" are the best way to educate the public about CRNAs. Staged "action" is fine, too, so long as the results don't look hokey. You will need to enlist someone to take the video of you—a colleague, your facility's PR department, etc.</p> <p><b>Reminders...</b> Get the necessary permissions from your department, facility, other entity.</p> <p>Whenever possible, avoid capturing patients' faces during procedures (even</p>	<p><b>See above</b></p>

<p>Whenever possible, avoid capturing patients' faces in photos during procedures (even with signed consent forms). It's easier than you think!</p> <p>Capture easily recognizable actions such as squeezing the bag, placing a mask, checking a monitor, drawing up medications, etc., that virtually shout "anesthesia care." (Of course, capturing more unique procedures is great, too!)</p> <p>Avoid gore or disturbing images in your photos.</p> <p>As always, follow practice standards and guidelines carefully (proper use of masks, caps, gloves, etc.).</p>	<p>with signed consent forms). It's easier than you think!</p> <p>Capture easily recognizable actions such as squeezing the bag, placing a mask, checking a monitor, drawing up medications, etc., that virtually shout "anesthesia care." (Of course, capturing more unique procedures is great, too!)</p> <p>Avoid gore or disturbing images in your video.</p> <p>As always, follow practice standards and guidelines carefully (proper use of masks, caps, gloves, etc.).</p>	
<p><b>Resources</b></p> <p>There are many resources you can use to make sure you have your facts straight. You might want to check out the following:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.wvana.com">www.wvana.com</a></li> <li>• <a href="#">CRNAs at a Glance</a></li> <li>• <a href="#">CRNA Fact Sheet</a></li> </ul>	<p><b>Resources</b></p> <p>There are many resources you can use to make sure you have your facts straight. You might want to check out the following:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.wvana.com">www.wvana.com</a></li> <li>• <a href="#">CRNAs at a Glance</a></li> <li>• <a href="#">CRNA Fact Sheet</a></li> </ul>	<p><b>Resources</b></p> <p>There are many resources you can use to make sure you have your facts straight. You might want to check out the following:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.wvana.com">www.wvana.com</a></li> <li>• <a href="#">CRNAs at a Glance</a></li> <li>• <a href="#">CRNA Fact Sheet</a></li> </ul>
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