



AUDIOVISUAL

**JASON ANKER:
PROUD 2B SAFE**

Outtakes

Content ++++

Presentation ++++

Value ++++



Outtakes' latest release is a follow up to the 2010 film, Jason Anker: A Fall from Height. The 12-minute DVD is an "it happened to me, so it could happen to you" narrative, which features Anker telling his personal story to an audience of workers, intercut with contributions from his son and daughter and two friends. They describe how they found out about Anker's crippling fall and the impact it has had on them.

It is a short but hard-hitting film that vividly brings home the personal impact of the sort of serious accident we never believe we will experience. Memorable points include Anker's friend describing how, at the time of the accident, he had Anker's football boots in his bag, and was, for years after, unable to do anything with them because he could not come to terms with the fact that his friend would never be able to play in them again.

Equally moving is the account Anker's daughter gives of their experience of flying, with Anker wheeled to the plane and boarding last, as the other passengers witness his inability to help himself. Anker also speaks, though without much detail, about living with double incontinence, and the deeper guilt of not being able to do things with his children that he feels a dad should be able to do.

The DVD emphasises the need to challenge unsafe situations and not just blindly accept

what is clearly unsafe. It also touches on instinct, and encourages people to listen to and act on the inner voice that makes us uneasy when all is not as it should be.

"Don't do what I did; look what happened to me" safety films stand or fall on how far viewers identify with the victim. This is an area where this film scores highly because, as Anker points out, he's just a normal guy, or at least he was until tragedy struck.

That identification will probably be strongest in the construction industry, but the DVD is still relevant to other sectors, especially where work at height is involved.

Finally, there is a call to action here: Anker's message is not to feel sorry for him but to reflect on how your life could be irrevocably changed from an accident like his. As he says, "It's not about me, it's about you", underlining the parts that personal engagement, responsibility and action play in accident prevention.

This is uncomfortable but gripping viewing, delivered with Outtakes' usual high production values.

PAUL SMITH

Price: Free at www.outtakes.co.uk or £25 for DVD copies

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