

Steps to Success

CAMPAIGN PROMOTION



The success of Building Safety Month depends on the efforts of code professionals like you. Consider these “make it or break it” tips to promote Building Safety Month in your community and visit www.buildingsafetymonth.org today.

Families

MAKE SOME NOISE

Send a news release to newspapers, radio and television stations. Encourage local media to cover Building Safety Month activities and send public service announcements to local radio and television stations. You and/or your department spokesperson, public information officer, city manager or mayor could also arrange to appear on a talk/community information show through your local television or radio stations. Include a call-in, question-and-answer session as part of the program to generate even more interest. Be sure to also invite your local media to any scheduled events you plan during the month and post event details on your social media sites.

MAKE IT WORK

Contact your local retail stores to set up an in-store event to promote awareness of Building Safety Month, educate families and save lives. Visit the campaign website to find corporate BSM sponsors and get additional ideas, share success stories and make the most of Building Safety Month as we celebrate safe and resilient structures.

Professionals

MAKE IT REAL

Invite the public, students, realtors, new home builders and the media to see how and why inspections are conducted. Visit a construction site to walk through homes in various stages of completion as well as an established property. Be sure to talk about the day-to-day safety issues as well as those that can happen as a result of a natural or man-made disaster. Explain the hazards that may exist and how those hazards may

be eliminated by proactive homeowners. Show your residents what their building department can do for them every day and during an emergency, and how they can help themselves and their neighbors.

MAKE IT A MOVEMENT

Get your community leaders on board as supporters of Building Safety Month. Using the sample proclamation template available on the campaign website, request that your governor, state cabinet officers and/or your county/city councils and mayor issue proclamations declaring May Building Safety Month. Make campaign materials available in governmental offices, retail locations like hardware and building suppliers, schools and other locations throughout the community. Also, engage spokespersons from your local building or fire department to give talks on building safety throughout the month in schools, civic clubs and more. All of these activities bring Building Safety Month to life and help educate the public about the important work you do.

Teachers

MAKE IT FUN

Contact teachers at your local schools and ask if you can come to the school for a presentation on building safety. Bring along copies of the activity sheets, stickers and pencils available on the campaign website. Use these resources to help the kids understand what the building department does and how it makes homes safer for everyone.

MAKE IT HAPPEN

Develop a network of teachers to support your school visits. Once the news spreads about how fun and informative the visits are, you will get referrals and have additional opportunities throughout the year with different schools and teachers.

Presented by

