



VIDEO USER GUIDE

The Why Injury Prevention Matters toolkit contains a new 60-second video that is available for members to use for free on a website, on social media, or as a public service announcement (PSA). If your organization would like to use the video, please contact us at info@preventchildinjury.org.



ABOUT THE VIDEO

The video was produced by STIR, a marketing and advertising agency based in Milwaukee, Wisconsin. After learning about the problem of child injury, STIR awarded a custom video to Child Injury Prevention Alliance (CIPA) as part of its Greater Good Giveaway, which seeks to empower a healthcare organization to raise awareness about its mission. CIPA has donated the video to Prevent Child Injury for use in this toolkit. To view the video, visit <http://bit.ly/1nLB10E>.



CUSTOMIZING THE VIDEO

Organizations that wish to add their own logo on the video's end slide are welcome to do so. STIR, the agency that produced the video, may be able to do this customization for a fee, or you may be able to find a local resource that can customize the end slide. If you are interested in customization, please contact us at info@preventchildinjury.org.



TIPS FOR PLACING A PSA ON YOUR LOCAL TELEVISION STATION

1. Find contact information for your local television station. You may want to check the station's website for guidelines about PSAs. If there are no guidelines listed, call or email the station to find out who handles PSAs.
2. When contacting the person who handles PSAs, ask for the following information:
 - a. What is the preferred length for PSAs?
 - b. What is the preferred file format?
 - c. Do I need to submit non-profit documentation with the PSA?
 - d. How should I deliver the PSA (hard copy or electronically)?
 - e. How long before airing should I submit the PSA file?
3. When you deliver the PSA, include information about your organization and a fact sheet about child injury prevention.
4. Make sure you follow up with your station contact, both before the PSA airs and after. A thank-you note may help you get future PSAs on the air.



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ABOUT END INJURY

You will notice that the video end slide directs viewers to www.endinjury.org. End Injury is a new initiative for people who want to stand up and take action to stop child injuries. This is not a peer-to-peer organization for injury prevention professionals. It is geared toward everyday people to help them connect with others, learn what they can do to prevent injuries, and share their injury stories. End Injury will also link people interested in volunteering to local injury prevention organizations. If you would like to be included on a list of injury prevention organizations, please email info@endinjury.org.

