



# International Partners Kit

## May 2022

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## WHAT IS BUILDING SAFETY MONTH?

Building Safety Month is an annual public awareness campaign, initiated in the United States, that is celebrated by jurisdictions during the month of May. The campaign aims to help individuals, families and businesses think about the safety of buildings in their communities, which is frequently taken for granted, and understand what it takes to create safe and sustainable structures. The campaign reinforces the need for the adoption of modern, regularly-updated building codes, a strong and efficient system of code enforcement and a well-trained, professional workforce to maintain the system.

All communities need appropriate building regulations to protect their citizens from disasters like fires, weather-related events and structural collapse. The effective enforcement of modern building codes is society's best way of protecting homes, offices, schools, manufacturing facilities, stores and entertainment venues. Building safety officials are committed on a daily basis to keeping the public safe.

The campaign is presented by the International Code Council and its members worldwide along with a diverse partnership of professionals from the building construction, design and safety communities. Corporations, government agencies, professional associations, NGOs and more come together to support Building Safety Month because they understand the need for safe and sustainable structures where we live, work and learn.

## HOW DOES THE CAMPAIGN WORK?

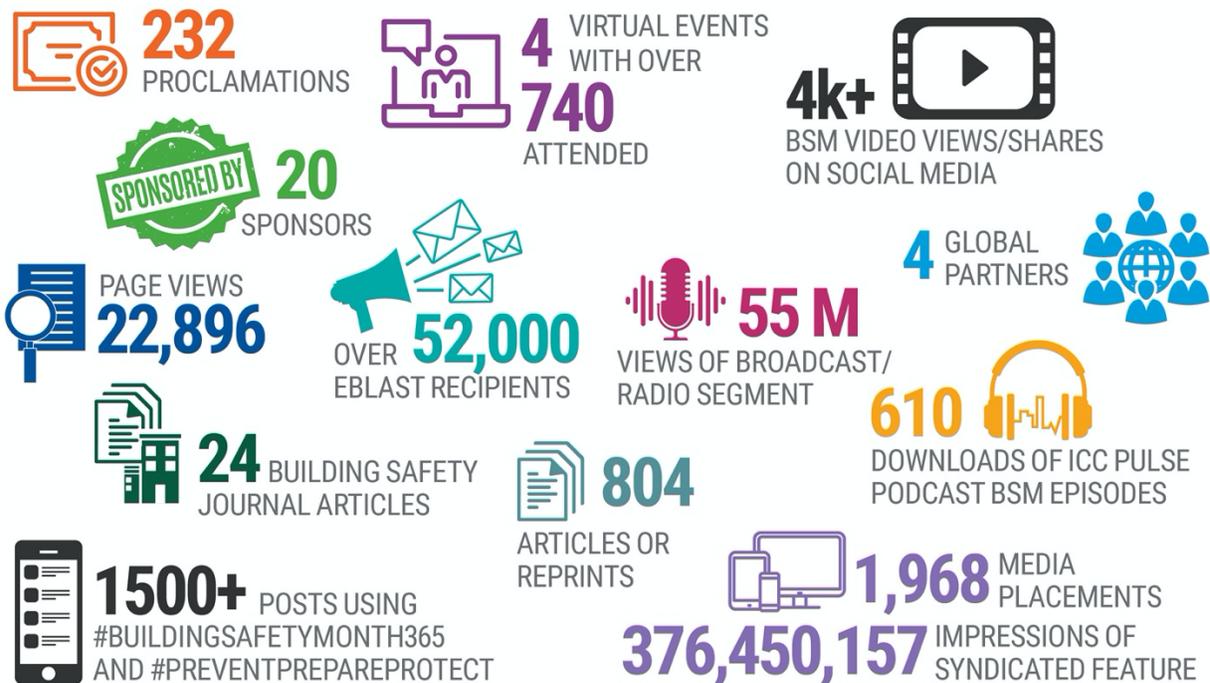
The International Code Council uses multiple channels (websites, social media, press releases, advertisements, news articles and more) to promote Building Safety Month. Educational and promotional resources are available online for partners and supporters to spread the building safety message.

## BENEFITS OF PROMOTING THE CAMPAIGN IN YOUR COUNTRY

Building Safety Month has grown into a very successful campaign in the United States over the past 42 years. Starting as a weeklong celebration, it's now celebrated all month long during May. Members of the U.S. Congress, mayors and even U.S. presidents have pledged their support of the campaign.

The International Code Council provides a variety of free materials for use by individuals, jurisdictions and countries to promote the importance of building codes in their communities.

## 2021 OUTCOMES



## GETTING STARTED

Here are the steps you can take to get involved in Building Safety Month.

1. Sign on to the campaign as a global partner. We'll feature your logo on our website. This costs nothing and is a great first step to show your support for educating the public about the importance of building safety. Email Judy Zakreski, International Code Council Vice President of Global Services at [jzakreski@iccsafe.org](mailto:jzakreski@iccsafe.org) to learn more.
2. Download, print and hang the [campaign poster](#) in your office or community. If needed, the poster can be modified to accommodate cultural or systemic differences in jurisdictions outside the United States.
3. [Plan an outreach event](#) in your office, local schools or community gathering place. Building Safety Month can begin as a week (as it did in the U.S.), a day or a single event.
4. Share the campaign with your local media by submitting a [letter to the editor](#) or [press release](#).
5. Ask your local, regional or national government oversight body to [issue a proclamation](#) – or the equivalent in your country – recognizing the month, week or day.
6. [Run a social media campaign](#). Use the hashtag #BuildingSafety365 or create your own hashtag.
7. [Take a look at our campaign materials](#) and let us know what you need to be successful. We are happy to work with you to modify these materials for use in promoting the campaign in your jurisdiction or country. Contact [Judy Zakreski](#) with questions or ideas.