



BULLETIN

# HSA launches member video contest

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HSA's member professions play an incredibly important role in modern health care and community social services. But it's not an easy story to tell.

On TV, doctors and nurses are everywhere, often depicted doing the specialized work of pharmacists, lab technologists, radiation technologists, social workers, counsellors and other key professionals in health care and community social services. The public needs to know more about who we are, and what we do. That's why HSA regularly advertizes on TV, radio and on line. But it's hard to fit all these professions in a 30-second spot.

So we need your help. Who better to tell our story than members themselves?

[That's why we're launching a member video contest. It's your turn to tell the story.](#)

What's the most important thing the public needs to know about HSA? Is it the unique skills of your profession? The way our diverse professions hold the health care system together every day? The worsening impact of shortages and workload? The urgent need for more resources in community social services?

You decide. The winning videos, judged by fellow members and the general public, will receive cash prizes: \$5000 for first prize, \$3000 for second and \$2000 for third.

The deadline is January 31, 2017. Let's get creative!

[Click here for rules and the on line submission form.](#)

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