



Keeping Your Community
Smart About Safety



Community Marketing
Back to School Campaign 2019

Rave Marketing Support:
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Introduction

In an effort to help keep students safe this school year, we have put together a Back to School Toolkit for you to distribute to your local public and private schools. Our goal is to help keep students and their families better protected by issuing Safety Checklists and promoting Smart911.

Schools are a trusted source of information for parents and a consistent marketing channel to reach families. Schools also offer valuable resources to parents to keep their children safe, and Smart911 is a natural fit as a resource for families. While a year-long partnership is ideal with schools, kick it off with a back to school campaign when parents are aware of and paying attention to valuable tools and resources and are likely to create a Safety Profile.

Outreach Activities

Audiences

The materials in this toolkit are geared towards two age groups- elementary children and teens. The messages for these audiences differ slightly and are geared towards parents.

- > Public school systems – it is often best to start at the top with the superintendent’s office and ask them to distribute the information through their internal channels, from internal staff to parents.
- > Private school systems- these are often easier to communicate with because they are smaller organizations. They also have a very strong parent-school relationship.
- > PTA/PTO organizations- These are ideal groups to work with because they are run by the parents and are strong word of mouth communication channels.

Activities & Tools

Included in this campaign are specific tools to be used in varying formats to fit each audience. This includes:

- > Template of message for schools to distribute to their internal staff
- > Flyers to distribute from schools/PTAs to parents with both an elementary and teen audience
- > Content to include in an email blast to parents or newsletter
- > Web badges to include on school website and social media accounts
- > Safety Tips for social media accounts

Materials

Message from your agency to school/PTA contact

As you begin your communication to staff and parents to return back to school we would like to include some information from public safety on ways to ensure all students and families remain safe in our community.

Safety concerns for parents will vary depending on the age of their child and we have created Back to School Safety Checklists for both elementary and teen students. In addition we are continuing to encourage all families to create a Safety Profile with Smart911 so in an emergency, 9-1-1 is better prepared to assist both children and parents.

We would like to include this information in your back to school communications including a message to your staff, an email to parents and content on your website and social media channels. Please contact me to discuss this further.

Message to the school's internal staff

Smart911: Keeping our kids safe

As part of our efforts to provide the highest level of safety and security to the families in our schools, we are working with our local public safety agencies to provide valuable resources. [Smart911](https://www.smart911.com) is available in our community and allows citizens to create a free Safety Profile that includes any information they would want 9-1-1 to have in the event of an emergency including cell phones, home addresses, photos, medical notes and emergency contacts.

In an emergency when a parent or child dials 9-1-1:

- If a child is missing a Safety Profile can provide a photo and description immediately
- If a child is in an accident the Safety Profile would include the parents contact details
- If there is a medical emergency, first responders can have details on treatment

We encourage you to create your own Safety Profile and also help us spread the word to our families to create their own at www.smart911.com or by downloading the Smart911 App to keep their family safe.

Be Smart About Safety. No one plans to call 9-1-1, but now you can plan ahead.



Content for Email/Newsletter

Below is text that can be inserted into an existing template, or use flyers designed as standalone pieces for print or electronic communication.

Elementary children

Be Smart About Your Child's Safety

As the new school year commences, we renew our focus on student safety. Please consider the following safety tips to ensure your child gets this school year started off right!

Back to School Safety Checklist:

- Choose a backpack for your child carefully to avoid injury.** The backpack should weigh no more than 10 to 20 percent of your child's body weight. For example, a child that weighs 60 pounds should carry a backpack no heavier than 12 pounds.
- Don't put your child's name on his or her backpack or clothing.** If your child's name is easily readable on his or her backpack, it makes it easier for strangers to approach them. Children tend to trust people who know their names.
- Train your child until he or she knows what to do when a stranger approaches.** Teach your children that any adult they don't know is a stranger, even if they look nice, and that they should never go anywhere with a stranger.
- Educate your child on when and how to dial 9-1-1.** Make sure your children know when they should dial 9-1-1, how to dial 9-1-1, and their home address.
- Sign up and create a Smart911 Safety Profile.** Now you can provide 9-1-1 with the information they need to help any member of your family before an emergency happens.



In an emergency your Safety Profile can provide:

- > A photo and description if your child is missing
- > A home address tied to your child's cell phone
- > Medical notes if your child has allergies or a medical condition
- > Emergency contacts in the event your child needs to dial 9-1-1

Smart911 is a private and secure and the information you provide is completely confidential and is only made available to emergency call takers when you dial 9-1-1.

No one plans to call 9-1-1, but now you can plan ahead by downloading the Smart911 App or www.Smart911.com.

Teens

Be Smart About Your Child's Safety

As the new school year commences, we renew our focus on student safety. Please consider the following safety tips to ensure your child gets this school year started off right!

Back to School Safety Checklist:

Talk to your teen about walking safety. To avoid potential injuries, teach your child to remove all distractions (cell phones, headphones, etc.), to walk on sidewalks or facing traffic and to look left and right before crossing the street

Talk to your teen about texting & social networking. Set boundaries. Discuss the types of information that should not be shared and the importance of only connecting with people they have befriended in real life.

Talk to your teen about bullying. Encourage your child to come to you if they ever witness a bullying act or become the victim of it. Prevent acts of cyber-bullying by monitoring your child's online activities and the people they are interacting with.

Talk to your teen about what to do in an emergency. Remind your child to dial 9-1-1 in the event of an emergency and to then immediately report the incident to a staff member.

Sign up and create a Smart911 Safety Profile. Now you can provide 9-1-1 with the information they need to help any member of your family before an emergency happens.



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Website Content

Web badges of varying sizes and styles are available as image files. Download [HERE](#)



Social Media

Facebook

Before you know it, your kids will be back at school. Add signing up for Smart911 at www.smart911.com or by downloading the Smart911 App to your family's back to school checklist this fall!

Check out these 5 activities your family can do to increase your child's school safety. [<add .jpg of flyer>](#)

Smart911 celebrates kids going back to school by issuing a Back to School Safety Checklist for you and your family [<add .jpg of flyer>](#)

Does your child know what to do when a stranger approaches? Run through Smart911's Back to School Safety Checklist before your kids go back to school this fall. [<add .jpg of flyer>](#)

Smart911 reminds you to prevent acts of cyber-bullying by monitoring your child's online activities. See all Smart911's safety recommendations for students: [<add .jpg of flyer>](#)

Twitter

Before your kids head back to school, sign them up for your family's @Smart911 profile at www.smart911.com or by downloading the Smart911 App!

School supply shopping? We would love if you added @Smart911 to your list. Sign up today at www.smart911.com or by downloading the Smart911 App!

Complete the @Smart911 Back to School Safety Checklist today! [<add .jpg of flyer>](#)

Backpacks should weigh no more than 10- 20% of your child's weight. Learn more safety tips from @Smart911 [<add .jpg of flyer>](#)

We want to remind you to talk to your child about bullying this fall. See other safety tips here: [<add .jpg of flyer>](#) #Smart911

[Download Back to School Flyers](#)

Other materials available

- [Smart911 Flyers](#)
- [Smart911 Posters](#)
- [Smart911 Trifold](#)
- [Back to School Smart911 Social](#)
- [Graphics Smart911 Social Graphics](#)
- [General Smart911 Business Cards](#)
- [Smart911 Back to School Press Release](#)