June

National Health Observances

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

National Safety Month

Sponsor: The National Safety Council
(http://www.nsc.org/pages/home.aspx)

Injuries are a leading cause of disability for people of all ages – and they are the leading cause of death for Americans ages 1 to 44. But there are many things people can do to stay safe and prevent injuries.

Make a difference: Spread the word about ways to reduce the risk of injuries. Encourage communities, workplaces, families, and individuals to identify and report safety hazards.

How can National Safety Month make a difference?

We can all use this month to raise awareness about important safety issues like:

- Medication safety and prescription painkiller abuse
- Driving, biking, and working safely
- First aid and emergency preparedness
- Preventing slips, trips, and falls

Everyone can get involved in reducing the risk of injuries. Together, we can share information about steps people can take to protect themselves and others.

How can I help spread the word?

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about safety to your newsletter.
- Tweet about National Safety Month.
- Host a community event where families can learn about the many ways to prevent injuries.
- Add a Web badge to your website, blog, or social networking profile.

Get the Word Out

Sample Announcement for Newsletter, Listserv, or Media Release

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

Injuries are a leading cause of disability for people of all ages – and they are the leading cause of death for Americans ages 1 to 44. The good news is everyone can get involved to help prevent injuries.

During National Safety Month, **[your organization]** is working with community members to help reduce the risk of injuries. This June, we encourage you to learn more about important safety issues like prescription painkiller abuse, transportation safety, and slips, trips, and falls.

- Prescription painkiller abuse: Prescription painkiller overdoses are a growing problem in the United States, especially among women. About 18 women die every day from a prescription painkiller overdose – more than 4 times as many as back in 1999.
- Transportation safety: Doing other activities while driving – like texting or eating – distracts you and increases your chance of crashing. Almost 1 in 5 crashes (17%) that injured someone involved distracted driving.
- Slips, trips, and falls: One in 3 older adults falls each year. Many falls lead to broken bones and other health problems.

You can make a difference. Find out ways to help reduce the risk of these safety issues.

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

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

Sample Tweets

- It's National Safety Month! Check out these tips on how to use medicines safely: http://1.usa.gov/1OOeviT
    - Tweet this message: http://ctt.ec/1ip3y
- 1 in 20 people have used prescription painkillers for nonmedical reasons. Learn more about this growing problem: http://1.usa.gov/1e2fvvR
    - Tweet this message: http://ctt.ec/Wy2fA
- Check the expiration date on your medicines. If they are out-of-date, get rid of them! Learn more: http://1.usa.gov/1lcrk7y
    - Tweet this message: http://ctt.ec/gQ3O7
- About half of all falls happen at home. Use this prevention checklist to stay safe: http://1.usa.gov/qCVfbm
    - Tweet this message: http://ctt.ec/24BY7
- Each year, 1 in 3 adults age 65 and older will fall. Take steps to prevent falls: http://1.usa.gov/Xln77u
    - Tweet this message: http://ctt.ec/I9a80
- Riding bikes is a great way to get active. Follow these steps to stay alert and safe: http://1.usa.gov/1e2fXKq
    - Tweet this message: http://ctt.ec/831K7
- Texting while driving is unsafe, and it might be illegal in your state. Look up your state's distracted driving laws: http://1.usa.gov/1FSrFVo
    - Tweet this message: http://ctt.ec/D6fbd
- Safety tip: Write down the poison control number (1-800-222-1222) and keep it next to your home phone. Add it to your cell phone, too.
    - Tweet this message: http://ctt.ec/1f70U
- Learning first aid can be fun! Sign up for a local first aid class with a family member or friend: http://rdcrss.org/1oFU5M8
    - Tweet this message: http://ctt.ec/dXH0s
- All types of jobs – even desk jobs – can lead to injuries. Take steps to stay safe at work: http://1.usa.gov/YAR6GC
    - Tweet this message: http://ctt.ec/3cBF9

E-cards

Center for Disease Control and Prevention (CDC) E-cards

- Drive Safe (http://t.cdc.gov/ecards/message.aspx?cardid=490&category=160)
- Older Adults (http://t.cdc.gov/ecards/message.aspx?audience=53&cardid=174)
- Prescription Drug Abuse (http://t.cdc.gov/ecards/message.aspx?cardid=491&category=378)
- Safe Home (http://t.cdc.gov/ecards/message.aspx?cardid=324)

Web Badge

- National Safety Month — Safety starts with me! (http://healthfinder.gov/NHO/nhoBadges.aspx#june2)

Get Involved

Take action to increase awareness about safety issues.

1. Partner with a local high school to host an information sessions on the risks of distracted driving.
2. Encourage your employees to take the SafeAtWork pledge (http://safety.nsc.org/safeatworkpledge).
3. Sign up to receive free National Safety Month materials (http://nsc.org/nsm).
4. Invite a nurse or someone from your local public health department to speak about preventing slips, trips, and falls.
5. Host a speaker series at your local library with public health and safety experts to discuss safety in your community.

Adapted from the National Safety Council.

For more information and materials, contact the National Safety Council (http://www.nsc.org/pages/home.aspx) at feedback@nsc.org.

Share These Resources

Health Topics

- Learn First Aid (http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/learn-first-aid)
- Lower Your Risk of Falling (http://healthfinder.gov/HealthTopics/Population/older-adults/safety/lower-your-risk-of-falling)
- Prepare for an Emergency (http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/prepare-for-an-emergency)
- Protect Your Child from Injury (http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/protect-your-child-from-injury)
- Stay Safe at Work (http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/stay-safe-at-work)
- Use Medicines Safely (http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/use-medicines-safely)

Healthy People Topic Areas

- Preparedness (http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=34)
- Occupational Safety and Health (http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=30)
- Injuries and Violence Prevention (http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=24)

Personal Health Tools

- Emergency Supply Checklist [PDF – 118 KB] (http://www.ready.gov/sites/default/files/documents/files/checklist_1.pdf)

- Home Fall Prevention Checklist [PDF – 7 MB] (http://www.cdc.gov/HomeandRecreationalSafety/pubs/English/booklet_Eng_desktop-a.pdf)
- How to Lift Safely [PDF – 67 KB] (http://www.lakecountyfl.gov/documents/employee_services/safety_program/Proper_Lifting_Techniques.pdf)
- Keeping Track of Your Medicines [PDF – 94 KB] (https://nihseniorhealth.gov/talkingwithyourdoctor/planningyourdoctorvisit/keeping_track_your_medicines.pdf)
- Preventing Falls: Conversation starters (http://healthfinder.gov/HealthTopics/Population/older-adults/safety/preventing-falls-conversation-starters)

Other Resources

- Driver Safety (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=14522)
- Emergency Preparedness (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=1021)
- Fall Prevention (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=14428)
- First Aid (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=317)
- Injury Prevention (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=464)
- Prescription Drugs (http://healthfinder.gov/FindServices/SearchContext.aspx?topic=942)

Find More Information

- National Safety Council (http://www.nsc.org/act/events/Pages/national-safety-month.aspx) National Safety Month Sponsor
- Get the Facts About Distracted Driving (http://www.distraction.gov/stats-research-laws/facts-and-statistics.html) National Highway Traffic Safety Administration
- Signs and Symptoms of Prescription Drug Abuse (http://www.mayoclinic.org/diseases-conditions/prescription-drug abuse/basics/symptoms/con-20032471) Mayo Clinic
- Prevention Resources: Teen Prescription Drug Abuse (http://teens.drugabuse.gov/peerx) National Institutes of Health
- Facts about Prescription Painkiller Overdoses (http://www.cdc.gov/vitalsigns/prescriptionpainkilleroverdoses/) Centers for Disease Control and Prevention
- Keeping Older Americans and People with Disabilities Safe and Healthy during Emergencies (http://www.acl.gov/Get_Help/Preparedness/Index.aspx) Department of Health and Human Services, Administration for Community Living
- Fire Safety Checklist for Homeowners and Renters [PDF - 75 KB] (http://www.usfa.fema.gov/downloads/fief/up_in_smoke_home_checklist.pdf) Federal Emergency Management Agency
- Tips to Adjust Your Computer and Desk at Work (http://www.ors.od.nih.gov/sr/dohs/HealthAndSafety/Ergonomics/atwork/Pages/default.aspx#Computers) National Institutes of Health, Division of Occupational Health and Safety
- Falls: Information for Older Adults (http://www.cdc.gov/homeandrecreationalsafety/falls/index.html) Centers for Disease Control and Prevention
- Wellness in the Workplace (http://www.cdc.gov/Features/WorkingWellness/index.html) Centers for Disease Control and Prevention

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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