



Project Detailing

CDC South America Regional Office

Project	On the Frontlines of COVID-19: Capturing CDC's Global Impact Through Images and Video
Country	Brazil
Primary POC	Gabriel Alves
Secondary POC	Lori de Ravello

Project overview and objectives

Stories told through the images and videos developed and shared in real time will make it possible for CDC to visually demonstrate successes in confronting COVID-19. Sharing these early successes with countries, partners, and policymakers will help show the impact of CDC's global work and increase its credibility and trust world-wide. At the same time, sharing these successes will leverage existing global health programs, subject matter expertise, and activities that are integral to CDC's COVID-19 response. Ultimately, this will not only strengthen our impact for the duration of the global COVID-19 response, but also grow CDC's capacity for future responses

Deliverables: The completion of **4 unique stories (2 in photographs, 2 in video)**, each to demonstrate CDC's support to the global COVID-19 response. Possible examples: CDC-supported labs testing for COVID-19, risk communicators posting CDC COVID-19 posters in markets and mosques, CDC country staff delivering masks and other supplies to rural health departments.

A. Photo Stories:

1. A set of at least 50 high-resolution, fully-captioned photographs.
2. The photo set should include two fully-developed photo stories, including at least 25 images per story. Each photo story should be accompanied by at least 200 words explaining the context of the story and the specifics of CDC's involvement in the actions depicted.
3. CDC signed consent forms from all people who are identifiable in all the photos, with clear documentation explaining which consent form(s) are associated with each photo.

B. Video Stories

1. Two 3-5-minute video stories highlighting different aspects of CDC's COVID response intervention and including on-site interviews with CDC regional or country staff.
2. Videos should be accompanied by full, detailed shot list containing filming dates, precise locations, names of people filmed and/or interviewed, medical/technical information



- about actions filmed. Deliver all the usable raw footage grouped in folders per day and locations.
3. Raw footage should contain the recording of video consent statements by people filmed.

Project Schedule and Milestones

Milestone	Schedule
Country confirmation complete	TBC
Story ideas identified and approved	TBC
Funds at Post	TBC
Photographer/videographer hired	TBC
Travel for on-site visits arranged	TBC
Project completed	TBC

Budget for travel

Expenses	Limit per day (in USD)
Airfare	To be determined by CDC
Accommodation	286.00
Meals	123.00
Transport	123.00

1 USD = 5.29 BRL

Payment Information, Terms & Conditions

All information regarding payment and conditions have been provided by the Embassy of the United States, via a Scope of Work.