

CHILDREN REPORTING ON ROAD SAFETY: A STEP-BY-STEP GUIDE FOR NGOS

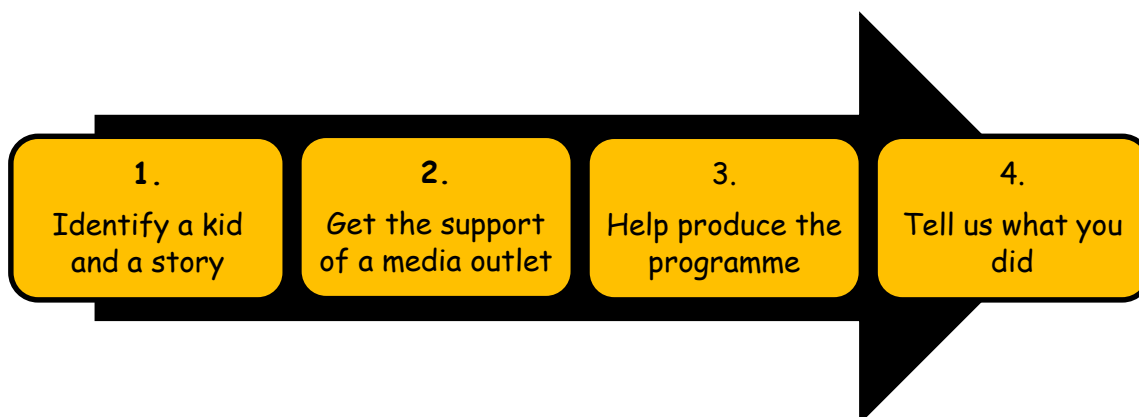
THE CONCEPT

Would you like to make an important contribution to the Third UN Global Road Safety Week on “children and road safety” to be held 4-10 May 2015? Help us to develop programmes for print, radio and TV in which children play the role of road safety reporters. In their articles or programmes, children will share their thoughts on the importance of road safety and document the risks they face every day on the roads. As an NGO, you need to make the bridge between the children who would report and the media which would commit to featuring the articles or programmes the children produce. To do so, you should be an NGO with:

- ✓ access to children;
- ✓ some contacts with media;
- ✓ willingness to dedicate a little time and resources to this initiative.

THE PROCESS

If you do not know where to start, you can follow these simple steps and don't forget to contact us in case you have any questions:



Step 1: Identify a kid and a story.

- ✓ Some organizations may already manage a network of children reporters in your country. If such a network exists, directly approach the person responsible for this programme. If you are not aware of such a network, approach a school or community group or even another NGO which directly engages children.
- ✓ Pitch the idea of children reporting on road safety on the occasion of the Third UN Global Road Safety Week to the person in charge of a network of children reporters, the director of a school or community group, or the head of an NGO which directly engages children. Try to be prepared before you reach out to them. What worries parents and children? Prepare your pitch by asking children in the community or in your circles (not necessarily the child reporters), parents and others about their perceptions of road safety; and sharing ideas for possible stories, which not only highlight a particular road safety problem, but also present a possible solution. Ask for help in identifying 3-5 children to become road safety reporters for the Week.
- ✓ Once children reporters have been identified, meet them and brainstorm with them about the particular stories most relevant to them. Guide them towards identifying a problem and

a solution. To facilitate your initial discussions with the selected child reporters, ask such questions as: Are you aware of/concerned by unsafe roads? Why? How does this affect your lives and those of your friends? What are possible solutions? Also explore with them what media they would feel more comfortable using and if they have any equipment to tell their stories, for example, a recorder, a camera or a smartphone.

Step 2: Get the support of a media outlet.

- Approach the managing editors (or reporters) of a variety of media outlets among print, radio or TV media and try to set up a meeting. Call as many media as you can, using new and existing contacts. Prepare your pitch and be ready to provide some background to this initiative, an introduction of the children reporters who would be involved, some specific story ideas, mention of key supporters, and proposed dates for a face to face meeting.
- Meet the editors (or reporters). Prepare well for the meeting by downloading some information from the #SaveKidsLives web site (www.savekidslives2015.org/), including the child declaration and the #Safe poster boards. Based on your discussion with the children reporters, also have in hand some story ideas with some related pictures/visuals. Even consider bringing one of the children reporters or his or her parent to the meeting.
- In the meeting, negotiate with the editor a verbal agreement on free airtime (space) on the media for the articles or programmes produced by the children, to be printed or broadcast anytime during the Third UN Global Road Safety Week.

Be prepared to ...

... answer these possible questions from the editor!

What do we get out of this? Why should we do it? How much airtime/space would you like? Regarding the latter, you might propose a series of 90-second stories, each featuring a different child, on each day of the Week for airing during the evening news; a 3-minute segment for airing once or twice during the Week on the morning news; or a one-off news piece.

... ask these questions so that you leave the meeting with a concrete plan!

Could/should a written agreement be signed between yourself and the media outlet? What type of support can the media outlet concretely offer? Will the editor assign someone on his or her team to help produce the story or programme, or will the media outlet only print or broadcast what the children produce with your support? If the media outlet offers to help, who can help? Can you be introduced to the person? Are there specific technical requirements that you should keep in mind?

Step 3. Help produce the programme.

The objective of this initiative is to have good stories, with a clear message and a concrete call for action. Children reporters might need some help to develop these. You can support them by sharing some basic news or storytelling rules and by offering some ideas for story angles and the types of media products they might produce. This will ensure that what is produced is of good quality, and will meet the requirements of the media outlet for printing or broadcasting.

How do you tell a story?

News and storytelling techniques depend highly on the medium that is used to convey the message. However, any good story should have a predefined structure and answer: What? Who? When? Where? And, possibly, how? Why? Include: a description of the problem, why it is important to people, and a solution which is narrated through a child's personal experience.



In case of video production, children should be encouraged to plan ahead both the visuals and the script. After having defined the main message of their story, invite them to take a few exploratory trips to the locations they want to film and to identify in advance what they want to show and why.

Story ideas



Dangers on the way to school or playing on the streets such as for example intense traffic, lack of speed limits, lack of sidewalks, pedestrian crossing, etc.

On what media?

Print media
Online media
TV news

How can you tell this story?

Photo essay
Video story



Little ones don't see and cannot be seen: visibility.

Print media
Online media
TV news

Photo essay
Video story



Children travelling by motorbikes, bicycles or in cars with their parents. Do they wear a helmet? Do they have a seat in the vehicle? Are they in a seat-belt?

TV news

Video story



Buying a helmet for a child and get the child to "test it": poor quality helmets cracks when dropped or by the sole use of one's hands.

TV news
Print media
Online media

Video story
Photo essay



Interview local leaders on how they feel about children safety on the roads and how they plan on make road safer for children.

All media

Interview
Write-up
Video
Audio



Tell the story of a friend that was injured and show his daily life.

All media

Interview
Photo essay
Write-up
Video
Audio



Public transportation: Is it accessible? Safe? What is it like for a child to ride a public vehicle?

All media

Interview
Photo essay
Write-up
Video
Audio



Report on kids presenting the declaration to their local leaders.

All media
Social media

Interview
Photo essay
Write-up
Video
Audio

Tweet/Facebook

What media products are possible?



Organize a town hall meeting on road safety between a local leader and children and report live from it.

All media
Social
media

Interview
Photo essay
Write-up
Video
Audio
Tweet/Facebook



A 5-10 picture photo essay with captions describing the problem, the context, and expressing the views of the child.



A 1-5 minute video story to be aired on TV news.



A 3-5 minute interview posing 4-5 questions to a leader, a friend, a police officer, a teacher to be aired on radio channels or on TV news.



A news story on an event such as a meeting, a gathering, a demonstration or an organized activity on the street.



A 500-750 words write-up with some reflections on the problem or a personal story.



A live reporting or discussion on social media.

Step 4. Tell us what you did.

- Register your activity so that it may be listed on the global calendar of events for the Third UN Global Road Safety Week: <http://www.who.int/roadsafety/week/2015/register/en/>. Remember to indicate as many details as possible such as the type and title of the story, where it will/did appear, the date and time, as well as the name and age of the child reporter and that of the organization that supported the activity.
- Send to altierie@who.int a link to the website where the story appeared or the original file with the story.
- The best stories will be showcased on the following global web sites, among others channels:
 - SaveKidsLives2015.org
 - [Decade of Action for Road Safety 2011-2020 on Facebook](#)
 - Decade of Action for Road Safety 2011-2020 Twitter <https://twitter.com/UNRSC>

***Note:** More resources and messages can be found on the website of the Week <http://www.who.int/roadsafety/week/en/> and on the WHO booklet on road safety and children available on the same website in April 2015.