

Healthcare Professionals Division

EDUCATIONAL REEL Competition

Building a Culture of Quality Together. Your idea. Your voice. Your reel. Turn everyday healthcare practices into powerful messages that educate, inspire and drive action.

CAHO invites hospitals, healthcare professionals and teams to create an original short-form educational reel that shines a spotlight on quality, patient safety and excellence in healthcare.

Submission date:
21st
OCTOBER

PICK YOUR THEME

- **01 | PATIENT SAFETY STARTS WITH US**
Small actions can make a big difference. Showcase simple practices that help make care safer for every patient.
- **02 | QUALITY IS A TEAM SPORT**
Quality isn't the responsibility of one person. Show how every individual can contribute to building a culture of quality.
- **03 | HANDOVERS THAT SAVE LIVES**
Good communication protects patients. Highlight how effective handovers ensure continuity and prevent avoidable errors.
- **04 | SPEAK UP. ASK. PROTECT.**
Sometimes, one question can prevent harm. Encourage healthcare teams to speak up and act when patient safety is at stake.

YOUR REEL: THE MUST-HAVES

Maximum two participants per reel.

- **DURATION:** 30–90 seconds
- **FORMAT:** Vertical 9:16
- **FILE TYPE:** MP4
- **LANGUAGE:** English / Hindi / Regional Languages
- **CONTENT:** Original, educational, engaging & relevant to the selected theme
- **FOCUS:** Quality, patient safety, continuous improvement & best practices
- **ELIGIBILITY:** Healthcare professionals, hospitals & healthcare teams
- **SUBMISSION:** Upload through the Microsoft Form link shared in the official communication.




Register Now

THE ROAD TO QUALITY MONTH

21st OCTOBER 2026

SUBMIT YOUR REEL

Upload your entry through Microsoft Forms.

LAST WEEK OF OCTOBER

JURY EVALUATION

Eligible entries move forward for evaluation by the jury panel.

NOVEMBER 2026

QUALITY MONTH SHOWCASE

Winning/selected reels will be showcased during Quality Month Week.

WINNERS ANNOUNCEMENT

WHY PARTICIPATE?

BE SEEN. BE HEARD. MAKE AN IMPACT.

Winning reels will be featured on CAHO's official social media handles, giving your message a wider platform and helping spread the culture of quality across healthcare.

SHOWCASE. INSPIRE. TRANSFORM.



Turn your healthcare message into a movement.



Create a reel. Spark a conversation. Inspire better care.



Be part of the movement. Be the voice of quality.