

Partner Organization Toolkit

How to Use *Our Humanity* Video PSAs



Our Humanity

Our Humanity mission statement / project overview:

Our Humanity is a media movement designed to deliver timely, accurate, and relevant information to communities of color being disproportionately impacted by the COVID-19 pandemic. Utilizing video messages created by thought leaders and influencers across a wide range of sectors, *Our Humanity* will provide crucial information about how to stay safe, healthy, and collectively strong through this unprecedented crisis. We believe that by creating messaging that is specifically tailored to communities of color and delivered by individuals who are trusted and respected in their respective communities, we can provide essential guidance for how to navigate the uncertainties and difficulties presented by the pandemic. Striving together in a spirit of solidarity and responsibility, we will keep ourselves, our families, and our communities resilient through this crisis.

Overview of partnership

Partnering organizations are granted access to all *Our Humanity* media and materials. In exchange, organizations agree to aid in the mission of the *Our Humanity* media movement by distributing videos through their respective networks. *Our Humanity* aims to deliver its messaging particularly to Black, Latinx, Native American, and Pacific Islander communities, which are being disproportionately impacted by the COVID-19 crisis.

To get started, follow these 4 steps:

1. Read the *Our Humanity* PSA Guidelines, media content restriction guidelines and FAQs listed below.
2. Review the video catalog and identify the PSAs or printed material you are interested in sharing with your constituents/community.
3. Build an outreach and dissemination plan to reach and activate members your organization's network.

- a. Identify your network. Make a list of your organization's members who might be interested in the PSA videos.
 - b. Reach your network. Set up a way to communicate with your organization's members. This could be an electronic mailing list, a group chat, a periodic newsletter, social media, etc.
 - c. Activate your network. Follow up with members of your organization and find ways to keep them involved and engaged with while maintaining physical distancing. Organize virtual meetings where members can socialize and share how the virus is affecting them personally.
4. Execute your outreach and dissemination plan. See below for a sample letter to distribute to your organization's constituents.

Ideas for sharing *Our Humanity* videos and other materials:

- Distribution through your organization's social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) If posting an Our Humanity PSA on your organization's social media page, we ask that you include the hashtag #OurHumanity2020.
- Distribution through email, online newsletters, and mailing lists.
- Distribution via SMS (i.e. sharing video links via text message)
- Placement or embedding of videos on organization website
- Inclusion of videos at any streaming events hosted by your organization
- Creation of a "day of awareness" or other event that makes use of videos in support of event
- Links to the *Our Humanity* video repository on URU's website (ururighttobe.org) may be shared through any platform or means of communication that does not violate terms in "prohibited use of videos".

Prohibited use of videos:

- Videos may not be altered in any way.
- The sale of any videos or other materials relating to *Our Humanity* is strictly prohibited.
- PSAs may not be placed on any illegal or inappropriate sites or media outlets, including piracy or pornographic sites.
- Stakeholders cannot use any PSA footage to create other PSAs.
- URU The Right to Be, Inc. reserves the right, in our sole discretion and at any time, to ask you to remove PSAs from any media channel where you have placed them that we may deem inappropriate.

Our Humanity PSA FAQ

Q: What is Our Humanity?

A: COVID-19 has turned the whole world upside down, but it has hit communities of color the hardest. Our Humanity is a campaign to tackle racial disparities in COVID-19 cases and deaths.

Q: Where can I watch the PSA videos?

A: The complete directory of PSA videos can be found on the Our Humanity page at uruthertobe.org

Q: How can I share these videos?

A: You can share the videos through the video directory on URU's website or through Facebook, Twitter, or YouTube.

Q: Where can I learn more about COVID-19 prevention and safety?

A: You can keep up to date on COVID-19 safety guidelines by visiting the websites of organizations such as [National Institutes of Health](#), [National Minority Quality Forum](#), [American Public Health Association](#), and [World Health Organization](#). You can also check local guidance about testing, reopening, and travel.

URU The Right to Be, Inc. core principles:

URU's mission is to foster communication and understanding among diverse people using multimedia solutions at the intersection of the arts, humanities, science and technology. Our goal is to move all stakeholders toward a more equitable and humane world. We are guided by the following core principles:

- **Equity:** We believe that each person should be afforded the same access, and opportunities, and respect, such that we all feel valued in the communities in which we participate.
- **Inclusion:** We believe we are stronger and more resilient when everyone is welcome, regardless of age, ability, race, religion, ethnicity, sex, gender, sexual orientation, citizenship, veteran status, level of education, and socioeconomic class.
- **Integrity:** We believe that it is essential to adhere to our values and principles through all circumstances, and to commit ourselves to be morally upstanding members of our communities. In a time when our highest leadership has become ingrained in a pattern of lying, we must become exemplars of a new paradigm that values honesty.

Sample letter for organizations to engage their constituents

Dear _____,

The COVID-19 pandemic has given rise to an unprecedented worldwide crisis. In the United States, which has experienced the largest number of COVID-19 cases and deaths of any country in the world, communities of color have been disproportionately impacted by this crisis. Black, Latinx, and Native communities, which have been made vulnerable by centuries of systemic racism and neglect, are suffering enormously from both the health-related and economic impacts of COVID-19.

Since the country began its reopening, COVID-19 infection rates have skyrocketed to an all-time high and COVID-19 deaths have subsequently spiked back to devastating levels. Amidst this worsening crisis, our country and communities have also suffered from a gap in clear, coordinated, and effective messaging about how to stay safe and navigate the many challenges presented by the pandemic.

The *Our Humanity* media movement is designed to remedy this problem by delivering timely, accurate, and relevant information to communities of color that are being severely impacted by the COVID-19 crisis. Utilizing video messages created by thought leaders and influencers across a wide range of sectors, *Our Humanity* will provide crucial information about how to stay safe, healthy, and collectively strong through this unprecedented crisis. By creating messaging that is specifically tailored to communities of color and delivered by individuals who are trusted and respected in their respective communities, this campaign will provide essential guidance for navigating the many challenges presented by the pandemic.

[Your organization's name] is partnering with URU, The Right to Be, Inc. to disseminate this crucial messaging to its target populations by sharing *Our Humanity* messaging through our network and on our outreach platforms.

Please follow the advice presented in these videos and share them with others you know who might be interested.

Striving together in a spirit of solidarity and responsibility, we will keep ourselves, our families, and our communities resilient through this crisis.

Sincerely,

[Organization leader]

Video Catalog

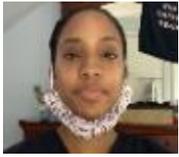
Thumbnail	Name	Video Title	Brief Description	Language
	Crystal J. Alexander	Back to School	School administrator Crystal J. Alexander urges all families to follow the CDC guidelines to make going back to school safe.	English
	Sandra Begay	The Why	Navajo engineer Sandra Begay addresses Native American communities and the 'why' we take certain precautions to stop of the spread of COVID-19.	English
	Bruce Bellamy	All We Have Is Each Other	Filmmaker and artist Bruce Bellamy reminds us that the measure of a society's worth is how well it takes care of its most vulnerable citizens.	English
	Quincy K. Brown PH.D.	Quarantine Fatigue	Engineer Dr. Quincy K Brown relates to quarantine fatigue via TikTok and banana bread.	English

	Margarita Sophia Cortes	Wear Your Mask!	We may we done with the pandemic, but the pandemic is not done with us. Margarita Cortes shares her concerns and optimism.	English
	Rev. Karen Whitney Curry	Who's That Masked Woman?	Rev. Karen Curry brings her passion, poetry and creativity to this COVID-19 prevention message.	English
	Keith David	Bishop Greenleaf - Dramatic Interpretation	Keith David's character on the hit OWN network TV series Greenleaf, Bishop James Greenleaf, reminds us that we are not having physical church until we stop COVID-19.	English
	Keith David	Don't Be Fooled	Don't Be Fooled, the country may be opening up, but COVID-19 still poses a danger, specially to communities of color. Actor Keith David warns against confused by misinformation and rushing to jump start the economy.	English
	Randall Davis	Horror Show	Randall Davis, a writer and father, points out COVID-19 may be a horror show, but you do not have to be the star.	English
	Dr. Jocelyn Elders	Telling It Like It Is	Former Surgeon General, the renowned Dr. Jocelyn Elders, tells it like it is when it comes to COVID-19.	English
	Dr. Monique Gary	Fight Back against COVID- 19	Dr. Monique Gary breaks down how COVID-19 is ravaging the Black community. She urges us to fight back!	English
	Jarvis Green	It's Not a Hoax	Former New England Patriots Superbowl champion Jarvis Green is a straight talker and pulls no punches. COVID-19 is not a joke and it's not a hoax.	

	Andrés Guerrero	The Science Guy	Environmental educator Andres Guerrero explains why the science around COVID-19 keeps changing.	Spanish
	Jimmy Locust	One Nation Under a Groove	World famous dancer and choreographer Jimmy Locust knows we all want to get back to being out in the world like we were pre-COVID-19. Unfortunately, now is not the time.	English
	Dean Louis Martin-Vega	Essential Does Not Mean Expendable	Dean of Engineering at North Carolina State University Martin-Vega puts into perspective why many minorities are vulnerable to COVID-19. Many of us are essential workers, but essential does not mean expendable	English
	Dean Louis Martin-Vega	Essential Does Not Mean Expendable	Dean of Engineering at North Carolina State University Martin-Vega puts into perspective why many minorities are vulnerable to COVID-19. Many of us are essential workers, but essential does not mean expendable.	Spanish
	Dr. Matthew Montgomery	We are all on the Front Lines of COVID-19	Dr. Matthew Montgomery explains that we are all on the front lines of this pandemic. Practice the recommended precautions.	English
	Dr. Matthew Montgomery	Do Your Part	What does Corona Virus feel like? Be aware people not showing signs can still spread virus. Dr. Montgomery shares his experience with COVID-19.	English

	Ana L. Nogales, PH.D.	Do not Despair	Psychologist Dr. Nogales reminds us not to live in panic and despair. Staying positive is important for our health. We will get through this together.	Spanish
	Ana L. Nogales, PH.D.	Do not Despair	Psychologist Dr. Nogales reminds us not to live in panic and despair. Staying positive is important for our health. We will get through this together.	English
	Dalia Phillips	We Have a Common Enemy	Actress, writer, and producer Dalia Phillips reminds us that COVID-19 is our common enemy. But will we not be defeated.	English
	Brandon Ruiz-Williams		Deaf activist Brandon Ruiz-Williams uses sign language to communicate directly to the Deaf community about COVID-19 prevention.	Sign
	Dr. Velma Scantlebury	This Virus Affects Us All	As a surgeon, Dr. Velma Scantlebury knows first hand how dangerous COVID-19 is.	English
	Valeria Sinclair-Chapman		COVID-19 has hit Valeria Chapman's family hard. She knows first hand how dangerous COVID-19 can be.	English
	Christine Swanson	What You Can Do	Highly acclaimed TV and film director Christine Swanson gives a very clear message on how to stay safe against COVID-19.	English

	Cherokee The Artist	Loss Is Real	Cherokee The Artist shares a very personal experience of the devastation COVID-19 can cause.	English
	Donna Walton PH.D.	Persons with Disabilities are Especially Vulnerable	Representing women and girls with visible disabilities, Dr. Walton urges COVID-19 safety precaution measures.	English
	Dr. Karen Webster	Black Lives Matter	Dr. Karen Webster does not mince words: COVID-19 is nothing to play with. Protect yourselves. Protect your communities. Black Lives Matter.	English
	Charles Whatley	Where Is the Rush?	Economist Charles Whatley speaks very clearly about the economic impact of COVID-19 and the rush to reopen.	English
	Ali Nasreddin Whatley	From the Mouth of Babes	Young Ali Whatley is wise beyond his 16 years. A very articulate young man, Ali shares his perspective about COVID-19 and urges young and old alike to stay safe.	English
	Cynda Williams	This is Personal	Actress, singer, and radio personality Cynda Williams opens her heart and shares how this disease has impacted her life and devastated her family and friends.	English
	Orlando Yarborough		Science doesn't lie and neither does Orlando Yarborough. He carefully lays out the danger COVID-19 poses and what we can do to protect ourselves.	English
	Orlando Yarborough	We Must Save Ourselves	As a parent, Orlando Yarborough shares his concerns about the pandemic and its impact on our communities.	English

	Rashele Yarborough	Do Your Part	As a doctor and a parent, Dr. Rashele Yarborough conveys how important that is she keeps herself, her patients and her family safe from COVID-19.	English
	Los Angeles City/County Native American Commission	We Are Resilent	Practicing physical distancing and proper handwashing is an act of LOVE: For our languages, For our culture, For our knowledge keepers.	English

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