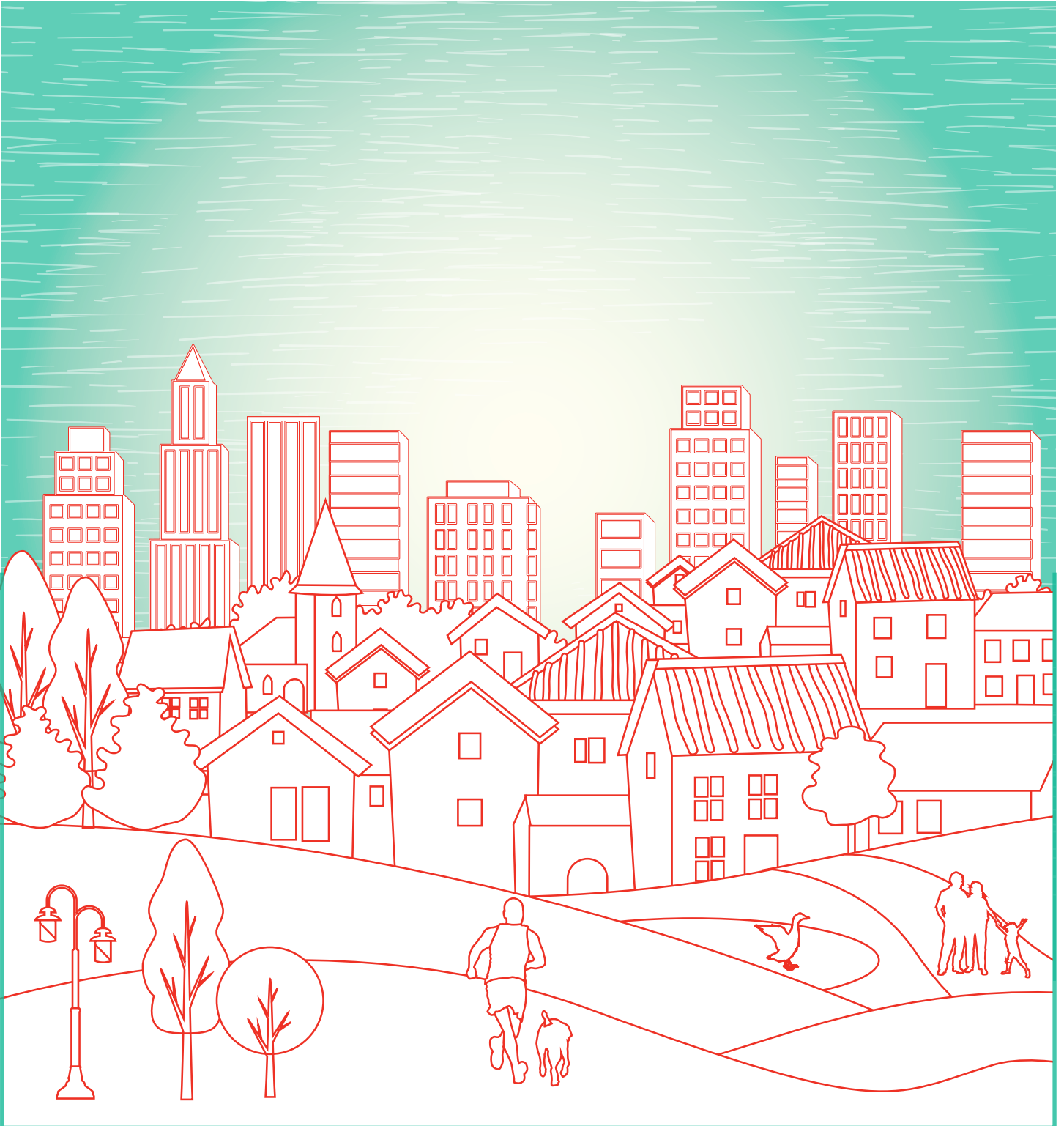


**safe**  
**COMMUNITIES**  
**AMERICA.**  
NATIONAL SAFETY COUNCIL

**DAY**

# Media Kit



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# Sample Media Alert for Safe Communities America Day 2017



FOR IMMEDIATE RELEASE

Contact: Insert Here

DATE, 2017

Insert Your Title Here

(xxx)xxx-xxxx

## **INSERT NAME OF SAFE COMMUNITY to Observe Safe Communities America Day**

On October 4, accredited Safe Communities in the U.S. host events to draw attention to residents' biggest safety threats and efforts to reduce risk

What: **INSERT NAME OF EVENT**, hosted by **INSERT NAME OF SAFE COMMUNITY**, as part of national Safe Communities America Day – an initiative of Safe Communities America.

Who: (VIP of event, title)

When: Time, Day, Date, Year

Where: Location

Why: **EXPLAIN THE ISSUE THREATENING YOUR COMMUNITY.** (Example: Opioids overdoses are killing 52 people a day and Dallas is not exempt from these very preventable deaths. Most opioid painkiller addictions start with a valid prescription. People who take opioid painkillers for too long and in doses too large are more at risk of addiction and more likely to die of drug poisoning.)

**INSERT NAME OF CITY** is one of more than 20 accredited Safe Communities in the United States with a shared mission of preventing injuries and saving lives. These communities examine data about the biggest threats facing residents and implement proven programs and strategies to drive down risk. **INSERT NAME OF SAFE COMMUNITY** has focused its attention on **INSERT LIST OF FOCUS AREAS.**

Safe Communities has rallied the support of (**List of partners**) to combat this deadly trend. SCA Day will highlight the successes of this partnership including (**partner's names here**) and how (**City, State**) is a safer place to live because of these efforts.

**INSERT YOUR ORGANIZATION'S BOILERPLATE HERE** (Example: About the National Safety Council) Founded in 1913 and chartered by Congress, the National Safety Council, [nsc.org](http://nsc.org), is a nonprofit organization whose mission is to eliminate preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities.

Follow Safe Communities America on [Facebook](#) and at [safecommunitiesamerica.org](http://safecommunitiesamerica.org)

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[YouTube](#)



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# Sample Press Release Announcing Safe Communities America Day 2017



FOR IMMEDIATE RELEASE

Contact: Insert Here

DATE, 2017

Insert Title Here

(xxx)xxx-xxxx

**INSERT THE NAME OF YOUR SAFE COMMUNITY to host INSERT NAME OF EVENT  
in honor of Safe Communities America Day**

Safety leaders to discuss ways to drive down fatalities and save lives

INSERT CITY NAME, STATE – The INSERT NAME OF SAFE COMMUNITY is INSERT BRIEF DESCRIPTION OF ACTIVITY as part of Safe Communities America Day, observed October 4 nationwide.

INSERT QUOTE FROM A LEADER IN THE COMMUNITY ABOUT THE PROBLEM AND WHY THE EVENT IS SO IMPORTANT. (Example: “The state’s death and injury data show Texans face three significant risks: motor vehicle crashes, prescription painkiller abuse and older adult falls,” said Deborah A.P. Hersman, president and CEO of the National Safety Council. “Safe Communities America Day is a time to come together and ask ourselves what more we can do to save lives.”)

(A Paragraph About Your City’s Safe Community. Example below from Hammond, LA)

As an accredited Safe Community, Hammond, LA is fighting against three major risks that threaten its residents; falls, prescription drug overdoses and drowning. This Safe Community has rallied the support of several community partners including the local trauma center which now provides real time data of injuries as well as other partners that now host free swimming classes.

Safe Communities America Day celebrates accredited communities in the United States, of which (city, state) is one. Each Safe Community identifies the biggest threats facing residents and work extensively with many partners to put protective measures into place. The honorary day will address the leading causes of death in each accredited community, (including car crashes, opioid abuse and falls, among others) and what Safe Communities has done to drive down deaths.

Find out more about Safe Communities and Safe Communities America Day by visiting: [safecommunitiesamerica.org](http://safecommunitiesamerica.org)

**Insert your organization’s boilerplate here.** (Example: About the National Safety Council)

Founded in 1913 and chartered by Congress, the National Safety Council, [nsc.org](http://nsc.org), is a nonprofit organization whose mission is to eliminate preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities.

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# Sample Letter to the Editor Safe Communities America Day 2017



To the Editor:

On October 4, the **INSERT NAME OF SAFE COMMUNITY** will observe Safe Communities America Day to raise awareness about the leading causes of preventable death and injury in **INSERT NAME OF TOWN/COMMUNITY**. Preventable deaths are now the fourth leading cause of death in the United States and have reached an all-time high, making it more important than ever to develop a strategy for saving lives.

Many **INSERT NAME OF TOWN** residents may not realize the work already being done to protect them. As one of more than 20 Safe Communities across the country, our volunteers, community leaders, public health professionals and concerned residents have poured over our local data to identify the biggest safety risks facing our community. Armed with that information, we have implemented programs such as **INSERT NAMES OF PROGRAMS/INITIATIVES** that have resulted in **INSERT APPROPRIATE ACCOMPLISHMENT (I.E., NUMBER OF LIVES SAVED, NUMBER OF INJURIES PREVENTED, ETC)**. On Safe Communities America Day we will celebrate those accomplishments and discuss what still must be done.

I encourage you to join us on October 4 at **INSERT LOCATION OF EVENT, IF APPLICABLE**. Safety is not a spectator sport. Together we can develop an effective game plan to save lives and become a national example of how grassroots initiatives effect change.

**INSERT NAME**  
**INSERT TITLE**  
**INSERT NAME OF SAFE COMMUNITY**

