

Audience: All employees

Business Purpose: Self care is important for living a happier and healthier life. Self care also improves employee performance and work relationships.

Video Objectives:

- * Explain four types of self care: physical, mental, emotional, spiritual
- * Explain 4 steps in the self care plan

Video Description: In this 3 minute video viewers learn about the four types of self care and how to implement and maintain a self care plan.

Color Palette/Fonts/Formatting

		Use for text boxes for headings
Font	Lato- Regular	Use for headings and subheadings
Font	<i>Baquet Script</i>	Use for bulleted text

Introduction to Self Care		Scene 1
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
	Text: Self Care, white font Managing Stress in Your Life, black font Visual: Man holding out one hand under title Blue background	Transition: Fade in from black to begin scene Character dress: Casual pants and t-shirt Character movement: Man is standing, facing audience, moves hand under title during narration.

Self Care Defined		Scene 2
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
[Man] Stress will always be a part of our lives. Taking care of yourself is important to have a happy, healthy, and productive life. Come along with me as we navigate stress and learn how to create a self care plan.	Text: Self Care is, bolded black font activities and actions you take to reduce stress and maintain health and well being, white font in white circle Visual: Office scene with man character explaining what self care is. There are people working at tables in the background.	Transition: Fade in from black to begin scene Character dress: casual, t-shirt Character movement: standing, facing audience, with hand held out under circle with text that defines self care

Stress Happens		Scene 3
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
[Man] Stress is something we can't avoid. But it helps to know the signs of stress so you can figure out how to reduce stress in your life.	Text: Stress Happens!, white font on red box Visual: City at night, car crashes into light pole. Character is standing outside car and talking.	Transition: Fade in from black to begin scene Car enters scene and starts smoking form the hood. Add car crash sounds. Character movement: Man is facing audience, standing and talking.

Signs of Stress		Scene 4
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
	Text: Signs of Stress, white font on red box In rain drops: increased alcohol consumption, decreased productivity, difficulty focusing, insomnia, depression 	Transition: Fade in from black to begin scene Character moves across the screen from left to right. Rain drops drop down from over this head to the bottom of the screen, with the text that lists signs of stress. Add thunder and rain sounds.

	Visual: City at night, it is raining and character is holding hands over his head and running in the rain. Big drops of rain drop with the text that lists signs of stress	Character movement: Character runs across the screen with hands over his head. He is dressed in pants and t-shirt.
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Self Care Plan		Screen 5
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
[Man] Stress can be managed if you have a plan. An easy way to remember a self care plan is the acronym Care. The first step is create. Make a list of all the things in your life that cause stress in all areas of your life: relationships, family, work, and home. The second step is acknowledge. Think of specific things you can do or actions you can take to reduce stress. The third step is reach. Reach out to other people to help you and support you in making changes to live a healthier and happier life. The fourth step is examine. Take a close look at the progress you have made and continue to work to eliminate stress or find ways to manage it. Let's discuss things you can do to reduce stress. [Woman] I wish I knew about this self care plan sooner in my life. But I guess now is a good time to learn more.	Text: Self Care Plan, white font in red box White box 1 with black text and red checkmark: Create a list of things that cause stress in your life White box 2 with black text and red checkmark: Acknowledge what you can do to reduce stress White box 3 with black text and red checkmark: Reach out for help and support White box 4 with black text and red checkmark: Examine your progress Visual: Man and woman are standing outdoors and talking. Small dog is standing beside man. He is holding coffee cup, talking to woman holding grocery bag.	Transition: Fade in from black to begin scene Mountains and rolling hills are in background, green grass is in foreground Character movement: Man is standing and talking, holding out hand with coffee cup. Dog is standing beside him. Woman is standing and has head turned to man listening and talking. She is holding grocery bag. Both are dressed casual in pants and t-shirt. The white text box enters the screen from the right when the man begins his narration for that step of the plan. The text boxes are listed one underneath the other.

Four Types of Self Care		Screen 6
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
[Man] There are many different types of self-care. But let's discuss a few of my favorites. Spiritual is activities you do to get in tune with your beliefs. You can meditate or do yoga. Mental activities keep your mind healthy. You can spend time getting organized or taking a lunch break at work to chat on the phone with a friend. Emotional activities help you reflect on your feelings. Spending time with a friend is a good way to chat about your feelings. Physical activities keep your body healthy, such as exercising. These areas overlap. See how right now we are in nature and spending time with friends chatting about how we feel. [Woman] Wow! I guess I can practice self-care. I just needed you to show me I can do these things. I know you will be there for me when I need to reach out for help and support to keep me on track with my self-care plan.	Text: White box 1 with black text and red checkmark: Spiritual: activities to express your beliefs and values: mediate, spend time outdoors, relax at home White box 2 with black text and red checkmark: Mental: activities to stimulate your mind: get organized, balance work and life, take vacations White box 3 with black text and red checkmark: Emotional: activities that help you reflect on your feelings: write in a journal, start a hobby, spend time with people you like White box 4 with black text and red checkmark: Physical: activities to improve your physical health: exercise, drink water, eat healthy, get enough sleep. Visual: Characters are having a picnic. Both are sitting on a blanket with a box of pizza and a drink. The dog is eating from a bowl. There are mountains in the background and a lake and green grass in the foreground. There is a white van in the background.	Transition: Fade in from black to begin scene Character movement: Both characters are sitting and talking to each other. The dog is eating from a bowl. Both are dressed casual in pants and t-shirt. Text box 1 enters from top left Text box 2 enters from top right Text box 3 enters from bottom left Text box 4 enters from bottom right Text enters the screen aligned with the man's narration when he explains each of the self care types.

[Man] Absolutely. We can share our progress with each other when we examine if we are living a happier and healthier life.		
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Closure		Screen 7
Audio/Narration:	On Screen Text and Visuals:	Developer Notes:
[Man] Let's take a picture to remember this day. Day 1 of you practicing self care. [Woman] Yes the first day of many happier and healthier days to come.	Text: Visual: Man and woman is standing on wooden bridge in front of a fence with a waterfall in the background. Man is holding up one arm, holding a phone and taking a picture. Dog is sitting at man's feet. Woman is standing next to man, smiling and holding grocery bag. Other man walks by in front of characters as they are posing for a picture. Birds are flying in the background.	Transition: Fade in from black to begin scene Character movement: Both are dressed casual in pants and t-shirt. They are standing side by side, man is taking picture with this phone. Other man walks across screen from right to left, passing in front of other characters.