



Steps to Success – Member Toolkits for Building Safety Month Outreach Events

Overview

ICC Foundation is sponsoring **Building Safety Month** throughout May of 2012 to help create community wide recognition and understanding of building safety and sustainability and the critical role of codes and code officials. The enclosed materials include step by step instructions for ICC members and code officials 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 & Schools
- Professionals & Trades

Toolkit #1 - Outreach for Families and the General Public

1. Review the Building Safety Month website www.buildingsafetymonth.org materials to make sure you have all the current 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. 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 combine cookouts for their communities and host raffles for local charities and feature guest speakers on building safety tips and information.
4. Select your materials from your BSM toolkit and/or content from the www.buildingsafetymonth.org site. Select downloadable material that fits your audience and community.

Options include:

- a. One of the four featured weekly topics "Tip Sheets"
 - i. Energy & Green
 - ii. Disaster Safety & Mitigation
 - iii. Fire Safety & Awareness
 - iv. Backyard Safety
- b. New Building Safety Month brochure & poster
- c. ICC brochures

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

5. Identify a supermarket, retailer or home improvement store in your area and contact them 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, office and cell phone numbers
 - h. Request – A primary contact within the store and their group of employees and secure their 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.
8. Prepare an announcement about your event and give it to your store contact along with a BSM 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 your news release to the newspaper news and/or city desk and television stations one week before your event. Call and follow up with the news outlets. Don't count on the community calendar section to alert the news desk. You must do this separately.
10. Conduct your event on the appointed day and arrive one hour early to set up.
 - a. Plan for at least two people to conduct the event and set up shifts if necessary. Be sure to wear your department logo, ICC shirt or name badge.
 - b. Create a sign-up sheet for guests so you can keep track of how many people you talk to.
 - 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 and product samples on hand. Sample topics may include:
 - i. Week One – Energy & Green – Focus on DIY Energy Projects like changing out thermostats, caulking/flashing windows and doors etc.
 - ii. Week Two – Disaster Safety & Mitigation – Focus on family disaster plans, supply kits and retrofitting options using products like closed cell spray foam, building hurricane shutters from plywood, cleaning up landscaping to help prevent wildfires, how-to use lightning protection devices, etc.
 - iii. Week Three – Fire Safety & Awareness – Focus on extinguishers, smoke alarms and escape ladders
 - iv. Week Four – Backyard Safety – Focus on deck safety tips, pool safety – drain covers, pool fences, etc.
 - 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 send them in to the www.icc-foundation.org/covcIntro website under the Code Officials Volunteer Corps (COVC) database. Share successes, number of visitors and be certain to log your hours as they count as service hours and points toward ICC Foundation scholarship qualification.

12. Send a thank you note and certificate of appreciation to your store contact.

Toolkit #2 - Outreach for Teachers & Schools

1. Review the Building Safety Month website www.buildingsafetymonth.org to make sure you have all the current 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. If you want to focus on 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 new "CODiE™ and CODEtte™ the Code Officials" materials.
 - Reach out to co-workers , family and friends to identify the classrooms
 - Check with the school officials for required clearances, if any
 - Plan the actual number of visits you have the time to schedule
 - 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 BSM toolkit and/or content from the www.buildingsafetymonth.org site. Select downloadable material that fits your audience and community. Options include:
 - a. One of the four featured weekly topics "Tip Sheets"
 - i. Energy & Green
 - ii. Disaster Safety & Mitigation
 - iii. Fire Safety & Awareness
 - iv. Backyard Safety
 - b. NEW Building Safety Month brochure & poster
 - c. ICC brochures

Note: *Backyard Safety is a good topic for the week prior to Memorial Day Weekend 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 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 of building safety
 - d. Who – Tell them who will participate
 - e. What – Tell them what you will hand out and provide samples of the CODiE and CODEtte activity sheets, stickers, pencils, etc. Direct them to the interactive CODiE games on the BSM website.
 - f. Contact information – Give them your name, email address and office and cell phone numbers
 - g. Request – A primary contact at the school and secure their 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.
8. Prepare an announcement about your event and give it to your school contact along with BSM 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 the staff and parents ten days ahead of the event.
9. Send your news release to the newspaper news and/or city desk and television stations 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 sheets.
 - d. Talk about the basics of home safety in their language by doing some of the activities. The children activities are available in the Building Safety Month Toolkits and online as downloadable and interactive pdf's and include:
 - i. Week One – Energy & Green – CODiE's Green Crossword Puzzle
 - ii. Week Two – Disaster Safety & Mitigation – CODEtte's Disaster Safety Word Search & Storm Kit Fun
 - iii. Week Three - Fire Safety & Awareness – Fire Safety Escape Maze & Hazard Finder
 - iv. Week Four – Backyard Safety – Home Safety Scramble
 - 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).
 - g. Tell the kids to ask Mom and Dad to help them visit CODiE and CODEtte online so they can play more interactive games at www.buildingsafetymonth.org.
 - h. Take a headcount of the number of children that attend.
11. Take a class/group picture and send it with details to the www.icc-foundation.org/covcIntro website under the Code Officials Volunteer Corps (COVC) database. Share successes, number of visitors and be certain to log your hours as they count as service hours and points toward ICC Foundation scholarship qualification.
12. Send a thank you note and certificate of appreciation to your school contact.

Toolkit #3 - Outreach for Professionals and Trades

1. Review the Building Safety Month website www.buildingsafetymonth.org to make sure you have all the current 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 for outreach to your community:

- 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 BSM toolkit and/or content from the www.buildingsafetymonth.org site. Select downloadable material that fits your audience and community. Options include:

- a. One of the four featured weekly topics "Tip Sheets"
 - i. Energy & Green
 - ii. Disaster Safety & Mitigation
 - iii. Fire Safety & Awareness
 - iv. Backyard Safety
- b. NEW Building Safety Month brochure & poster
- c. ICC brochures
- d. Building Safety Month PowerPoint template

Note: *Backyard Safety is a good topic for the week prior to Memorial Day Weekend 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 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 of 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 a raffle item or other giveaway to raffle at the end of your presentation
- g. Contact information – Give them your name, email address, office and cell phone numbers

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 your news release to the newspaper news desk and/or city desk and television stations one week before your event. Call and follow up with the news outlets. Don't count on the community calendar section to alert the news desk. You must do this separately.
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.
9. Prepare an announcement about your event and give it to your organizational contact along with a BSM 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 printed or e-newsletters at least ten days ahead.
10. Be sure to take pictures at your event and send them in to the www.icc-foundation.org/covcIntro website under the Code Officials Volunteer Corps (COVC) database. Share successes, number of visitors and be certain to log your hours as they count as service hours and points toward ICC Foundation scholarship qualification.
11. Send a thank you note and certificate of appreciation to your organizational contact.

Thank you for helping make the thirtieth year of Building Safety Month a success and for all you do to keep our communities and citizens safe each and every day. Please contact the ICC Foundation team at (888) ICC-SAFE (422-7233), ext. 4223 or via email to bmccullen@iccsafe.org with any questions, suggestions or to get help with your events.