

## 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](http://www.buildingsafetymonth.org) today.

## Families

### MAKE SOME NOISE

- Send a [news release](#) to newspapers, radio, and television stations encouraging local media to cover Building Safety Month activities.
- You and/or your department spokesperson, public information officer, city manager, or mayor could arrange to appear on talk/community information shows through your local television or radio stations.
- 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 and educate families.
- Visit the [campaign website](#) to find corporate [BSM sponsors](#), get access to [promotional toolkits](#), share success stories and make the most of Building Safety Month.

## Professionals

### MAKE IT REAL

- Visit a construction site to walk through homes in various stages of completion as well as an established property.
- Invite the public, students, realtors, new home builders and the media to see how and why inspections are conducted.
  - 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 and 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.
- Engage spokespersons from your local building or fire department to give talks on building safety throughout the month in schools, civic clubs and more.

## Teachers

### MAKE IT FUN

- Contact teachers at your local schools and ask if you can participate in a virtual classroom presentation on building safety.
- Use the resources on the [Kids Corner page](#) of the campaign website to help the kids understand what the building department does and how it makes homes safer for everyone.
- Give out [Building Safety Month merchandise](#) like hats, vests, stickers and pencils to promote the campaign.

### 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

