



Shoot it Yourself Instructions – 10 steps to join!

A video to raise awareness for road safety and when you participate you have a chance winning 1000 Euros for your own campaign!

The issue

Road crashes are the leading killer of young people. Every year more than 400,000 young people are killed and millions more are injured on the world's roads. These statistics show that young people are the most vulnerable users of the road and are also the biggest victims. The reality is that we as young people are also often the cause of these crashes, this is why we have to step up to the plate and take some of the responsibility on our own shoulders.

Why the World Crossing Campaign?

We have initiated this campaign:

1. to show the world that we are united as one global youth network for road safety and we are committed to keep young people safe;
2. because there is a lack of awareness and recognition in the world of the vulnerable position of young people in traffic. Therefore we will show the end result to the United Nations, world leaders and other beneficiaries and urge for action and support for especially youth initiatives;
3. in order to get global recognition of the importance of young people's participation in road safety.

What will we produce?

The concept of the campaign is to get youth advocates around the world crossing streets in a creative but safe way. The end product of this campaign is to produce one 'molded video' that shows hundreds of young people from around the world taking part in a road safety action. This video aims to raise awareness about road safety as a serious global issue for young people and showing the global youth movement for road safety!

To get an idea what the end product will look like, please check out: www.eternalmoonwalk.com. The difference will be that our video will contain young people eternally crossing the street, instead of doing a moonwalk.

Theme

The theme of the World Crossing Campaign is 'Visibility'. So be creative and make sure this theme is represented in the video (wear a vest, lights, balloons, road workers outfit, etc.).

What's in it for you?

The jury will judge all incoming videos on creativity, while using our visibility theme. The most creative video will win a grant of 1000 euro, dedicated to your own road safety initiative! Besides that, the more young people linked around the world, the more credible our voice will be. The bigger our network, the bigger our impact. The jury has the final say and there is no discussion possible about their decision.

What do I need to participate?

1. One hour of your time and creativity;
2. A (video) camera;
3. A computer with internet access;
4. A printer;
5. A friend to help shoot the video and a friend that watch the traffic around you.

How do you shoot the video?

This video will take at most around 15 minutes to prepare, 15 minutes to shoot and 15 minutes to upload but will have a LASTING impact. We have also made an instruction video, which you can find on our website: www.youthforroadsafety.org. Here are the written instructions:

Step 1) Go to this link and download one of the YOURS printouts we have made for you:

http://www.youthforroadsafety.org/activities/world_crossing_campaign ;

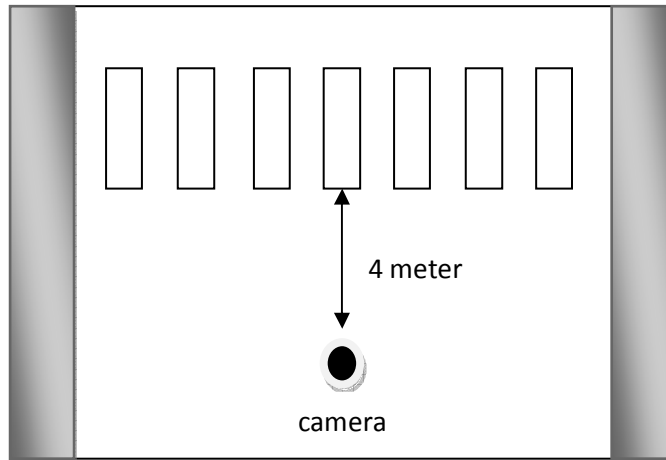
Step 2) Choose one or two of the slogans, print it out and glue them together back-to-back (please print A3 if you can but you can also use A4);

Step 3) Find a participant(s) who will help you shoot the video. Remember your safety is important, so try to find 2 friends, one to shoot the video, one to be in the video and one who will watch the traffic for you!;

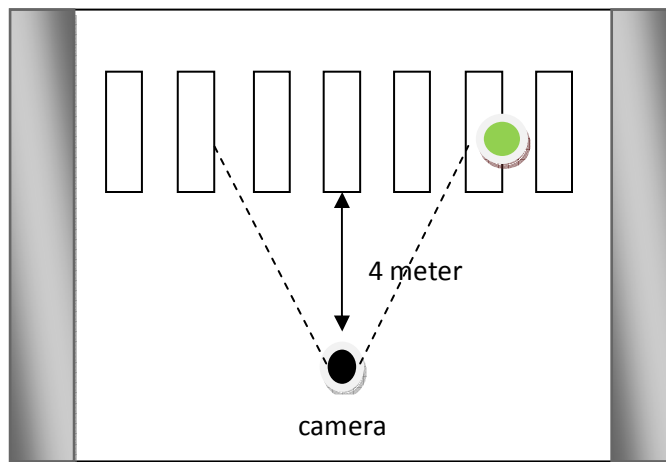
Step 4) Find the best video camera that you have access to and is easy to connect to your computer;

Step 5) Ideally find a Zebra Crossing or at the minimum a pedestrian crossing (**find a quiet road for your own safety!**);

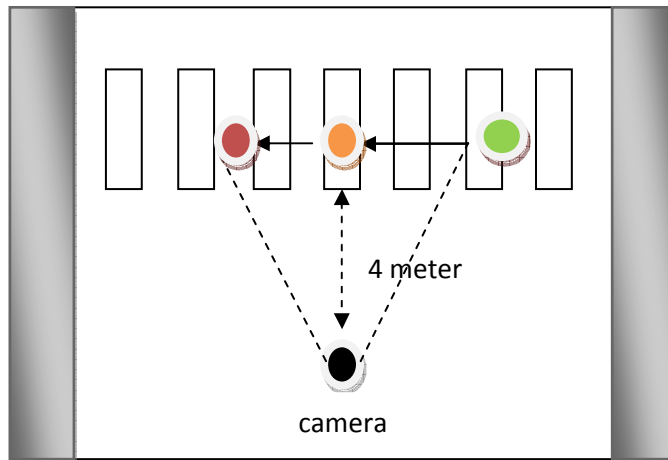
Step 6) Position your camera in the following way: step 4 meters away from the pedestrian crossing. Like this:



Step 7) The young person crossing the street starts from the right. You don't need to shoot the entire zebra crossing, otherwise you will be too far away of the zebra crossing and you can't read the sign;



Step 8) Shoot the video. The young person enters the shot (green dot), pulls in the YOURS sign from the right and walks to the centre of the shot (orange dot). There he or she stands still, flips the sign so the slogan becomes visible. Stand still for 3 seconds and flip back to the YOURS logo. Then continue to cross the street and 'hand over' the cardboard out of the shot (red dot). In total the video takes around 10 seconds;



Step 9) See if you are happy with the end result, if not shoot it again till you are.

Then upload it to your computer and send it to info@youthforroadsafety.org if smaller than 10 MB, together with your contact details.

If the file is bigger than 10 MB, or bounces back by email, upload it at www.transferbigfiles.com using the same email address and send in a separate email your contact details with the name of your file.

If this takes too much trouble, you can also burn the video on a cd/dvd and send your video, together with your contact details, to YOURS:

Floor Lieshout
Jan van Riebeeckstraat 132
4105 BD Culemborg
The Netherlands

Step 10) Relax. YOURS will edit your video and mold it with the others to make one big video. Regularly check the YOURS website and see yourself online! After the deadline, we will announce our price winner via our website.

Good luck to you all!