



Join the African Road Safety
Observatory's drive for life!

#Roads4Life, #RoadSafety, #ARSO

#Roads4Life Storytelling Contest

**The First General Assembly
of the African Road Safety
Observatory**

June 27-28, 2019 | Durban, South Africa

Overview: #Roads4Life Storytelling Contest

- The Africa Transport Policy Program (SSATP) with the support of the AUC, UNECA, EU, WBG and GRSF, with funding from UKAid, are **launching an online storytelling contest on July 1st, 2019** that calls on African leaders, civil society organizations, communities and/or individuals to **share written stories, comic stories, and short videos** that showcase:
 - Innovations for road safety, such as data-driven interventions that are working to improve road safety in African communities
 - Personal stories of taking a stand to address day-to-day road safety issues, including existing road safety challenges and concrete demands to address them
 - Road safety leadership in countries and communities, such as successful communication campaigns, education and training programs
- Stories will be judged on four points: (a) clarity, (b) the quality of information provided, (c) the relevance of the activity regarding road safety, and (d) the results.
- A selection committee will review all entries and announce the winners of each category by September 30th, 2019. **Winners will be invited to participate in the SSATP Annual General Meeting taking place on Nov 2018.** Winners will be given the opportunity to share their experience and advocate for change in front of Africa's transport leaders and decision-makers.

The 5 W's (and 2 H's) of the #Roads4Life Storytelling Contest & Campaign

Who (target audience): African transport, health and road safety leaders, CSOs, communities, universities and/or individuals (must be over 18 and live in Africa)

What: ARSO is sponsoring an online road safety awareness raising campaign and storytelling contest to collect and share the road safety stories of Africa

When: July 1st, 2019 (campaign launch date) immediately after ARSO's First General Assembly

Where: Africa Union (AU) member countries

Why: Mobilize support for road safety initiatives in Africa (including ARSO) and improve Africa's road safety narrative

How (to announce): Seeking the support of partners and road safety leaders to announce the contest via their websites, social media accounts, newsletters, and at their venues.

How (to engage):

- Spark a conversation on social media using: **#Roads4Life**
- Formal submission for contest to: ssatp@worldbank.org by August 31, 2019 (deadline)

#Roads4Life Contest Rules

- **Submission Details:** To participate, email the contest submission form to ssatp@worldbank.org, with the following in the subject line: “Roads4Life Contest Submission.” Submissions must present “original” work as defined by copyright law. Only one submission per entrant will be allowed.
- **Submission Deadline:** August 31, 2019. Late submissions will be disqualified automatically.
- **Language:** All entries must be in English or French.
- **Eligibility:** Any person over the age of 18 living in Africa can take part in the contest.
- **Entries should showcase at least one of the following:**
 - Innovations for road safety, such as data-driven interventions that are working to improve road safety in African communities
 - Personal stories of taking a stand to address day-to-day road safety issues, including stories on existing road safety challenges and concrete demands to address them
 - Road safety leadership in countries and communities, such as successful communication campaigns, education and training programs
- **Submission requirements for each contest category:**
 - **Video:** Must be max 5 minutes in length. Participant must upload an embeddable, publicly viewable video to YouTube and include the link to the video on the contest registration form.
 - **Written Story:** Must be less than 2,000 words and include at least one photo to accompany the story. Participant must use Google Docs and share the link with ssatp@worldbank.org. Include shareable link to the story on the contest registration form.
 - **Comic Story:** Must be less than 5 pages in length. Illustrations can be in color or black-and-white. Participant must upload the comic story as a PDF file on Google Drive and share the link with ssatp@worldbank.org. Include shareable link on the contest registration form.

Raising Awareness & Driving Engagement

- ❖ For the #Roads4Life storytelling contest and associated road safety awareness raising campaign, we will use the following hashtags:
 - ❖ #Roads4Life
 - ❖ #RoadSafety / #SécuritéRoutière
 - ❖ #ARSO / OASR

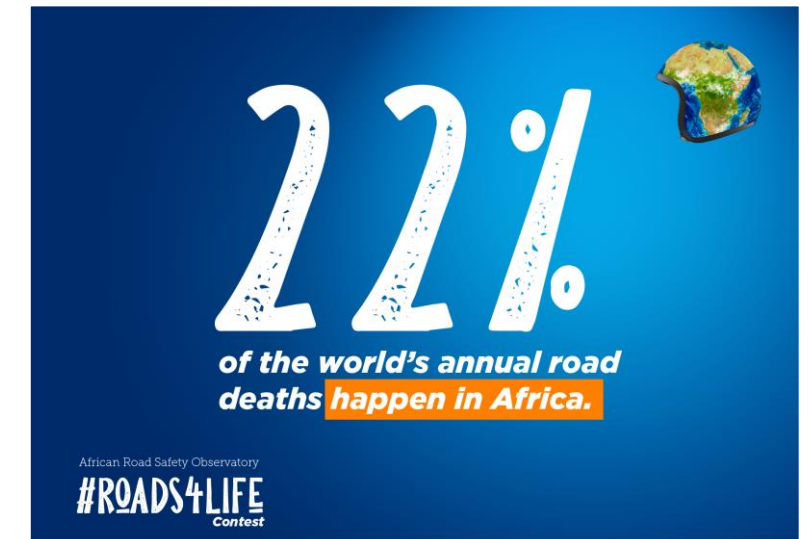


IMPORTANT: A social media package (see example postcards on the right) and poster will be shared with all participants at ARSO's First General Assembly on July 1st for further dissemination and promotion through their communications channels.

Let's motivate everyone to share their story in an effort to change Africa's road safety narrative for the better!



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