



Royal College  
of Physicians



Medical Care  
driving change

# Green stories

A guide to creating your video



# Thank you for agreeing to produce a video on our series *Green stories*.

Medical Care – driving change is a collaborative resource hub to support clinicians and their teams deliver sustainable improvement in local, national and global healthcare.

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## Help us spread the word

If you are happy for us to tag you in our social media posts relating to your video, please send us your handle!

## Practical set up

- > Film in landscape: this is more aesthetically pleasing, and makes better viewing on widescreen and TV.
- > Be aware of the background: avoid back-lit areas, as this causes smartphones to produce footage with a light halo. Be aware of your surroundings, avoid sensitive information and potentially awkward background passers-by. However, do embrace raw footage and try not to stage shots too much.
- > Choose a room away from noise and activity in the house (or ask family members to be quiet during recording!)
- > Lock your focus in place by tapping and holding on the screen where you want the focus to be.
- > Avoid using camera zoom: move closer to your subject for better quality.
- > Test the sound levels and video quality on your smartphone before you begin.
- > Turn your flash off: this will stop red eye and changes to skin colour. If you are recording at night, try to find another light source, eg street lighting.
- > We want to create short, bitesize stories of sustainability in practice across the country. Ensure your video is under 90 seconds long.
- > Try to prop up your phone so it clearly captures your face in the middle of the frame.

## Tone

- > Try to prop up your phone so it clearly captures your face in the middle of the frame.
- > Aim to be friendly and Informative, but also professional.

## Telling your sustainability story

- > Begin by introducing yourself with your name, role, and workplace. Your audience want to know who you are and may want to connect with you!
- > Give a brief overview, highlighting the healthcare service, its initial challenges, the overarching goals of the project.
- > Articulate the key strategies employed in the project and any partnerships that contributed to its success.
- > Include real-world impacts and measurable outcomes, such as reduced carbon footprint, cost savings or improved patient experience,
- > Conclude by outlining the potential scalability of the initiative, offering insights into how other services can adapt and replicate the model for a broader positive impact.

## To send us your green story:

- > Visit [WeTransfer.com](https://www.wetransfer.com)
- > 'Send a file'
- > 'Upload file'
- > 'Send an email' to [medicalcare@rcp.ac.uk](mailto:medicalcare@rcp.ac.uk) (option 1)
- > Confirm your email and upload