



***Script Your Future* Medication Adherence Team Challenge 2017:
Focused Award Media/Communications Outreach
Video Component**

The Script Your Future Medication Adherence Team Challenge will incorporate a “Quality Video” component within the Media/Communications Outreach Focused Award. Teams should keep in mind that videos may be repurposed after the Challenge, and/or housed on the Script Your Future website, to promote the Challenge and educate patients.

To earn maximum points, teams are expected to:

- Produce a quality video,
- Educate patients and family caregivers about the importance of adherence, and/or,
- Highlight Challenge activities

Quality videos are expected to deliver the following:

- The video is in focus, well framed, and audio is easily understood
- The video is logically organized and relates to an aspect of the Challenge
- The video’s educational purpose and objectives are apparent

Format - we suggest teams post their video on YouTube and tag them with “Script Your Future Team Challenge.”

Teams are strongly encouraged to be creative and original for their video submissions.

Your video does not need to be professionally produced, but we encourage teams to take the time and effort to produce a video that is effective and can be used beyond the Challenge to promote adherence.

Questions:

- If you have any questions, please email info@scriptyourfuture.org.

Good luck, teams!