

# Guide for making your own health promoting school video

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*'Put yourself in the director's chair'*

## Introduction

In 2014, the SHE network developed a short promotional video on the whole school approach to health promoting schools in the European region. It highlights how four health promoting schools from three countries (Estonia, the Netherlands and Spain) have put this approach into practice as part of their school policy and how their school community has benefited. The video helps to encourage schools to become a health promoting school and use the SHE online school manual: '5 steps to a health promoting school'.

Through the process of making the promotional video, we have learned helpful tips on how to make a short compelling and inviting clip. This guide helps you to make your own promotional video clip on how your school acts as a health promoting school.

## Who is it for?

This instructional guide is intended for use by students from your school. We encourage students to take the lead on this; the student perspective can be very powerful!

## Why make your own promotional video?

Making a promotional video in which you illustrate what makes your school a health promoting school can be a good way to highlight what your school has to offer to students and staff alike and can motivate other schools in your country to become health promoting schools.

## How does this guide work?

This guide provides a short written tutorial on how to make your own promotional video, including tips and examples. In addition to this guide, there are accompanying video clips, from the SHE promotional video, which serve as visual examples for our written tips.

## Three steps

There are three steps to take when producing your own promotional video. The guide gives an overview of how to plan for making the promotional video and provides tips and examples on how to structure and film your video.

1. **Planning** for the video – what do we need to get started?
  - a. What materials do we need?
  - b. How do we make an action plan and script?
2. **What and who** should we film?
3. **How** should we film (e.g., zooming, framing, lighting and sound)?

# 1. Planning for the video – what do we need to get started?

## 1.1 What materials do we need?

You only need a hand-held camera or even a good quality cell phone. But it can be helpful for some shots to use a tripod to support your camera. For interviews, you will get the best sound quality if you have an external microphone.

Things to consider:

- How is the sound quality of my video recording device (e.g., when doing an interview)?
- How is the image quality?
- What kind of shots do we want to take? This can help you determine if a tripod is needed. See section three ‘how should we film’ for more on filming.
- How long can we record with the device?

## 1.2 How do we make an action plan and script?

Making an action plan and script for the video before you start filming can help you organise your thoughts and ideas.

We recommend asking 3-5 students from your school to form a video making team. They will meet to brainstorm about what they want to include in the video and develop a plan.

In your plan, you are recommended to include:

- the aim of the video; who will do what and when;
- who/what will be filmed;
- who will edit the footage into the final product;
- how will the video be promoted.

The team should write a script based on their brainstorming session.

In the following sections of this guide we will provide examples that can help you in making your plan and script.

**General note:** We suggest the total length of the edited film to be no longer than 5-7 minutes.

## 2. Examples and suggestions: What and who should we film?

We recommend creating a promotional video with a beginning, middle and end. For example, one or two students introduce the school. Their introduction is supported and elaborated on through subsequent interviews and demonstrations (by students and staff) and footage of what makes the school environment health promoting. They end with a short take-home message about what makes their school health promoting.

The following is an example of how you can structure your video, but you may also decide that you want to do it differently. You can make animations or graphic designs (like drawings, art work). That is also fine!

**Note on filming students:** We highly recommend getting the parent's permission before filming students for the video.

### 2.1 Welcoming (max. 15 seconds)

The welcoming is how you begin your video. For example, you could start with a student (or teacher or parent) standing in front of the school building; she or he welcomes us and walks towards the main entrance of the school.

The student tells us:

- Name of the school
- City and country
- Standing at the main entrance, the student says: "I will show you what our school does on the subject of health and education" or a similar phrase.

**Welcoming example** (click on the image to view the corresponding video clip)



### 2.2 Demonstration 1: the student perspective

The same student shows 2 to 4 visually attractive examples of being a health promoting school, e.g., sporting facilities, care for healthy food, well-being for students and staff, support for students with special needs, environmental issues like space, ambient light, colours and fresh air.

Tip: Spoken comments should be very short, like indicating the examples (see the video clip).

## 2.3 Interview 1

You can start by interviewing a student. Students have very powerful and clear ideas and visions about how their school can be a better place for learning and health.

Tips and suggestions:

- The student tells us about the school's policy around the subjects of health & well-being.
- Each question and answer is filmed on another spot with the student in medium close-up, with activity or motion of the subject in the background.

**Example: Medium-close interview with dynamic background**  
(click on the image to view the corresponding video clip)



Suggestions for interview questions:

- What has this school done to be a health promoting school?
- How does this apply to its students?
- How does this apply to the school staff?
- How does this apply to you?
- What are the results?

## 2.4 Demonstration 2: perspective teachers/school manager

We advise also getting the perspective of a teacher or school manager, e.g., a demonstration in which the teacher/school manager provides examples of what makes the school health promoting.

Tips and suggestions:

- A teacher/manager shows 2 visual attractive examples of being a health promoting school, e.g., support for students with special needs, sporting facilities, care for healthy food, environmental issues like space, ambient light, colours and fresh air.
- Spoken comments should be very short, like indicating the examples (see clip).

## 2.5 Interview 2

In addition to asking a teacher or school manager to demonstrate what makes their school health promoting (visual examples), you can also interview a teacher/school manager to get further information on what this means for the whole school community.

### Tips:

- The teacher/school manager tells us about the school's policy around the subjects of health & well being and their ideas about education.
- Each question and answer is filmed on another spot with the teacher/school manager in medium close-up, with or without activity or motion of the subject in the background.

### **Example: Medium-close interview with static background**

(click on the image to view the corresponding video clip)



### Suggestions for interview questions

- What has this school done to be a health promoting school?
- How does this apply to its students?
- Is this also applying to your co-workers?
- What are the results?
- What other implementations will be realised in the near future?

## 2.6 General footage: School environment

In addition to filming members of your school community, you will probably want to film the school's physical/social environment. A healthy school environment is an important part of what makes a school a health promoting school! Providing visual examples of this environment can be more informative than simply describing the surroundings.

### Examples of things to film in the physical/social environment:

- School building and surroundings
- Students walk in and out
- Traffic (exterior environment)

- Facilities for students with special needs
- Students talking to each other
- Campus or schoolyard (exterior environment)
- School canteen (interior environment)
- Classrooms (interior environment)

Tip: for the external school environment, pay attention to colours and scenery, natural sounds, bicycles, etc. For the internal school environment, pay attention to specific features of this school, e.g., how the classroom is set-up to improve communication between students and the students and teacher.

**Example: Exterior shots** (click on the image to view the corresponding video clip)



Tip: make use of wide-angles, panning and give a good impression of the students on your school.

**Example: Interior environment** (click on the image to view the corresponding video clip)



Specific items can tell the viewer more about health related issues (like using colours in this example).

## 2.7 Video ending

There are different ways to end your video, but you will want to think about what you want the viewer to take away, 'the take away message'.

Example: You could end your video with a close-up of a group of students, teachers and/or managers summing up in one sentence what your health promoting school has to offer or why a healthy school is preferable.

## 3. Examples and suggestions: how should we film?

Now you have a plan on what to put in your video. Content is important but when it comes to making a video, presentation also matters. How do you get that great shot and good sound quality? In the next section, we provide tips to film like a pro.

### 3.1 Zooming

When filming, don't use the zoom in or out. Instead, use the zoom to establish and focus the subject that you want to film.

### 3.2 Panning

Panning is horizontal movement from left to right or from right to left.

Tips:

- Panning should be used to film panorama views of the environment, building, crowd, etc.
- Use panning only in wide angle mode (zoom out).
- In the next sample, the zoom is used to focus first before starting panning.
- If possible, use a tripod!

**Example:** Click [here](#) to view the video clip on using the zoom to focus and then panning

### 3.3 Lighting

Be careful when filming interior shots! Use the white balance function on your camera; there is a huge difference between interior and exterior light sources.

Tips:

- Don't film any subject with an outside window in the background.
- Try to avoid shots in direct sunlight.

### 3.4 Sound

Clear sound without excessive background noise will help you get your message across.

Tip:

- During interviews, using an external microphone will help to minimize ambient sounds.

### 3.5 Framing

#### Tips:

- During interviews, use medium close-ups or close-ups; this allows you to have maximum result of the external microphone.
- While filming the general footage, make use of wide angle views, panning and medium-close shots.
- For one subject, take different shots from several points of views.

**Examples:** Click [here](#) to view the video clip of close-up, medium-close, total and wide-angle shots

### 3.6 Crowd & filming positions

- When filming a crowd, don't take a static shot of the crowd; instead try to follow one person in the crowd.
- Vary your filming positions: take top shots, floor shots etc.

**Example: follow one person in a crowd** (click on the image to view the corresponding video clip)



**Example:** Click [here](#) to view video clip: Different point of views to make your film visually attractive.



#### **4. Film and share it!**

We hope that this guide has encouraged and assisted you in making your own promotional video about your healthy school.

Once you have completed your video, please share it with us, the SHE network, by sending it to [she@cbo.nl](mailto:she@cbo.nl). You can also put your clip on YouTube and your own website. We would be very happy to make it available on our website for all of the SHE network members to see and get inspired!