

June



National Health Observances



Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

Home Safety Month

Sponsor: Home Safety Council

(http://homesafetycouncil.org/AboutUs/HSM/au_hsm_w001.asp) 

Home Safety Month is a perfect time to prepare yourself and your family for an emergency. Planning ahead can keep you and your family safe if a flood, fire, flu pandemic, terrorist attack, or other public health emergency strikes.

Take these steps to prepare for an emergency:

- Do a walk-through of your home. Check your smoke alarms, child safety locks, and first aid supplies.
- Get an emergency supply kit.
- Make a family emergency plan.
- Stay informed.

Get the Word Out

Sample Media and/or Newsletter or Listserv Announcement

Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.

Is your family ready for an emergency? Planning ahead can keep you safe if a flood, fire, flu pandemic, terrorist attack, or other public health emergency strikes. During Home Safety Month, **[your organization]** is working with community members to make sure our families and homes are protected.

The Centers for Disease Control and Prevention recommend that each family get an emergency kit, make a family emergency plan, and be informed of the emergency resources available in their community.

- Add details about your local activities.
- Include quote from your organization.

Plan ahead. Here are a few simple items you can gather today to prepare for an emergency:

- At least 3 gallons of water for each member of your family
- Food for at least 3 days—choose foods that don't need a refrigerator, like canned fruit, energy bars, peanut butter, and crackers
- Prescription medicines that you take every day, like heart or diabetes medicine





- A first aid kit to treat cuts, burns, and other injuries.






For more information, visit **[insert your organization information]**.


Is your organization on Twitter? Send tweets.

Sample tweets: Tips for a Safe Home

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the “Tweet this message” phrase. Or, copy the message and paste it to your Twitter Stream and click post.

- Write this down: 1–800–222–1222. It’s the poison control number to dial in case of emergency. [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/j5hct&text=Write+this+down:+1-800-222-1222.+It's+the+poison+control+number+to+dial+in+case+of+emergency.> 
- Health Tip: First aid can be fun. Sign up for a local first aid class with a family member or friend. [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/j5hct&text=Health+Tip:+First+aid+can+be+fun.+Sign+up+for+a+local+first+aid+class+with+a+family+member+or+friend.> 
- Health Tip: Learn CPR. CPR is a way to keep a person breathing until help arrives: <http://1.usa.gov/iOrPUW> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/iOrPUW&text=Health+Tip:+Learn+CPR.+CPR+is+a+way+to+keep+a+person+breathing+until+help+arrives:> 
- First aid is part of planning for an emergency. Learn what other actions can keep you safe in emergencies: <http://1.usa.gov/ljDwLh> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/ljDwLh&text=First+aid+is+part+of+planning+for+an+emergency.+Learn+what+other+actions+can+keep+you+safe+in+emergencies:> 

- First aid is one piece of the puzzle. Discover other ways to support public health and safety for your family: <http://1.usa.gov/lse1xP> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/lse1xP&text=First+aid+is+one+piece+of+the+puzzle.+Discover+other+ways+to+support+public+health+and+safety+for+your+family:> 
- Health Tip: To protect your family, find out if your house was painted before 1978. Learn why: <http://1.usa.gov/ljTNjC> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/ljTNjC&text=Health+Tip:+To+protect+your+family,+find+out+if+your+house+was+painted+before+1978.+Learn+why:> 
- Q. Who is at risk for lead poisoning? A. Children under age 6 and pregnant women are most at risk. Learn more: <http://1.usa.gov/jCYP5W> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/jCYP5W&text=Q.+Who+is+at+risk+for+lead+poisoning?+A.+Children+under+6+and+pregnant+women+are+most+at+risk.+Learn+more:> 
- Ways to protect your family from lead: <http://1.usa.gov/lWezAo> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/lWezAo&text=Ways+to+protect+your+family+from+lead:> 
- Remodeling or repairing the home? Renovate right with lead-safe work practices. More info from @usepagov: <http://1.usa.gov/lIMVr5> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/lIMVr5&text=Remodeling+or+repairing+the+home?+Renovate%20right+with+lead-safe+work+practices.+More+info+from+%40usepagov:+http://bit.ly/YWqjG.+%23nh> 

- Health Tip: To further protect your family, send your child's toys through the dishwasher: <http://1.usa.gov/mwFx2l>. [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/mwFx2l&text=Health+Tip:+To+furthe+r+protect+your+family,+send+your+childs+toys+through+the+dishwasher:> 

Send e-cards

- CDC: Plan for Emergencies (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=56&category=158>)
- CDC: Poisoning (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=252&category=222>)
- CDC: Prepare for Emergencies (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=57&category=158>)
- CDC: Safe Home (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=324&audience=65>)
- CDC: Stay Informed During Emergencies (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=58&category=158>)
- View More E-Cards (<http://www.healthfinder.gov/ecards/cards.aspx?jscrip=1>)

Post a Web Badge

Add this free Web badge (<http://www.healthfinder.gov/nho/nhoBadges.aspx#jun>) to your Web site, blog, or social networking profile to show your support for Home Safety Month.

Get Involved


Take action to promote home safety.

1. Partner with a local fire station to host an information session on what families can do to prepare for emergencies and protect their homes.
2. Ask local stores to offer coupons and discounts on home safety products during Home Safety Month.
3. Develop a home safety quiz for your employees and provide free safety information.
4. Invite a police officer to attend a brown-bag seminar to share home safety tips.

5. Host a speaker series at your local library with public health and safety experts to discuss emergency preparedness in your community.

Adapted from the Home Safety Council.

Contact the Home Safety Council

(http://homesafetycouncil.org/AboutUs/HSM/au_hsm_w001.asp)  at info@homesafetycouncil.org for more information and materials.

Related Tools on healthfinder.gov

- Learn First Aid (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=72>)
- Lower Your Risk of Falling (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=17>)
- Prepare for an Emergency (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=54>)
- Prepare for Pandemic Flu (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=82>)
- Preventing Falls: Conversation starters (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=39>)
- Protect Your Child from Injury (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=61>)
- Protect Your Family from Lead Poisoning (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=63>)
- Swim Safely: Quick tips (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=42>)
- Test Your Home for Radon: Quick tips (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=51&catId=6>)
- Use Medicine Safely (<http://healthfinder.gov/prevention/ViewTopic.aspx?topicId=69>)

Personal Health Tools

- Emergency Supply Checklist (http://www.ready.gov/america/_downloads/checklist.pdf)
- First Aid Checklist (<http://www.ready.gov/america/getakit/firstaidkit.html>)

More Information (Health A-Z)

Home Safety (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=14419>)

Resources

- Home Safety Council
(http://homesafetycouncil.org/AboutUs/HSM/au_hsm_w001.asp) and their Home Safety Month Toolkit
(http://homesafetycouncil.org/AboutUs/HSM/hsm_resources_w001.asp) Home Safety Month Sponsor
- Centers for Disease Control and Prevention, Gardening Health and Safety Tips
(<http://www.cdc.gov/family/gardening/>)
- Department of Health and Human Services, Administration on Aging, Emergency Preparedness and Response
(<http://www.aoa.gov/AoARoot/Preparedness/index.aspx>)
- National Institutes of Health, Senior Health, Taking Medicines Safely
(<http://nihseniorhealth.gov/takingmedicines/takingmedicinessafely/01.html>)
- National Safety Council, Safety at Home
(http://www.nsc.org/safety_home/Pages/safety_at_hom.aspx)
- U.S. Consumer Product Safety Commission, Carbon Monoxide Questions and Answers (<http://www.cpsc.gov/cpsc/pub/pubs/466.html>) [Also available in Spanish (<http://www.cpsc.gov/cpsc/pub/spanish/466s.html>)]
- U.S. Consumer Product Safety Commission, Safety for Older Consumers Home Safety Checklist (<http://www.cpsc.gov/CPSC/PUBS/PUBS/705.pdf>)
- U.S. Fire Administration, Federal Emergency Management Agency, Fire Safety
(<http://www.usfa.dhs.gov/citizens/>)
- U.S. Fire Administration, Federal Emergency Management Agency, Get Out Safely: A Factsheet on Fire Escape Planning
(http://www.usfa.dhs.gov/citizens/all_citizens/home_fire_prev/escape/)

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure they are available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, the library, post office, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.

- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.


Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic e-mail alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer e-mail alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/Healthfinder>) .



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