

VOICES OF THE UNHEARD

Video Guide

A simple guide to recording and sharing your story

Your experience can help a child feel seen and help more people understand the impact of familial substance use. Use this guide to record a clear, personal video in 30 to 90 seconds.

CHILDREN DESERVE RECOVERY TOO

STEP 1

Start with one clear message

Choose the prompt that feels most natural. A meaningful video can focus on one belief, one memory, or one message of hope.

Choose a prompt

- I'm sharing my voice because...
- Growing up, I needed to hear...
- I want children impacted by familial substance use to know...
- I support NACoA because...
- In my work with children and families, I've learned...
- Children deserve recovery too because...
- I give, walk, or speak for...
- Hope can begin when...

Use this simple outline

1. **Introduce yourself.** Share your first name and your connection to the campaign, if you feel comfortable.
2. **Answer one prompt.** Focus on one clear thought instead of trying to tell your entire story.
3. **Share what matters.** Say what you want a child, professional, donor, or supporter to understand.
4. **Close with the campaign message.** "Children deserve recovery too."

SAMPLE SCRIPT:

"Hi, I'm _____. I'm sharing my voice because _____. I want children impacted by a parent's substance use to know _____. That's why I support NACoA and Voices of the Unheard. Children deserve recovery too."

Use this as a starting point. Your own words will sound best.



STEP 2

Set up your phone



STABLE SETUP *Place the phone vertically on a tripod or stable surface and align the camera lens with your eyes.*

- Record vertically in a 9:16 format.
- Use your phone's regular camera app.
- Set the phone on a tripod or stable surface.
- Position the camera lens at eye level.
- Face a window or another soft light source.
- Choose a quiet room with a simple background.
- Clean your camera lens before recording.
- Turn on Do Not Disturb to prevent interruptions.
- Record in 1080p if your phone gives you that option.

LIGHTING CHECK

Place the window in front of you or slightly to one side. A bright window directly behind your head can make your face appear dark.

STEP 3

Frame your shot and press record



CORRECT FRAMING *Frame yourself from the chest up, keep your eyes near the upper third, and leave a small amount of space above your head.*

- Look into the camera lens instead of watching yourself on the screen.
- Speak clearly and at a comfortable pace.
- Imagine you are speaking to one person who needs to hear your message.
- Pause for two seconds before you begin and after you finish.
- Record two or three versions and choose the one that feels most natural.
- Keep the original video saved on your phone.
- Aim for 30 to 90 seconds.

KEEP IT SIMPLE:

Clear audio, steady framing, and an honest message are enough. You do not need professional equipment, background music, filters, or visual effects.

STEP 4

Share your story safely

Your story belongs to you. Share only the details that feel safe and appropriate, and choose another prompt if recording begins to feel overwhelming.

Protect privacy

- Speak from your own experience.
- Do not identify children or other people without permission.
- Leave out names, locations, schools, workplaces, or details that could reveal someone's identity.
- Review the background for photographs, documents, addresses, or other private information.
- Make sure anyone else shown in the video has given permission.

Use respectful, child-centered language

- Keep the focus on children, support, healing, and hope.
- Avoid blaming or shaming parents.
- Use phrases such as “a parent with a substance use disorder,” “children impacted by familial substance use,” or “children of addiction.”
- Avoid labels, diagnoses, or treatment advice for another person.

Before you submit

- Your face is clearly visible and your voice is easy to hear.
- The video is vertical, steady, and between 30 and 90 seconds.
- No private or identifying information appears in the video.
- Anyone else shown has given permission.
- You saved the original video file.

STEP 5

Submit or share your video

UPLOAD YOUR ORIGINAL VIDEO

Email your video to nacoa@nacoa.org. Submitting a video does not guarantee that it will be published.

Prefer to post it yourself?

- Share the video on your own social media page.
- Tag NACoA on the platform where you post.
- Use the approved campaign hashtag and campaign link listed in the Media Kit.
- Keep the original video saved in case NACoA requests it.
- NACoA may contact you to confirm approved campaign language before reposting or inviting you as a collaborator.

OPTIONAL CAPTION:

I'm sharing my voice for children impacted by familial substance use. Every child deserves support, understanding, and the opportunity to recover from experiences they did not choose.

Children deserve recovery too.

Learn more and join Voices of the Unheard through NACoA's campaign page.

#Voicesoftheunheard

YOUR VOICE CAN HELP A CHILD FEEL LESS ALONE

Thank you for sharing your experience, your reason, or your message of hope with NACoA's Voices of the Unheard campaign.