

Guidelines to help you write your story

First of all, we would like to thank you for choosing to share your story with us and the road safety community. Before writing your story, we invite you to think through and answer the following questions. The below questions will guide you through the steps and make sure to include important and interesting details.

In order to draft an interesting, engaging and mind-blowing story, it is essential to cover the 5 W-s:

Who, what, where, when, why and how did?

The purpose of the story / why you are sharing it with us?

What happened? What is the story about?

Who participated / who was involved?

Where and **when** did it happen? (if you have no exact date, it is enough to mention the month/season, approximate geographical location – eg. country, region)

How did it happen? **In what circumstances** / conditions? **How the environment was?**

What preventative measures do you think can be introduced?

Why do you think **this** event **happened** / **Why is it important** to share with the road safety community?

What have you learned from this event? / **What conclusions** can one draw from it?

Quotes of participants / those involved in the event:

Please remember that quotes color up your story and give a personal touch. Quotes represent the voice of those involved which brings the whole story closer to the readers and serve as a bridge in time and space).

Title of the story (optional – we can always help you out by adding some creative lines, if you are out of ideas)

Please attach a photo(s) to your story: photos are a vital part of any story, as they help draw the environment, circumstances of the story and the events; they support the reader to better understand the story. In order to illustrate well your story, you would need a landscape photo, showing as much as possible from the environment and close-ups of the subject(s), eg: the participants in action, vehicles with drivers and passengers. The recipe for a good shoot is the following:

- Send photos that were taken in the highest possible quality with your device, so it will not get blurry or noisy if the photo is cropped or cut. Try to take horizontal, landscape photos, those can be set and displayed well on the website.
- Pay attention to weather conditions: the sun / source of light should be behind you, lighting up the subject of the photo. If you snap against the sun, details will become too dark with colors burnt out of the picture.

- Shadows should not hide the details of the picture: eg. if your story is about a motorcycle accident, shadows covering the motorcycle or important details highlighted in the story will not help readers understand circumstances and the overall image.
- Frame the subjects properly: do not chop off heads or feet of participants.
- Focus on the subject: blurry faces and fuzzy photos are not useful. Use your focus of the camera and point to the subjects, faces.
- Do not forget a short caption: what is happening on the photo, who is doing what, etc.
- If the photo was taken by someone else, please also indicate the name of photographer unless they want to stay anonymous.

Author's name and duty station: we need this to be able to contact you, but if you would like your story to be published anonymously, let us know and we will respect your choice!

Thank you for sharing your story with us, we will get back to you shortly about publishing it!

In case you have any questions in the meantime, please contact us at VisionZero@unhcr.org, we are always happy to hear from you!

Don't forget to always stay safe on the Roads!

Thank you,

The Safe Road Use Steering Group