



The American Society of Safety Professionals has joined several other groups to organize the Safe + Sound Campaign. The Campaign promotes safety and health programs as a way for businesses of all sizes to proactively identify and manage workplace hazards before they cause injuries or illnesses.

The Campaign's premiere nationwide event, Safe + Sound Week, raises awareness and understanding of the value of safety and health programs that focus on management leadership, worker participation, and a systematic approach to finding and fixing hazards. By promoting Safe + Sound Week—August 13-19, 2018—you can encourage your members to launch a safety and health program or energize an existing one.

There are several things ASSP member communities—chapters, practice specialties, and common interest groups—can do to support the Campaign:

- Become a partner.** Sign up your member community as a Safe + Sound Campaign partner by sending an email to safeandsoundcampaign@dol.gov. You'll receive regular updates about Campaign events, including Safe + Sound Week, and tools as they become available.
- Promote through your communications channels.** Integrate Safe + Sound Week into your member outreach using the sample materials attached and outlined below in your typical communications channels—no extra work necessary!
- Recruit your members to participate.** At your next member community meeting or on a teleconference some time between April and June, educate your members about Safe + Sound Week and encourage them to participate—a sample presentation is provided!
- Host an event.** Consider holding your own event to promote or celebrate Safe + Sound Week, either prior to the week to get members excited, or during the week to educate the community.
- Highlight your members' participation.** Promote your members' Safe + Sound Week activities before, during, and after the event using your traditional communication channels or social media (#SafeAndSound2018).

To help you take these actions, this toolkit includes:

- Safe + Sound Week Timeline—reminds you when to contact members and plan events.
- Safe + Sound Week Outreach Samples—provides tips and samples for communicating about the event.
- Safe + Sound Campaign Overview Presentation—explains the Safe + Sound Campaign to potential participants.
- Talking Points for Recruiting Safe + Sound Week Participants—provides short explanations for answering commonly asked questions about participation.
- Safe + Sound Week Member Community Activity Suggestions—help you plan your own Safe + Sound Week events.

Please join the American Society of Safety Professionals and its chapters, practice specialties, and common interest groups across the country in promoting the Safe + Sound Campaign and participating in Safe + Sound Week 2018! For more information and to receive Safe + Sound Week updates, visit www.osha.gov/safeandsoundweek.