

## MDA Video Participation Invitation

### *“Family Looks Like...” Caregiver Advocacy Campaign*

The Muscular Dystrophy Association (MDA) is creating a short, powerful video that highlights the real, everyday impact of family caregiving in the neuromuscular disease community, and we would like you to consider participating.

This video will bring together families from across the country to complete the phrase: “Family looks like...” in diverse ways.

Each participant will share authentic moments that reflect what caregiving and family life look like; the humor, routines, love, obstacles and partnership.

### Why This Video Matters

Your voice ensures that elected officials understand the human side of caregiving, beyond just policy.

- Show policymakers what family caregiving really looks like
- Celebrate the strength and partnership of family caregiving
- Represent a variety of family caregiver relationships in the neuromuscular community
- Highlight the need for better financial assistance and streamlined benefits
- Show the benefit of supporting family caregivers to the economy, local communities, and more
- Inspire action to improve caregiver support nationwide

### What Participation Involves

- Record yourself completing the phrase “Family looks like...” from one or multiple perspectives
  - You do not need to act or memorize a script. We’ll provide simple prompts to guide you, but we want your authentic voice. The simplest moments are often some of the most powerful!
- Capture short clips (30 seconds each) showing real-life moments such as:
  - Lighthearted or humorous moments like spending time together, game night, karaoke, getting coffee with a friend
  - School or work moments, like heading out the door, gathering backpack or belongings, studying for the SAT
  - Attending a sporting event or concert
  - Advocacy or community engagement, such as preparing to attend a town hall or a meeting with a legislator (you can't film in a meeting, but you can film outside of the office and as you prepare to go in)
  - Morning or bedtime routines

- Transfers or mobility support
- Medication or equipment setup
- Cooking together
- Opening phrase (**all advocates**)
  - “Family means being there for you. To me, family looks like...”
- Sample Scenarios (pick one or several)
  - “Family looks like learning how to work together and get things done.”
    - (Care tasks, working on wheelchair, folding ramp)
  - “It looks like speaking up when you have something to say.”
    - (Advocate and caregiver standing in front of Capitol or government building; attending a town hall)
  - “Family looks like achieving my education goals.”
    - (Heading to the bus stop, studying at home)
  - “Family looks like building my community.”
    - (Hanging out with friends, attending a sporting event or concert, going to practice, having a game night)
  - “Family looks like being safe in every season.”
    - (Family hunkering down for snow storm/inclement weather – being there to get you out of bed when no one else can get to you)
- Ending call-to-action (**all advocates**)
  - (Advocate) “Family is about caring. To every family caregiver; thank you. Your support makes so much possible for many families just like mine. Join me in asking Congress for better policies and protections for family caregivers.”

### Filming Tips:

- Use natural lighting or soft LED lights.
- Film vertical for shorter, social media-style clips.
- Use a stabilizer (arm on table, tripod) to avoid shaky footage or have someone film for you.
- Speak as clearly as possible and keep background noise low.
- Keep clips short and focused, aiming for 1 idea per clip. Don’t worry about perfection! We’ll take care of the editing.
- Send a link via email to a folder on Dropbox, iCloud, Google Drive, WeTransfer, etc. to rsheldon@strategicelements.com.
  - Make sure if you send a link that your permissions are set to “Anyone with the link can view.”
- Email clips directly to rsheldon@strategicelements.com.
- If using an iPhone, you can text clips directly to 605-222-7662