

CRNAs: Words and Images from the Front Lines Campaign Simple Guidelines

Tell Your Story in Words	Tell Your Story in Photos	Tell Your Story with Video
<p>Get creative!</p> <p>Send your story or message via email (embedded or attached).</p> <p>Max length: 200 words</p>	<p>Get creative!</p> <p>Cell phone cameras are fine. Other cameras are generally better. Use whichever is most convenient.</p> <p>The higher the resolution the better!</p>	<p>Get creative!</p> <p>Cell phone cameras are fine. Other cameras are generally better. Use whichever is most convenient.</p> <p>Max length: 2 minutes</p>
<p>No consent form needed.</p> <p>WVANA reserves the right to edit as necessary for length or patient privacy.</p>	<p>Use the PHOTOGRAPHY CONSENT FORM Print as many copies as you need and have everyone in your photos sign a form.</p>	<p>Use the VIDEO CONSENT FORM Print as many copies as you need and have everyone in your video sign a form.</p>
<p>Bring your story to life in words!</p> <p>Share your first-person account of 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, why you believe CRNAs have been crucial to the fight against COVID-19...the sky’s the limit with the written word!</p>	<p>Personality shots are fun to take!</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>Reminders...</p> <p>If you go the selfie route, make sure there is a lot more of interest in the photo than just you in close-up.</p>	<p>Talking head videos are fun to make!</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>Reminders...</p> <p>Make sure your visual/verbal message is compelling and makes clear who you are and what you do.</p> <p>If you go the selfie route, make sure there is a lot more of interest in the photo than just you in close-up.</p>
<p>See above</p>	<p>Clinical shots are preferred!</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>Reminders...</p> <p>Get the necessary permissions from your department, facility, other entity.</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,</p>	<p>Clinical videos are powerful!</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>Reminders...</p> <p>Get the necessary permissions from your department, facility, other entity.</p> <p>Whenever possible, avoid capturing patients’ faces 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</p>

	<p>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>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>Resources</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"> • www.wiana.com • https://www.aana.com/membership/become-a-crna/crna-fact-sheet 	<p>Resources</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"> • www.wiana.com • https://www.aana.com/membership/become-a-crna/crna-fact-sheet 	<p>Resources</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"> • www.wiana.com • https://www.aana.com/membership/become-a-crna/crna-fact-sheet
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Where to Submit

Submit your **photos** and **photo captions**, your **videos**, your **signed consent forms**, your **written stories**, or your **questions** to pr@wiana.com.