

# How to make your own *Any number is too many* video message

**ANY NUMBER**

**IS TOO MANY**

So you want to do something about the number of people being killed on your roads, and are keen to make your own *Any number is too many* video to spread the word? Good one! We need people like you.

Here's a step-by-step guide to making sure your video gets the right message across.

## 1. MAKE A CUE CARD

It's best to write your message down in capital letters, as large as you can on a piece of A4 or even A3 paper. Or if you've got great recall, memorise it.

## 2. PICK A SPOT

Find somewhere or something relevant to your community to stand in front of. It could be a local school, a marae, a sports club, a busy street, or a street sign.

## 3. BRING A FRIEND

Bring a friend and get them to hold up your message. Make sure they are out of shot.

## 4. HOW TO SHOOT

Shoot a selfie video, reading out or saying your message to camera. (It doesn't have to be a selfie – you could get someone else to shoot it using your phone or camera.)

## 5. POSTING & TAGGING

All done? Post it to social media with a message like: "Too many people are being killed on the roads in our communities. Who's with me? #anynumberistoomany"

### IMPORTANT:

Please don't forget to include the hashtag!

**#anynumberistoomany**

And, to tag us in!

**@anynumberistoomany**

## YOUR MESSAGE

Write down what you're going to say, using the following format:

**"I'm <name>. I <work/play/coach/learn> at <place/club/school/team> here in <place name>. I've seen the results of death on our roads, and the impact it has on our community. And for me, any number is too many!"**

Eg: "I'm Dave. I work at Callan's Gym here in Invercargill. I've seen the results of death on our roads, and the impact it has on our community. And for me, any number is too many!"

## GETTING PERSONAL

If you happen to have a personal experience with death and serious injury on the road, don't be afraid to include it in your story. Just try and focus on how it made you feel, and others involved or impacted – avoid describing anything too visually disturbing as this could put people off, and reduce the impact of your story.