



This year's SADD summer social media campaign has a focus on personal choice, combating the ideology that we are completely powerless to whether or not something happens to us on the roads.

We are asking you to focus on what choices you will make to be safe on our roads this summer and to share these messages with your community.

The aim is that this campaign empowers young people to 'choose' good decisions this summer. Staying true to SADD's kaupapa of young people empowering other young people to make positive decisions.

- Film a video of yourself sharing how you are choosing to be safe on the roads this summer
- You can add your own message, introduce yourself, be creative with filming but there are some things we need you to include for cohesion
- Landscape format ideally
- 40 seconds max
- You must use the phrase "**I'm choosing to...**(insert what you are doing to stay safe)
- You must also finish your video with the phrase "**what will you choose?**"
- We will add on a start and finish to your video, so no need to do that.
- A handy tip is to have some footage at the start and end of your talking because that makes it a lot easier to edit. Start to film and simply count to three in your head before starting to talk. Do the same once you finish talking and stop filming.
- Try to be positive and engaging
- If filming yourself is not your thing, take a photo and then write out a caption introducing yourself and saying what you are choosing to do to stay safe on the roads this summer.

Example dialog: *"Hey! I'm Lydia from Christchurch, and this summer I am choosing to stay focussed every time I am on the road, whether I am in the car, riding a bike or walking. What will you choose?"*

Share your video/photo with Lydia@sadd.org.nz by December 3rd