

Steps to Success

OUTREACH EVENTS



Building Safety Month is an international campaign celebrated in May to raise awareness about building safety. The International Code Council, its 64,000 members, and a diverse partnership of professionals from the building construction, design and safety community come together with corporations, government agencies, professional associations and nonprofits to promote building safety through proclamations, informational events, legislative briefings and more. We come together to support Building Safety Month because we understand the need for safe and sustainable structures where we live, work and play.

The enclosed materials include step by step instructions for Code Council members and others who would like to participate in Building Safety Month by conducting outreach and education events in their communities. The toolkits are focused on three distinct audience types:

- Families/General public
- Teachers and schools
- Professionals and trades

Toolkit #1 – Outreach for Families and the General Public

1. Review the materials on www.buildingsafetymonth.org to make sure you have all the latest information.
2. Recruit a team in your office who will commit to participate in all activities including conducting speaking engagements. Your team may include building and fire officials, plans examiners, inspectors, fire department staff, administrative staff, family members and/or volunteers.
3. Gather your team and decide what you want to do for your event. You may want to put a table in a local store or market with Building Safety Month literature and children's giveaways. You may want to host a community event at your department for the public featuring 10 minute briefings and safety demonstrations throughout the day for the guests. Some departments host cookouts for their communities, hold raffles for local charities or feature guest speakers who share building safety tips and information.

4. Select materials from the campaign website that fit your audience and community or develop your own. Consider how you can use available digital resources during your event and/or on your social media pages.

Options include:

- a. Building Safety Month brochure and poster
- b. Code Council brochures
- c. Tip sheets on disaster mitigation, fire safety, pool safety and sustainable building
- d. Digital posters
- e. Video

NOTE: Backyard and pool safety is a good topic for the week prior to Memorial Day or the Saturday of Memorial Day weekend as it covers deck, pool and BBQ grill safety.

Presented by



Toolkit #1 – Outreach for Families and the General Public *(continued)*

5. Identify a supermarket, retailer or home improvement store in your area and contact them 60-90 days prior to the planned event if you want to have your event there. Provide them with a brochure and develop a one-page overview to leave with the store contact that details the following information:
 - a. Title of Event – Building Safety Month Outreach.
 - b. Day/Date/Time (9 a.m. to 1 p.m. or 10 a.m. to 2 p.m. are good times).
 - c. Purpose – Public education and awareness of building safety in the community.
 - d. Who – Tell them who will participate.
 - e. What – Tell them what you will hand out and leave samples.
 - f. Ask – Request that they donate a raffle item or other giveaway or help put together a store display if it is a home improvement retailer.
 - g. Contact information – Give them your name, email address and phone number.
 - h. Request – Ask for a primary contact within the store and his/her contact information.
6. Send an announcement to your department and other associated groups at least 30 days prior to the event to recruit volunteers and bolster attendance.
7. Post the Building Safety Month logo and your event details on your department and/or chapter websites as soon as you confirm your plans. Post about the event on your social media pages in the weeks and days leading up to the event. Use the hashtag #BuildingSafety365 to join the larger discussion across the world about the campaign.
8. Prepare an announcement about your event and give it to your store contact along with a Building Safety Month poster. Ask them to hang the poster in the employee lounge and share the event information with their customers and/or employees 10 days ahead of the event.
9. Send a news release to the local newspaper, radio stations and television networks one week before your event. Call and follow up with the news outlets. Also, contact the community calendar section of the newspaper to list your event.
10. Conduct your event on the appointed day and arrive one hour early to set up.
 - a. Plan for at least two people to help with the event and set up shifts if necessary. Be sure to wear your department logo, Code Council shirt or name badge.
 - b. Create a sign-up sheet for guests so you can keep track of how many people you talk to. Ask for attendee emails so you can follow up after the event with additional resources.
 - c. Work with your store contact to set up the area with the right materials, products and equipment. Try to feature products sold in that store that link to the theme of the week.
 - d. Be prepared to answer questions regarding all the themes of the month and keep the tip sheets, brochures and product samples on hand. Sample topics may include:
 - i. Week One – Preparing for disasters: Build strong, build smart
 - ii. Week Two – Ensuring a safer future through training and education
 - iii. Week Three – Securing clean, abundant water for all communities
 - iv. Week Four – Construction professionals and homeowners: Partners in safety
 - v. Week Five – Innovations in building safety
 - e. Ask the store to give you some of the relevant products to display near your table and anything they will donate to raffle like a product or gift card.
11. Be sure to take pictures at your event and email them to photos@iccsafe.org so they can be added to the Building Safety Month Photo Gallery on the Code Council website. Share these photos on your social media pages and website as well.
12. Send a thank you note and certificate of appreciation to your store contact.
13. Follow up with attendees via email and share digital resources. Thank participants for attending.

Toolkit #2 – Outreach for Teachers & Schools

1. Review the materials on www.buildingsafetymonth.org to make sure you have all the latest information on sponsors and opportunities.
 2. Recruit a team in your office who will commit to participate in all activities including conducting speaking engagements. Your team may include building and fire code officials, plans examiners, inspectors, fire department staff, administrative staff, family members and/or volunteers.
 3. Gather your team and decide what you want to do for your event. For school-based outreach, use your team to develop contacts for the schools you want to visit. Focus on kindergarten through 5th grade if you want to use the kid's activity sheets available on the campaign website.
 - Reach out to co-workers, family and friends to identify the classrooms.
 - Check with school officials for required clearances, if any.
 - Plan the number of visits you have time for.
 - Get the principal's or school outreach contact's name and phone number.
 - Identify the contact person for that school, if any, in your department.
 4. Select your materials from your Building Safety Month toolkit and campaign website. Select downloadable material that fits your audience and community. Options include:
 - a. Building Safety Month brochure & poster
 - b. Code Council brochures
 - c. Tip sheets on disaster mitigation, fire safety, pool safety and sustainable building
 - d. Digital posters
 - e. Video
- NOTE:** Backyard and pool safety is a good topic for the week prior to Memorial Day or the Saturday of Memorial Day weekend as it covers deck, pool and BBQ grill safety and is especially relevant for children and parents.
5. Contact your target schools 60-90 days prior to the planned event. Provide them with a brochure and develop a one-page overview to leave with your school contact that details the following information:
 - a. Title of Visit – Building Safety Month Outreach.
 - b. Day/Date/Time – Ask them for suggestions, but mornings are generally best with young children.
 - c. Purpose – Public education and awareness about building safety.
 - d. Who – Tell them who will participate.
 - e. What – Tell them what you will hand out and provide samples of the kid's activity sheets, stickers, pencils, etc.
 - f. Contact information – Give them your name, email address and phone number.
 - g. Request – A primary contact at the school and his/her contact information.
 6. Send an announcement to your department 30 days prior to the event.
 7. Post the Building Safety Month logo and your event details on your department and/or chapter websites as soon as you confirm your plans. Post about the event on your social media pages in the weeks and days leading up to the event. Use the hashtag #BuildingSafety365 to join the larger discussion across the world about the campaign.
 8. Prepare an event announcement and give it to your school contact along with Building Safety Month posters. Ask them to hang the poster in the classroom(s) you will be visiting, the school office and/or teacher lounge and to share the event information with staff and parents ten days ahead of the event.
 9. Send a news release to the local newspaper, radio stations and television networks one week before your event, but only do so after you secure permission from your school contact. Call and follow up with the news outlets.
 10. Conduct your event on the appointed day and arrive at least 30 minutes prior to set up.
 - a. Plan for at least two people to visit the classrooms and be sure to wear your department logo, ICC shirt or name badge.
 - b. Prepare for a 15–20 minute interaction followed by you handing out the stickers and pencils.
 - c. Plan exact activities with the teacher and arrange for them to have crayons and/or markers handy if they will have time to color the activity sheets.
 - d. Talk about the basics of home safety in their language by doing some of the activities. The children activities are available online as downloadable PDFs and include:
 - i. Fire Safety Escape Maze & Hazard Finder
 - ii. Disaster Safety Word Search & Storm Kit Fun
 - iii. Home Safety Scramble
 - iv. Green Crossword Puzzle
 - e. Guide them through the activities and encourage group participation. (Answer keys are on the sheets.)
 - f. Distribute the certificates (print ahead and sign with your name and/or department).
 11. Take a class/group picture and email the photo with details to photos@iccsafe.org so it can be added to the Building Safety Month Photo Gallery on the ICC website.
 12. Send a thank you note and certificate of appreciation to your school contact.

Toolkit #3 – Outreach for Professionals and Trades

1. Review the materials on www.buildingsafetymonth.org to make sure you have all the latest information on sponsors and opportunities.
2. Recruit a team in your office who will commit to participate in all activities including conducting speaking engagements. Your team may include building and fire code officials, plans examiners, inspectors, fire department staff, administrative staff, family members and/or volunteers.
3. Gather your team and decide who you want to reach and what you want to do for your event. Consider the following possible target audiences:
 - a. Civic/Community groups (Chambers of Commerce, Kiwanis, Jaycees, Rotary, Toastmasters, etc.).
 - b. Government officials.
 - c. Homebuilders associations.
 - d. Homeowners/Condo associations.
 - e. Insurance agent associations.
 - f. Real estate agents.
4. Select your materials from your Building Safety Month toolkit and campaign website. Select downloadable material that fits your audience and community. Options include:
 - a. Building Safety Month brochure & poster
 - b. Code Council brochures
 - c. Tip sheets on disaster mitigation, fire safety, pool safety and sustainable building
 - d. Digital posters
 - e. Video

NOTE: Backyard and pool safety is a good topic for the week prior to Memorial Day or the Saturday of Memorial Day weekend as it covers deck, pool and BBQ grill safety.
5. Identify an organizational contact and reach out to them 60-90 days prior to the planned event if you want to have your event there. Provide them with a brochure and develop a one-page overview that details the following information:
 - a. Title of Event – Building Safety Month Outreach.
 - b. Day/Date/Time (9 a.m. to 1 p.m. or 10 a.m. to 2 p.m. are good times).
 - c. Purpose – Public education and awareness about building safety.
 - d. Who – Tell them who will participate.
 - e. What – Tell them what you will hand out and leave samples.
 - f. Ask – Your local home improvement retailer to donate an item to raffle at the end of your presentation.
 - g. Contact information – Give them your name, email address and phone number.
6. Send an announcement to your department and other associated groups at least 30 days prior to the event to recruit volunteers and bolster attendance. Send or arrange for an announcement one week prior as well.
7. Send a news release to the local newspaper, radio stations and television networks one week before your event. Call and follow up with the news outlets. Also, contact the community calendar section of the newspaper to list your event.
8. Post the Building Safety Month logo and your event details on your department and/or chapter websites as soon as you confirm your plans. Post about the event on your social media pages in the weeks and days leading up to the event. Use the hashtag #BuildingSafety365 to join the larger discussion across the world about the campaign.
9. Prepare an announcement about your event and give it to your organizational contact along with a Building Safety Month poster. Ask them to hang the poster in their office or headquarters and to share the event information with their employees and membership in their newsletters at least ten days ahead.
10. Be sure to take pictures at your event and email them with details to photos@iccsafe.org so they can be added to the Building Safety Month Photo Gallery on the ICC website.
11. Send a thank you note and certificate of appreciation to your organizational contact.

Thank You

Thank you for helping make the thirty-ninth year of Building Safety Month a success and for all you do to keep our communities and citizens safe each and every day.

If you have questions about Building Safety Month, email BSM@iccsafe.org. To order campaign materials through the online store, visit www.buildingsafetymonth.org.