

## **Proposal: Student Video Creation Competition on Health Literacy**

### **1. Introduction**

**Patients for Patient Safety Foundation (PFPSF)**, supported by **CAHO**, is a non-profit dedicated to **promoting patient safety, reducing medical harm, and empowering patients and caregivers** with simple, reliable health information. PFPSF has reached **14 lakh families, 1,100+ hospitals, and 52,000+ healthcare professionals** with expert-validated, Indian-contextual content in **12 regional languages**, focusing on **early symptom detection, risks of delay, and practical prevention tips** for safer health outcomes.

As part of **World Patient Safety Day 2025**, PFPSF is launching a **National Student Video Creation Competition**. This is an opportunity for students of medicine, nursing, dentistry, physiotherapy, hospital administration, and allied health sciences to use their creativity and communication skills to design **short, impactful awareness videos** on health literacy and patient safety.

### **2. Objectives**

- To create patient-friendly educational videos in **simple, relatable language**.
- To directly involve healthcare students in the **movement for patient safety**.
- To build a collection of **creative, shareable awareness videos** for hospitals, colleges, and communities.

### **3. Competition Details**

- **Eligibility:** Open to students of medical, nursing, dental, physiotherapy, hospital administration, and allied health colleges.
- **Theme:** *Patient Safety – Use PFPSF Health Library*
- **Submission:** Upload video to same Google Drive and share the link with [info@patientsforpatientsafety.in](mailto:info@patientsforpatientsafety.in)
- **Last Date for Submission:** 12th September 2025
- **Results:** 14th September 2025
- **Prizes:** Top -3 Videos

**Scan the QR code on Flyer to view the list of topics and detailed instructions.**

### **4. Judging Criteria**

- Clarity and ease of understanding
- Accuracy of information
- Creativity and engagement
- Adherence to guidelines

## 5. Video Guidelines

- **Language & Tone:** Simple, everyday Hindi/English; no medical jargon; warm and supportive tone.
- **Duration:** 1–4 minutes.
- **Format:** MP4/MOV, HD (1080p).
- **Narration:** Female Indian voice preferred; clear, compassionate, and paced for easy understanding. Subtitles required.
- **Structure:** PFPSF logo + title → short introduction → clear explanation → crisp closing message → PFPSF logo & contact details.
- **Visuals:** Use culturally relatable Indian images, families, hospitals, and caregiving settings. Copy-right free stock images or Canva visuals recommended. Use infographics/animations for clarity.
- **Branding:** PFPSF logo to remain visible on the top corner throughout the video.


## 6. Disclaimer


These videos are for **public health education only** and not a substitute for medical advice. PFPSF may edit or adapt submitted videos for accuracy, branding, and wider dissemination.

## 7. Contact

For queries and submissions:

 [info@patientsforpatientsafety.in](mailto:info@patientsforpatientsafety.in) / [varsha@patientsforpatientsafety.in](mailto:varsha@patientsforpatientsafety.in)

 **PFPSF Team – +91 8800524876**



# Video Making Competition




World Patient Safety Day 2025


**Theme: Patient Safety – Use PFPSF Health Library**

**Who can participate?**  
Students of Medicine, Nursing, Dentistry, Physiotherapy,  
Hospital Administration & Allied Health



**Video Guidelines:**

- Use **simple English voice** that everyone can understand easily. Avoid medical terms and jargon.
- Keep the tone **warm, supportive, and friendly**, as if explaining to a family member.
- Video length: **Minimum 1 minute – Maximum 4 minutes**.
- Save video in **MP4 or MOV** format, with **HD quality (1080p)**.
- Narration should be **clear and compassionate**. A **female Indian voice** is preferred.
- **Subtitles in English** are mandatory so that all can follow.
- Follow the structure: Opening page- PFPSF logo + Title → Short Introduction → Awareness Message/Explanation → Clear Closing Line → PFPSF logo with contact details.
- Use relatable **Indian visuals** such as families, children, hospitals and caregiving scenes.
- You can use **copyright-free stock images, Canva visuals, simple animations or infographics** for better clarity.
- **PFPSF logo must remain visible in the top any corner** of the video from start to end.

 **Prizes:** Top -3 Videos  
 **Last Date:** 12th September, 2025  
 **Results:** 14th September, 2025

 **Scan the QR Code for further instructions, submission details & topics**

Contact with us : [info@patientsforpatientsafety.in](mailto:info@patientsforpatientsafety.in)

Organised by:  **Patients For Patient Safety Foundation** with  **CAHO**  
COMMITTED TO SAFER HEALTHCARE