

GOOD WORK and Cannes Lions Competition Brief

Save the Children and See *Where the Good Goes*™

Theme: “You’re One Person Away”

The Issue:

Eleven years ago at the Millennium Summit of the United Nations, world leaders made a public promise to drastically reduce the number of maternal and child deaths that occur around the world. Yet, every year, more than 8 million children die from mostly preventable and treatable causes like pneumonia, diarrhea and complications at birth. Mothers also die unnecessarily during pregnancy and child birth as they too often deliver alone or without a trained medical person to assist. More shocking still is that access to basic health care provided by a local health worker in a clinic or community, something the majority of us take for granted, could improve the health and survival of millions of children in the world’s poorest countries and save hundreds of thousands of mothers’ lives by 2015. That health worker is the one person between you and the mother and/or child who needs your help.

Your challenge is to make a short film that encourages people to advocate for global investments in frontline health workers. We want you to show people that these health workers, servicing communities and local clinics in the developing world, are the solution to the health challenges that claim thousands of lives every day. These health workers often struggle with little recognition, minimal pay (many are actually volunteers) and are not given the tools and training for success. We want you to help us recognize their contributions and advocate for more.

The Policy Ask:

Health workers save lives: Millions of moms and children could be saved if world leaders invested in training and supporting more health workers, especially in communities most in need. World leaders must make this investment so that every mother and child has access to a health worker.

Global estimates suggest we need 3.5 million more health workers in developing countries if we are to significantly reduce child deaths from threats like newborn complications, pneumonia, and diarrhea by 2015.

The Film Details:

- Develop a short video (30 seconds – 1 minute) **encouraging people to sign an online petition** that asks world leaders to fulfill their commitment to

improving the health of mothers and children around the world by investing in the training and support of more skilled health workers.

- Your video should motivate your audience to take action by **(1)** signing our petition to world leaders calling for investment in the training and support of skilled health workers who can deliver life saving care, and **(2)** pass on the film to others to create a global movement of people who support frontline health workers.
- In particular, it would be helpful for you to draw attention to the need for more frontline/local health workers who can provide basic health care to mothers and children to improve health and save lives in the communities where the need is greatest. (This is not about doctors from developed countries parachuting in to help!)
- The film should **promote Save the Children's global campaign to reduce maternal, newborn and child deaths (See *where the good goes*TM) and the campaign website (www.goodgoes.org)**. This campaign highlights the role of the frontline health worker in helping save the lives of millions of mothers, newborns and children who may otherwise die of preventable and treatable causes.

The Essentials:

Your video must meet the following criteria in order to qualify:

- Your video needs to be 30 seconds – 1 minute long
- It must be your own original material with the exception of the images (logos) provided by Save the Children
- Think of alternatives to using music, as music cannot be used (not even original music)
- Your video should be in English - if it's in another language you must use English subtitles
- **You must be over 18 and under 29 years old on June 25, 2011**

Mandatory inclusions:

You must include the following elements for a minimum of 3 seconds:

- **The Save the Children logo and Good Goes logos** (can be on the same slate). These can be found on the asset page at www.savethechildren.org/cannes-lions
- **This link:** www.savethechildren.org/invest-in-health

The video must be in accordance with the Terms and Conditions of the YouTube Cannes Young Lions Ad Contest. You also need to include the following text in the description of your video on YouTube:

- This video has been made for Save the Children as part of the YouTube Cannes Young Lions Ad Contest.

Target audience:

- 18 to 40 years olds, worldwide
- Socially-motivated and ethically-minded individuals
- May be aware of some international development issues but you can not assume this

Tone:

- Your video should inspire people to take an action that they had not originally planned to take that day – something they feel good about.
- You should aim to communicate that health workers are a force for good and all people deserve access to basic health care.
- The audience should feel as though your video is part of a larger global movement to provide health services to those in most need around the world.
- We want viewers to feel as though they have the ability to communicate with world leaders and that they are holding them accountable for their commitment to saving lives.
- The video needs to be innovative enough to encourage people to forward it to their friends, or include it in their blogs/social networks.

Submitting your video to the contest:

You need to submit your video to the Contest at <http://youtube.com/canneslions> by **11:59.59 PM (GMT) on May 15 2011**.

To do this:

- First, upload your video to your own YouTube channel. If you don't have a YouTube account then you can set one up at <http://youtube.com/signup>.
- Once the video is uploaded to YouTube, go to the contest at <http://youtube.com/canneslions> and click "Submit".
- Enter your YouTube username where prompted and click "go". You will see all the YouTube videos in your account appear.
- Select your entry to the contest – it will appear in the video box on the page. You will need to confirm your acceptance of the contest rules, and then click "Submit".
- Please ensure you leave sufficient time in the contest to upload your video and submit to the contest!

Additional information you may find useful:

Every 4 seconds, a child survives thanks to the basic health care provided by local health workers. Frontline local health workers help children all over the world survive threats like newborn complications, pneumonia, diarrhea, malaria, and malnutrition. Midwives

welcome new life to the world and protect mothers and newborns from complications. Global estimates suggest we need at least 3.5 million more health workers in developing countries, about half of whom are frontline health workers closer to communities.

Help local health workers bring the good to the children who need it most. Of the children under the age of 5 who die each year, almost 2/3 could be saved with the simple low-cost interventions delivered by health workers in clinics and in their communities. With attention from developing country governments and donor nations, we can help them bring lifesaving care to more hard-to-reach communities and make the survival of children a reality worldwide.