



## VOICES FOR BIRTH JUSTICE

### MOTHER'S DAY #DONTRUSH NICU TRANSFORMATION VIDEO PROJECT – JOIN IN THE FUN BY MAY 4!

Hello All,

To celebrate Mother's Day on May 10<sup>th</sup> we are asking our communities and partners to join us in co-creating a social media video honoring NICU and preemie moms as part of the viral video trend sweeping the globe called the [#Don'tRushChallenge](#).

Originally conceived last month by a group of Black college students in the UK to stave off boredom during the COVID shutdown, the videos depict people's transformations from their at-home selves to their going-out selves. People around the globe have evolved the concept into many different iterations. One particularly inspiring [version](#) was created by preemie awareness organizations [@trust\\_your\\_strength](#) and [@ourlittlepreemie](#) to show the transformation of their babies in the NICU to where they are now. We'd like to recreate this concept with you and promote it through our [PTBi](#) and [Voices for Birth Justice](#) social media channels to further raise awareness of the importance of NICU parent mentorship and birth justice.

Instructions for participation are detailed on the following pages. Please note that you will need to submit your videos by **[no later than May 4](#)** to be included. Earlier submissions strongly encouraged – the sooner, the better.

#### What you'll need:

1. A picture of your preemie(s) in the NICU. If your preemie wasn't in the NICU, you can use a newborn photo that lists the week in which your preemie was born – i.e., "Born at 32 weeks."
2. A phone or laptop you can record video on. If you have someone at home that can film for you, you may want to enlist their help.
3. Your Voices for Birth Justice t-shirt. If you don't have a Voices t-shirt, no problem. Just wear whatever you'd like.
4. Your preemie kid(s)

**Approx. time needed, including set up:** 30-60 mins.

If you have questions, problems uploading to the Google Drive folder or need other technical help, please email PTBi Communications Associate Emily Letts at [Emily.letts@ucsf.edu](mailto:Emily.letts@ucsf.edu).

We hope that you and your family enjoy this activity. Thank you so much for helping us honor Mother's Day while bringing much-needed awareness of NICU parent mentorship and birth justice!

# Filming Instructions:

## 1. Watch these brief videos:

- a. The original NICU transformation [inspiration video](#) created by Trust Your Strength and Our Little Preemie.
- b. If you have and would like to wear your Voices t-shirt in the reveal, you can use this [rough example video](#) as the guide for creating your own.

## 2. Film part 1: The Set-Up

- a. Hit record on your camera.
- b. Pick up your preemie photo from off screen **ON YOUR RIGHT (right hand side)**
- c. Show the preemie photo to the camera\*
- d. Move the photo closer to the camera so we can see it more clearly\*
- e. Move the photo even closer so it covers the camera lens \*
- f. Stop recording

\*Feel free to dance a little during these steps if you feel up to it, but try not to shake the photo too much while you do.

## 3. Film part 2: The Reveal – two options

### Option A: if you DO have a Voices for Birth Justice t-shirt

- a. Change into your Voices black t-shirt
- b. Press record with the preemie photo(s) pressed against the lens then move back revealing your t-shirt\*
- c. Point to your t-shirt and do a warrior pose/dance signifying you are a Voice for Birth Justice, and keep your preemie photo in hand\*
- d. Now have your kid enter the shot, put your arm around your child or hold them up if they're still at the age to be held. Keep your NICU or preemie photo in one hand if you can.\*
  - a. If you'd like, you can also
- e. Pass off your preemie photo off screen **TO YOUR LEFT (left hand side)\***
- f. Stop recording

\*Feel free to dance a little during these steps if you feel up to it, but try not to shake the photo too much while you do.

### Option B: if you DO NOT have a Voices for Birth Justice t-shirt

- a. Change into a different outfit if you'd like, but it's not required.
- b. Press record with the preemie photo pressed against the lens so it's all the viewer can see
- c. Have your kid enter the shot while the preemie photo is still covering the lens
- d. Move back with the photo and away from the lens to show you with your kid today\*

- e. Put your arm around your kid or hold them if they're still at that age, point to them and/or dance with them if you feel like it. Also, keep the NICU or preemie photo in your other hand as you do this, or within arms reach.\*
- f. Pass the preemie photo off screen **TO YOUR LEFT (left hand side)\***
- g. Stop recording

\*Feel free to dance a little during these steps if you feel up to it, but try not to shake the photo too much while you do.

4. Upload your two videos to this [Google Drive Folder!](#) Label it with your full name and Instagram handle if you would like us to tag you in the video. All videos will need to be uploaded by no later than **Monday, May 4<sup>th</sup>**.

### What happens with your video from there?

Our communications team will weave all of your videos submissions together into one longer video that will be posted and promoted through our Voices for Birth Justice Instagram and Facebook pages on **May 8**.

Prior to publishing this video, our communications team will ask participants to sign and return a consent form.

A few tips:

1. Make sure the light in the room is in front of you rather than in back of you – so we can see your face!
2. We can't read or see any photos in a video if they are moving around a lot. Be sure to hold still for a moment with your shirt and/or photo so we can see it. Then do your dance 😊
3. Don't worry about audio or music. We will add the official #DontRush song when we weave the videos together.
4. Have fun with this activity. Feel free to add your own special touches if you'd like. For example, for the reveal portion, you can have other family members join you and your kid in shot. Or, you and your family members may also choose to get dolled up in the reveal portion if you're feeling fancy.

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