

How to share your ISWP impact story!

By sharing about the real impact of wheelchair service training and certification, you help others learn, improve services, and support access to appropriate wheelchairs. This guide gives simple steps to help you share your ISWP impact story.

STEP 1: SHAPE YOUR STORY

For **wheelchair professionals or organisations** who have collaborated with ISWP to conduct training, here are a few guiding questions:

1. Why was it important to partner with ISWP on wheelchair service training and certification?
2. Why does it matter to you to have ISWP training and certification?
3. How does the wheelchair service training and certification process work in practice?
4. How many health workers or professionals have been trained and certified so far in your country?
5. How is the training programme helping to build a sustainable wheelchair service workforce?
6. What has been the biggest impact for wheelchair users who have received services from ISWP-certified providers?

For **wheelchair users**, here are a few guiding questions in relation to their wheelchair, appropriate wheelchair provision and the personnel who provided their wheelchair:

1. What are the biggest benefits for you to have an appropriately fitted wheelchair?
2. What impact or experience did you have with your trained wheelchair professional? Was it different to other experiences you have had with your wheelchair fitting?
3. What is a typical day like for you using a wheelchair compared to when you do not have it?

Tip: Stories are most powerful when they focus on people, a wheelchair user, a provider, or a simple moment that shows change in daily life.

STEP 2: CAPTURE PHOTOS OR RECORD A VIDEO

Record an Inspiring Video

Videos bring stories to life. A mobile phone video is perfect. Guidelines:

- **20–30 seconds maximum**
- **Portrait (vertical)**
- **Ideas:**
 - A provider explaining the impact of receiving appropriate wheelchair training
 - A wheelchair user sharing what appropriate provision has changed for them
 - Family members sharing how their lives have been impacted by provision of an appropriate wheelchair.
 - A brief moment from a training or service session

Subtitles: Please add subtitles. If you need help, let us know, we can support you.

Transcript: If your video is not in English, please provide a basic English transcript.

👉 Take a look at [this](#) short video example to guide you.

Why Your Story Matters

By sharing your story, you help inspire investment in quality wheelchair provision, demonstrate the value of training and certification, and strengthen sustainable service systems, ensuring wheelchair users receive the right wheelchair from the right person



STEP 3: CHOOSE HOW TO SHARE

Option 1: Share Directly on Social Media

- Post on **Instagram, LinkedIn or Facebook**
- Tag **ISWP** in your post (*links below*)
- Add **alt text** to images for accessibility
- Use the relevant campaign **hashtags** (where applicable)

Option 2: Email Your Story to ISWP

Send your content to info@iswp.org, including:

- Photos and/or video files
- A short written story (**± 150 words**)
- Full name, surname, and title of the person featured in the video (if applicable)
- Organisation name(s)
- Any social media pages or organisations that should be tagged when shared

STEP 4: FINAL CHECKS BEFORE SENDING

- ✓ Consent has been obtained from everyone featured
- ✓ Names, titles, and organisations are correct
- ✓ Photos are clear and show people at eye level, where possible
- ✓ Videos are under 30 seconds and filmed vertically



Capture Strong Photos

Photos taken on a phone are fine. What we're looking for:

- Wheelchair users in their everyday setting (home, school, workplace, community)
- Clinical or training environments showing interaction between providers and users
- Natural moments of support, fitting, assessment, or skills training

Tips:

- Take photos at eye level with wheelchair users (avoid shooting from above)
- Use portrait (vertical) orientation for social media
- Ensure good lighting and clear faces where consent has been given

**GOT QUESTIONS OR NEED
MORE INFO?**

info@iswp.org

