

Video Title: Celebration Tree Farm and Wellness Center Safety Practices and Protocols

Target Audience: Customers of CTF, broad-audience. Customers who enjoy cutting trees, outdoorsy people, 14-65 year olds.

Learning Objectives:

1. Identify the required personal protective equipment (PPE) and its proper use during tree cutting.
2. Demonstrate the proper tree-cutting technique using saws to avoid injury.
3. Describe how responsible tree selection contributes to forest health through Coppicing.
4. Explain the criteria for selecting the right tree that ensures continued growth of the forest, including avoiding cutting smaller or overgrown trees.

Outline:

Introduction

- Visuals: Scene of Celebration Tree Farm with trees in the background, staff Burd, Jonah, and Tom are in the scene.
- Voiceover/Text:
 - “Welcome to Celebration Tree Farm and Wellness Center!

Safety Gear and Equipment

- Visuals: Display the proper PPE (gloves, boots) and hand saws. No power saws, proper footwear (high heeled shoe), Tom tripping.
- Voiceover/Text:
 - “Before cutting, always make sure you’re wearing the right protective gear: gloves and boots to prevent accidents. For Safety, we don’t allow any power saws, we encourage people to hold saws safely, we encourage proper foot wear and encourage folks to watch where they are walking so they don’t trip.

Proper Tree Cutting Technique

- Visuals: Tom cutting a tree, focusing on hand positioning and the angle of the saw.
- Voiceover/Text:
 - “To safely cut a tree, position the saw two to four feet up from the base of the trunk, cut at an angle, and avoid any surrounding branches. Make sure the area is clear and that no one is standing in front of the tree.”
- Animation: Demonstrate step-by-step cutting technique by sawing back and forth, followed by a safe and smooth tree fall.

Choosing the Right Tree + Ecological Impact of Responsible Tree Selection

- Visuals: Show different trees (varied sizes and growth stages), highlighting healthy tree choices and what to avoid.
- Voiceover/Text:
 - Voiceover: To make sure there is a steady supply of trees, select trees that are mature and ready for cutting. Avoid small, immature trees, or those growing too close to each other. We cut them 2-4' from the ground to allow coppicing. Coppicing trees is an ancient forestry practice that allows the tree to regrow from the stump which is better for the soil health, forest health and the climate. Choose trees responsibly to support our farm's ecological balance.

Conclusion and Key Takeaways

- Visuals: Staff happily waving on the farm.
- Voiceover/Text:
 - "Remember: Stay safe, cut carefully, and choose your tree wisely. We envision a community that is living in harmony with the earth and supporting one another's wellness and creativity. Thank you!"

Characters: Jonah, Burd, and Tom, Ginger the dog



Color Palette: Yellow and green, company colors

Seat Time: 1 minute 45 seconds