



# Dengue.com

## Dengue Voices Contributor Playbook

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# The Dengue Voices Project

From subtle to monumental changes, the impact of dengue can extend through lives, communities, businesses – and beyond – in sometimes unimaginable ways.

While no two accounts of this disease are the same, there lies a common and powerful theme in the lasting mark it leaves on the lives and places it touches. With dengue's spread showing no signs of slowing, we're looking to highlight Dengue stories from around the world, to help others understand the impact dengue can have on people's lives.



#DengueVoices

# Story Architecture

## Where approved stories will appear:

One story submission will be reformatted by Takeda across 3 placements:

- The full story will appear on Takeda's global Dengue.com website
- The story summary will appear on Instagram posts
- The story 'teaser' will appear on Facebook posts
- Further collaboration with local countries will look to display the story on other relevant social media accounts

## How they will look:

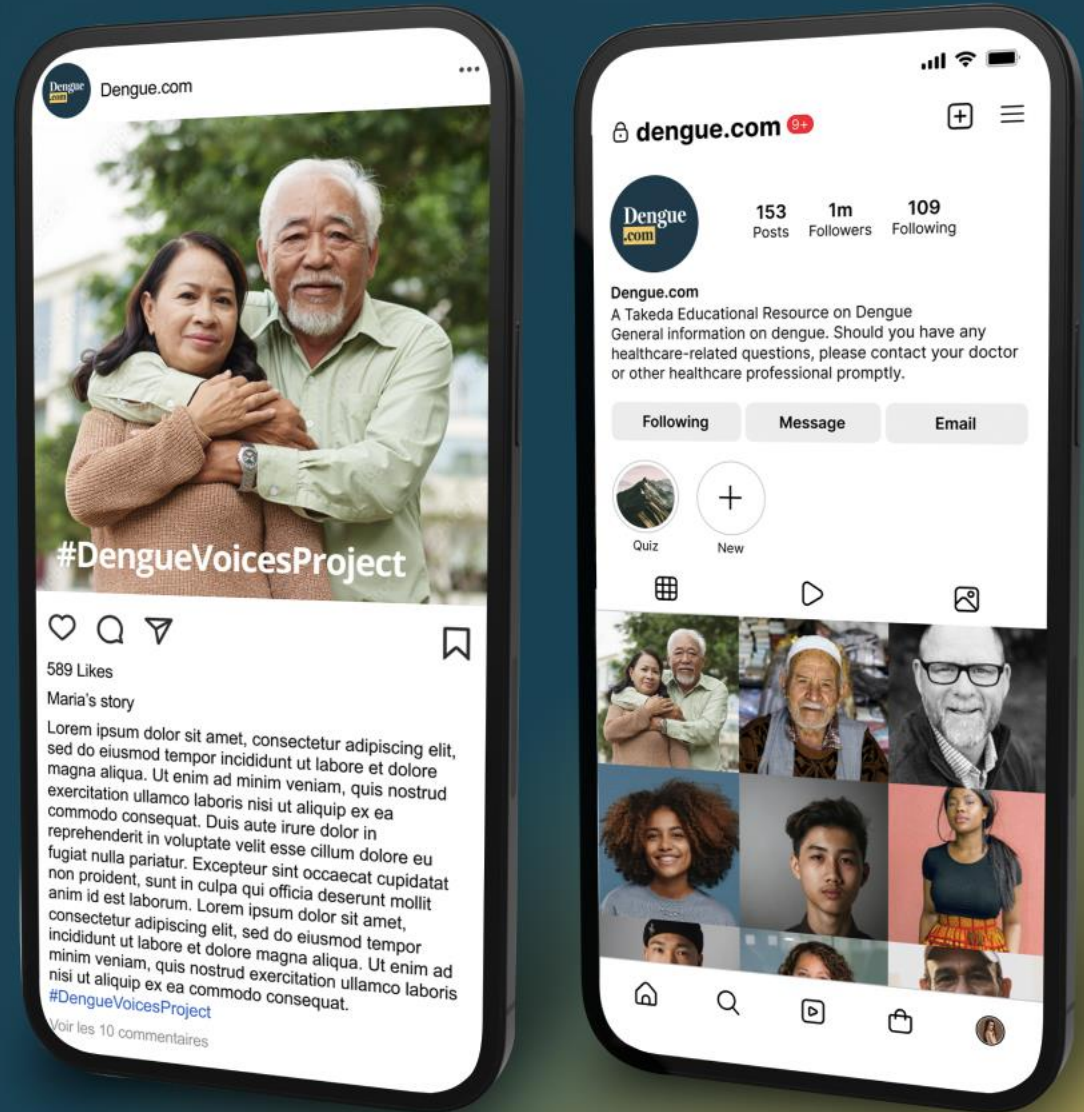
If approved, your submitted written story will appear beneath one of your submitted images (*optional*) in all digital environments. (See image on the right).

## What we are asking for:

- 1 written story
- Up to 3 photos (*optional*)
- Consent form to be completed

## Eligibility

- 18 years old & above



# Share Your Dengue Story: Submission Guidance

Describe how dengue has affected you personally or if applicable, how it may have impacted your local community, including businesses, environment, schools – or, any other aspect of your life. Share specific experiences or observations. Try to keep your story focused on one situation, including specific details and being honest about how you felt.

**Length:** 200-500 words

**Structure:** full sentences (no bullets please)

**Personal Data:** Avoid any identifying details (names, specific locations, family relationships, contact details, job titles, etc.) about people, institutions, or organization. The use of generic terms (e.g. student, colleague, friend) or pseudonyms is preferable

*See Story Examples below for Do's and Don'ts*

## **Story Example – Do:**

As a teacher, I began noticing that more and more students were missing class. At first, I thought it was a typical seasonal flu, but soon I learned that many of the absences were due to dengue fever. Hearing from colleagues that their friends and neighbors were also affected made me realize how widespread the issue had become in our community.

## **Story Example – Don't:**

As a teacher at **[School Name]**, I noticed that my students, especially from **[Neighborhood]**, were getting sick. I found out that three of them, including **[Student Name]**, were diagnosed with dengue. Their parents, **[Parent Names]**, told me how worried they were, and I was in constant contact with them about their children's progress.

# Share Your Dengue Story: Submission Guidance Continued...

Tell us how dengue:



Impacted the **healthcare facility** you work at

For example:

- Dengue Outbreaks
- Staff awareness and education
- Resources
- Diseases with similar symptoms and management process for diagnosis



Impacted the **school** you attend / work at

For example:

- A change in the curriculum to include dengue prevention awareness education
- New restrictions for students regarding where they can gather and socialize
- Students noticing the absences of their friends
- Teachers noticing the absences of their colleagues
- Students needing reassurance over their anxiety about dengue



Impacted your **community**

For example:

- Launch of new neighbourhood dengue prevention schemes / meetings
- Absence of community leaders due to illness
- Cancellation of community events
- Anxiety or change in behaviour within the community regarding dengue
- Noticeable changes within the community from health officials (e.g. increased mosquito control efforts)
- Regular fogging or modification of water drainage systems to help prevent dengue

# Share Your Dengue Story: Submission Guidance Continued...

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Tell us how dengue:



Impacted your  
**business**

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For example:

- Worker absences
- Lack of tourists or travel restrictions
- Reduced morale and productivity
- Affected company finances and targets



Created a **positive  
difference** in your  
life, and the lives of  
people around you

For example:

- A community brought closer together in the fight against dengue
- A local hospital opening a new wing to increase treatment capacity
- Local infrastructure improvements (e.g. improved drainage systems)
- Cleaning of waterways
- Government sanctioned health programs or interventions

# Share Your Dengue Story: Submission Guidance Continued...

Tell us how dengue may have:

- Changed your **outlook on the disease/getting infected**
- Changed your **health priorities**, e.g. focusing more on your health and wellbeing
- Impacted **your family**, e.g. bringing your family closer together
- **Financially** affected you
- Helped you **be vulnerable and accept help** from others
- Impacted your **education or career**, e.g. missed opportunities, taking time off, or a decision to pursue a new education/career direction
- Impacted your **lifestyle or hobby**, e.g. as a runner taking precautions such as changing your running route to areas where less mosquitoes may be present
- Changed the way you **travel**, e.g. taking more preventative precautions when traveling to a dengue endemic region
- **Made a positive difference in your life** (besides the aspects already mentioned above), e.g. helping you discover new things about yourself, recovering from dengue, taking actions to help better protect yourself and your family from dengue through education, awareness, preventative measures etc.



# Submission guidance: Photos

These are ideal guidelines but should not be a barrier to submitting photos.

**Please note** – photos are not mandatory. If photos are received outside of these specs or in low resolution, a Campaign representative may reach out for alternative photos, or a stock photo may be substituted.

## Technical guidelines:

### Number of photos recommended:

- 1-3 photos

### Orientation:

- Landscape orientation

### Technical guidelines:

- Taken on a camera phone (2016 and later)
- Preferably natural daylight, and Flash turned OFF (unless night-time is contextually relevant to the story)
- Please submit at highest resolution possible (don't compress) - check camera settings for "Full/High Resolution"
- Recommended settings:
  - iPhone: Choose 'Portrait mode' (refers to camera mode, NOT phone orientation)
  - Android: Choose 'Live Focus', 'Bokeh Mode', 'Lens Blur', or similar
- Accepted files types for submission: JPG, PNG, Webp, HEIC (iPhone), RAW



# Submission guidance: Photos

## Setting the scene:

### Background:

- Take the photo in a setting that is relevant to the story (if possible)
- Avoid any branding or signage in the background
- Avoid obvious visuals that indicate where in the world you are (i.e. Pyramids in Egypt)

### People:

- Please only include people involved in the story
  - *Please ensure each individual in your photos is informed and agrees that their image can be used in this context*
- If multiple people appear the photo, please stand beside one another, centered in the frame
- Natural, relaxed, candid posture and expression, i.e. not too staged, avoid fake expressions
- Subjects should be centered in photograph, preferably head and shoulders, but can be full body if there are multiple people
- Ensure head(s) are not cut off/out of frame



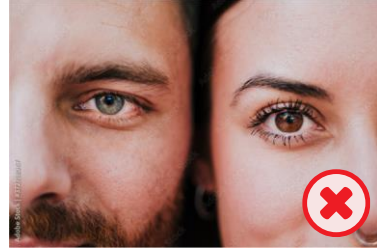
# Your visual guide



Good distance to subject. Head and shoulders are visible



Subject is too far away



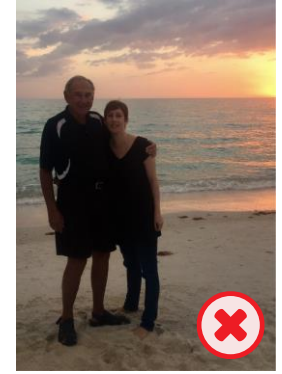
Subject is too close



Group is nicely centred in the frame



Subjects are too far apart and not looking at camera



Wrong orientation



Natural lighting, no flash photography



Photo is too dark, it's hard to see the subject



Flash photography has been used



Subject is in focus, even though background is blurred



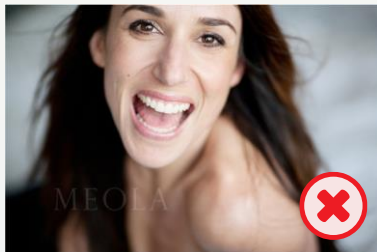
Subject is blurry and unclear



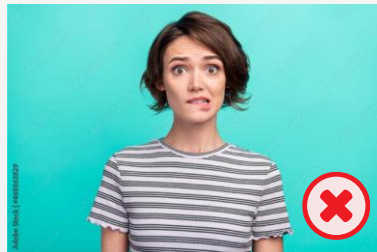
Unnatural colour



Natural, neutral expression



Smile is too exaggerated



Fake expression



Appropriate content, subjects, and emotional content



Inappropriate content



Irrelevant subject

# How to submit



Submit your story via this [online form](#)

Upon completion of the form or interview, you will be asked to sign a consent form\*.

## How to name your photo files:

Firstname\_Lastname\_Photo

- Example (single photo): John\_Smith\_Photo
- Example (multiple photos):
  - John\_Smith\_Photo1
  - John\_Smith\_Photo2

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< [Return to Dengue Voices](#)

## Dengue Voices Story Submission Form

Thank you for your willingness to share your story through Dengue Voices.

Your experience can make a difference in raising awareness and understanding of dengue. Please use this form to share your personal dengue journey, and we encourage you to review our [Story Guidelines](#) for helpful tips, story prompts, and photo guidelines.

Your contribution is valuable, and we appreciate your participation in the Dengue Voices initiative!

\* indicates required question

**First name\***

**Last name\***

**Country where your story takes place\***

**Email address\***

A campaign representative may contact you to share links to your published story, or clarify questions about your story or photos.

**Share your story (Min 200 - Max 500 words)\***

If you've written your story in another document, please copy/paste it in here.

\*As part of the submission, we are requesting the name, email, phone number, and social media handles of each contributor to verify identity and ensure the authenticity of the story shared. This helps us maintain the integrity of the Dengue Voices project by running a standard media check, ensuring that all shared stories come from credible sources.



## **Thank You**

for contributing and raising awareness  
about Dengue!

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