

**YOUTH LENS**

CONNECTING THE STORIES THAT CHANGE US

**CAMERAS FOR GUNS**

A Choice Of Weapons

Dario Otero "CEO" of Youth Lens 360 ————— Dario@YouthLens360.com

**Youth Lens 360 is using cameras to approach gun violence in Ramsey County.**





**Kids can shoot with a camera instead of a gun.**

**The CEO of Youth Lens 360 believes young people would trade a lifestyle of violence for an opportunity to do something more productive.**

# The Problem

In the United States, an average of 3,062 children and teens die by guns every year, and 58% of these deaths are homicides.

## Ramsey County's Gordan Parks said:



"I might have turned to the gun or knife but I chose the camera."

We all have a choice of weapons.

# The Solution

Youth Lens 360 is harnessing the power of local youth and young adults craving to tell stories, while they build their careers. They are using music and videos - a language everyone understands - to approach gun violence in Ramsey County.

# Future Roadmap

In the next two years, Youth Lens 360 plans to distribute over 1,000 cameras to youth and young adults in the Ramsey County community.

## Step 1

USE CURRENT EQUIPMENT TO BUILD THE NARRATIVE OF TRADING CAMERAS FOR GUNS

## Step 2

CREATE A SOCIAL MEDIA CAMPAIGN TO SPREAD AWARENESS

## Step 3

RAISE MONEY TO BUY CAMERAS TO DISTRIBUTE TO COMMUNITY



# An Example of our work

The video “Changing” is a positive narrative story about our unique approach to trade guns for cameras and access to technology.

See the video here

<https://vimeo.com/636923210>



YouthLens360.com