

Fireworks Safety and Injury Prevention

Campaign Kit > Community Planning Guide

1. REVIEW

Review local statistics

Contact your department of health, local emergency medical facility or review your department's records.
Identify your target audience.
Identify principal locations of populations.

Conduct market research.

In smaller communities, conduct a sample poll.
In larger communities, determine participants and conduct focus groups.
Pilot test the program on a target area.

2. DEVELOP

Develop a strategy.

Define key messages.
Determine materials to use or develop. (See Celebrate Safely Media Kit.)
Determine documentation methods.

Solicit community involvement.

Publicize community events for your area.
Publicize local ordinances.
Teach fireworks safety in community programs.
Teach community first aid courses.

Sponsor a media day.

Use print media releases.
Use video PSAs.
Use audio PSAs.

3. IMPLEMENT

Establish a timeline.

Include a media plan.

4. EVALUATE

Gather statistics.

Analyze statistics.
Compare with initial statistics and measure results.
Request PSA audience saturations.