



## American Indian Cancer Foundation®

### COVID-19 & Cancer Screening PSA for Partners

#### How to Record a PSA

Recording a video for a public service announcement (PSA) can be an intimidating and confusing task. Technology, right?! Before providing you with a PSA script, we have included some instructions and helpful tips to prepare.

#### Directions

- If your organization has a Zoom account:
  - Schedule a meeting with just yourself
  - OR-
  - You can also open the Zoom app, start a meeting with yourself and press record
- If your organization does not have a Zoom account or it is not available to you:
  - Reach out to the American Indian Cancer Foundation (AICAF) at [health@aicaf.org](mailto:health@aicaf.org). We can schedule a Zoom meeting for you.
- ***Note: When scheduling the meeting, make sure you have the box checked to automatically record the meeting and store to your local computer***
- Now it's time to join the meeting! You can do as many takes as you like until you get one that you like.
  - The meeting should start recording automatically. You have the ability to start, stop, and pause the recording at any time.
- Once you are done with your recording. Leave the meeting and review the recording.
- Email the recording to AICAF with the start time of the take you like the best. Send us your logo as well!

#### Helpful Tips

- Frame your face in the camera. Make sure there is plenty of space from the outside of the frame to the top of your head and to your right and left. Our video editor will make changes if they need to.
- Only have a maximum of two people recording the PSA. Split the script in two and each individual can say a different piece.
- Read through your script multiple times and try to memorize the lines. That way you can look into the camera instead of off to the side.
- Once in the Zoom meeting, check your camera resolution. Change it to the highest definition available.

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### How to personalize your PSA!

- Add data specific to your community. You may be able to find this information by visiting:
  - [CDC COVID Data Tracker](#)
  - [Johns Hopkins COVID-19 Cases by County](#)
  - State Health Departments websites
  - [American Cancer Society Guidance on Cancer Screening](#)
- Add words or phrases from your local tribal language
- Include clinic contact information for increased access

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### Example PSA on cancer screening during COVID-19 from the American Indian Cancer Foundation

Know your cancer screening status. Your body has the answers.

Cancer is the second leading cause of death in Native people and remains a health priority. Cancer screenings have dropped at an alarming rate since the beginning of the COVID-19 pandemic. It is critical for you to continue your preventative cancer screenings for yourself and your loved ones.

Your health care team is taking precautions to ensure you have a healthy and safe screening experience. Don't delay getting screened. Your loved ones and community need you to be healthy. Schedule your appointment with XXXX today to discuss what screenings are right for you.