

EVENT GUIDE



Help us let every parent know. StopGasFires.org

NATIONAL GASOLINE SAFETY PROJECT



www.SafeKids.org

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Dear Safe Kids Coalition,

We at the National Gasoline Safety Project are pleased that you will be creating a gasoline fire safety event in your community.

Injuries that involve gasoline are not directly tracked, but incidents reported to the National Electronic Injury Surveillance System indicate an estimated 1,500 children a year suffer gasoline-related burn injuries, which can have severe and life-long consequences. That's why this work is so critical.

Although many communities across the country have fire safety programs that focus on educating young children, currently there are few coordinated efforts to encourage safe gasoline handling practices by parents.

Several years ago the National Gasoline Safety Project began researching this issue. Research included a nationwide survey of parents that found:

- Parents are well aware of the dangers of gasoline and most parents (80%) do not use gas to start fires. But parents who use gas to start fires are far more likely to mistakenly think this is something "everybody" does – that is, they think it's normal when it is not.
- Parents who use gas to start fires usually do so to light a barbecue grill, burn trash or brush, or start a campfire or bonfire. These are situations where children may be nearby.
- Parents who use gas to start fires are twice as likely to have learned this behavior from their own parents – and now are modeling this behavior to their children.
- Most parents say it's easy to start a fire properly, without gas. Parents who use gas are twice as likely to say it's difficult to start a fire without it.

Guided by this research, the National Gasoline Safety Project is reaching out to Safe Kids Coalitions who can connect with parents in their communities. The National Gasoline Safety Project is a program of the Portable Fuel Containers Manufacturers Association in partnership with Safe Kids Worldwide. Through this partnership, an event guide was developed to assist coalitions in creating engaging, effective, community events that will educate parents about gasoline fire safety and burn prevention.

After all, parents buy gas, choose whether and how to store it at home, and teach their children – through what they say and what they do – how to behave around gasoline. Together, we can reach parents; and by reaching parents, we can put an end to gas fires and needless gas burn injuries suffered by children.

Thank you,



Amanda Emerson

The Portable Fuel Container Manufacturers Association
404 26th Avenue NW
Miami, OK 74354
918.919.9389
amanda.emerson@pfcma.com



Candice Ahwah-Gonzalez

Safe Kids Worldwide
1301 Pennsylvania Avenue NW, Suite 1000
Washington, D.C. 20004
202.662.0600
cahwah@safekids.org

STEP 1: How to Attract Parents and Caregivers

Parents and caregivers know mixing gas and fire is unsafe — and research shows most don't do it. But that's not what most parents who DO mix gas and fire think. Oh, they know it's dangerous but there is a widespread misperception that this hazardous behavior is a common one. That misperception is dangerous because it allows the small percentage of parents and caregivers who do engage in this unsafe practice to justify their behavior as "normal." In fact, it is not.

Parents and caregivers are the target audience for gasoline fire safety events. We understand that they can sometimes be a difficult audience to reach. Here are some ideas for how to get parents to attend events:

- Most parents work, therefore events should be held after normal business hours (6PM or later) or on the weekends.
- Hold your event in a central location that is easy for parents to access. Find more ideas on where to hold your event on page 3.
- Provide childcare or alternative programs for children who may attend with their parents or caregivers.

In addition to targeting parents and caregivers, consider other audiences who may be attending your event. For example, will your event also target community advocates and fire safety educators? Will kids accompany their parents to the event? If the answer is yes to either of these questions, make sure to plan components that meet the needs of these secondary audiences.

STEP 2: Determine What Type of Event You Will Host

Safe Kids Coalitions are experts in numerous safety risks, especially fire and burn prevention. So building engaging and effective community events that focus on gasoline fire safety and burn prevention should be an important component of your work. Even if fire safety is a new risk area for your Coalition, you can use this event guide to begin building community events that:

- Increase awareness that using gas to start fires is not what good parents do
- Decrease the number of parents who use gasoline to start fires, which puts any kids around them at risk and also models this unsafe behavior to children
- Increase the number of parents who know alternative methods for starting fires

With an estimated 1,500 children injured or killed each year by gasoline fires, gasoline fire safety and burn prevention are critical to preventing injuries and saving lives.

Got a great idea for your community? Need a little extra help? Here are a few ideas to get you started. Each of these events can be held on their own, or in partnership with another community event. The possibilities are endless.



Remember, this campaign is not about educating parents about the dangers of gasoline. Research shows that parents already know it's unsafe. The primary focus of the National Gasoline Safety Project is changing parents' behavior. Your events can take what parents already know and help them use this knowledge to make safe decisions about gasoline and fire.



FAMILY FIRE STATION DAY

Several Safe Kids coalitions have successful partnerships with their local fire departments to stop gas fires. Fire departments offer a natural partner for this program. Work with your local fire department to host a family fire station day. Arrange for the kids to get a fire truck tour while you take parents and caregivers aside to learn the basics of gasoline fire safety.

- Hold a workshop on how to burn trash without starting a five-alarm fire or inform parents about alternatives to getting rid of trash in your community.
- If a fire demonstration is planned, be sure to only demonstrate alternative fire-starting methods. For more information on why it's important to only model appropriate behavior, see page 4.
- Pick up a few red gas cans and show parents and caregivers how to store gasoline the right way. Recommended safe-handling procedures are widely known and understood, but everyone could use a refresher now and again. The safety information is printed right on the can.
- Print out copies of the Real Men Real Fires Quiz (realmenrealfires.com/quizzes/). Have dads show off their manly skills. Give out a prize to the manliest attendee.
 - For an added bonus, set up a computer with an internet connection and show parents and caregivers this video from Safe Kids Worldwide: mysafehome.org
 - You can also show parents the Stop Gas Fires Video. This video is not meant for young children. Find it at: www.stopgasfires.org/show-your-kid



TIP: Safe Kids Coalitions who implemented these activities encourage keeping the kids involved in a fun activity so you can ensure parents focus their attention on your education.

Hold this event on a weekend day in the summer to maximize attendance.



URBAN CAMPING DAY

If you live in a city, chances are families in your community may not be doing a lot of camping. Why not host an urban camping day?

While the kids are off learning wilderness skills, pull mom and dad aside to teach them about safe cooking and grilling practices. Bring families back together to teach them how to build a campfire safely. See Appendix for pictures of “A Safe Fire-Starting Material” you can easily create and handout. Then demonstrate how to start a fire using this safe method that is an alternative to gasoline. Parents who mix gas and fire are twice as likely to say it's difficult to start a fire without gas (33% vs. 15%). Show them how wrong they are. Then, bring on the s'mores. Hold this event on a Saturday evening in the summer to maximize attendance.



TIP: Is there a local adventure group in your area? Reach out and see if they'd like to partner on an Urban Camping Day. They can show off their business, while you teach parents about gasoline fire safety and burn prevention. How about the Boy Scouts or Girl Scouts? See if you can partner with local troops to host an urban camping day open to any family in your city.



TOWN PICNIC

Everyone loves a town picnic. And what better way to teach parents about cooking and fire safety? Only 1 in 5 parents who stores gasoline at home has used it to start or accelerate a fire such as a barbecue grill. Just in case one of those parents lives in your community, give mom and dad a quick lesson on the grill. Then, bring on the barbeque. Provide materials, handouts, and giveaways for parents to take home to help them remember what they learned. If you are planning to show how to light a grill, be sure to only demonstrate safe fire-starting methods. For more information on why it's important to only model appropriate behavior, see page 4. Hold this event on a weekend afternoon in the summer to maximize attendance.



TIP: Do any other groups have similar summer activities? Could you join forces with your local fire department, church, or even school to put on this town picnic? Many of these partners might even have outdoor space you could use for the event.



EATING CONTEST

Host a smoking hot wings eating challenge at your town picnic, or make it an adults-only event at a local bar. Make participants take the Real Men, Real Fires quiz (realmenrealfires.com/quizzes) before participating and sign a waiver with lots of gasoline fire safety information included. Have materials, handouts, and giveaways on hand for parents to take home. Oh, and don't forget a prize for the winner. If you are holding this event at a local bar, have it on a Thursday, Friday, or Saturday night and don't start the event until after 6PM.



LOCAL BAR TRIVIA NIGHT

Does your city or town have a local bar trivia night? Check with the organizers to see if you can host a special fire-themed trivia round. Give out prizes, and of course, materials and handouts on gasoline fire safety. Hold this event on a Thursday, Friday, or Saturday night and don't start the event until after 6PM.



FAMILY MOVIE NIGHT

Organize an outdoor movie night in your town square or city park. Invite parents and kids and show manly, but still kid-friendly, movies with a fire theme. Set up a booth to provide concessions and pass out materials, handouts, and giveaways with each box of popcorn.

- For an added bonus, set up a computer with an internet connection and show parents and caregivers this video from Safe Kids Worldwide: mysafehome.org
- You can also show parents the Stop Gas Fires Video. This video is not meant for small children. Find it at: www.stopgasfires.org/show-your-kid

Have your event on a Saturday night to maximize attendance.

SUCCESS STORIES FROM SAFE KIDS COALITIONS

- "The event guide was excellent and gave me the guidance I needed to prepare and motivated me to carry it on with effective ways to motivate and make it exciting. Many parents thanked us and told us how important they thought it was for their children to understand 'Never Use Gasoline to Start a Fire.'"

– Jan Parker, Safe Kids North Carolina

- “Each attendee at the event or camper at our local campgrounds were given a baggie with the National Gasoline Safety Program brochure, a recipe and sample for an alternative fire starter. The parents were glad to not just get a message of, ‘Gasoline is dangerous to use to start or enhance a fire’ but rather, ‘Gasoline is dangerous to use to start or enhance a fire and here is a sample (given to them) of SAFE alternatives to do just that.’ During our conversation with parents, they often commented that ‘using gasoline to start or enhance fires has always been their way of life.’ Having that alternative messaging made parents receptive to listen and consider changing their old behavior of using gasoline. It was nice knowing our messaging was effective in anticipated behavior changes.”
– **Carma Hanson, Safe Kids Grand Forks (North Dakota)**
- “The National Gasoline Safety Program’s video provided inspiration and a real life experience. The audience was very receptive and felt like they could pass on the correct information and be models for others.”
– **Daby Snipes, Safe Kids Upstate (South Carolina)**
- “Home Depot donated charcoal grills, charcoal chimneys, camp fire bowls and gasoline containers to help families learn how to properly use charcoal and build camp fires and store gasoline in proper container in correct locations of fuel cabinets, shed and garage. Our fire district also hosted an open house evening BBQ for adults to learn proper campfire building, charcoal lighting, gasoline storage and outdoor grill safety. Girl Scout and Boy Scout troops assisted with setting up, maintaining and cleaning up event.”
– **Tony Rodkey, Safe Kids Illinois**



IMPORTANT NOTE ABOUT FIRE DEMONSTRATIONS

As you consider ways to engage your audience and drive home the risks, you may be tempted to bring in a firefighter in full gear to demonstrate the dangerous blaze that results from mixing gas and fire. However, extensive research has shown that demonstrating a risky behavior encourages copycatting in both children and adults. It actually decreases viewers’ calculation of risk and increases the chance they will try it themselves (without the safety gear). If this seems to defy logic, just remember that lots of human behavior falls into that category!

If you want to include a demonstration at your event, consider bringing in a local expert on the proper way to start a fire -- such as a Boy or Girl Scout leader, troop member, or owner of a local outdoor supply shop. Our research shows most parents think it is easy to start a fire without gas, and the small percentage of parents who do use gas can benefit from learning how to start a fire the right way. Have your expert demonstrate how easy it is to start a fire if you use the correct methods. (You can find these methods at www.RealMenRealFires.com/How-To.)

STEP 3: Choose a Location

Choosing the best location for your event depends on the type of event you plan to hold. For example, if you are holding a town picnic, you will want a large outdoor space or pavilion. If you are holding a trivia night, you will want a local bar or restaurant. But no matter what type of event you choose, you'll need a location that meets the following criteria:

- Find a place with enough space for the number of participants you plan to invite. If you are choosing an indoor location, you will want the place to have adequate seating for participants.
- Choose a place that is well known and easy for parents to get to. Does your location have adequate parking for your participants? Is the location accessible by public transportation, and does it need to be? Consider these questions before picking a spot.
- Pick a location that is comfortable. Is your event outdoors? What happens if it rains? Consider choosing a rain date or finding a location where your event can be held comfortably, rain or shine.
- Think about choosing a location with computer access or wireless internet. If you'd like to utilize the Real Men Real Fires, Stop Gas Fires, or My Safe Home websites, choose a location where you'll be able to access these easily.

Once a location has been chosen, you may need to rent the space or get the space donated for use. You also may need to obtain permits. Take this into consideration and budget appropriately. For sample donation letters, please see the Appendix.

STEP 4: Determine an Event Date and Time

Events should be held when your participants will easily be able to attend. For parents, this means holding events on weekends or evenings after 6PM. Work with your event location to secure a date and time that will work for all parties. Be sure to coordinate availability with special guests that you would like to attend your event, like firefighters or fire safety advocates.

STEP 5: Seek Event Sponsors and In-kind Donors

Local businesses like to give back to the community, especially when parents are involved. There are many event sponsorships and in-kind donations you can seek. Some examples include:

- Local fire stations may offer to host your event for free.
- A local grocery store might provide drinks and snacks.
- A radio station might provide music and news coverage.
- Local restaurants or bars might provide discounts or coupons for those participating in trivia nights or eating contests.
- Local merchants may want to sponsor your event with an ad – especially merchants with parents as primary customers.
- Local magazines or newspapers may offer to promote or cover your event for free in return for advertising at your event.
- A local hardware store may be willing to donate a grill to raffle off.

How do you ask for these products? Send a letter making a specific request (for example, 30 coupons for participants). Be sure to let the potential sponsor know what they will get as a result. For example, you may offer to include their logos on all promotional materials, and mention their sponsorship at the end of your news releases. A sample letter is included in the Appendix.



See Appendix for:

- Sample Introduction Letter
- Sample Thank You Letter

STEP 6: Promote the Event

Promoting your event is critical to its success because your promotion will determine how many parents attend. Don't know where to start? Try promoting your events via:

- **Posters, signs, or flyers.** Make simple posters, signs, and flyers about your event and post them in public places. Ask local businesses like grocery stores or daycare centers if they will post your materials in their windows. Post materials at schools and churches where parents tend to congregate.
- **Announcements at schools, churches, or town meetings.** Ask town officials, PTA organizers, or local churches to make announcements about your event during meetings or weekly religious services.
- **Word-of-mouth.** Spread the word the old-fashioned way. Tell local influentials about your event and ask them to tell their friends.
- **Social media.** Does your Coalition have a Facebook page? Do you tweet? Get the word out through social media. Know of any local blogs? Check to see if they will post about your event.



Need some ideas? Here are some sample tweets:

- The Heat is On. Prove your manliness at Safe Kids Jackson's Hot Wings contest at Joe's Bar and Grill on 6/1 at 8pm. ***Link to Your Event.***
- Real Men know Real Fires. Join Safe Kids Jackson at Joe's Bar and Grill for a trivia night on 6/1 at 8pm. ***Link to Your Event.***
- Only 1 in 5 parents has used gas to start a fire. Help us make it 0 in 5. Join us from 10-2 at the Jackson Fire Station. ***Link to Your Event.***
- Want your kids to walk on the wild side? Join us for a wilderness adventure day this Saturday at Jackson Town Hall. ***Link to Your Event.***

- **Town bulletins.** Get your town to feature your event in a town bulletin. Or if your town has a website, see if they will post something about your event there.
- **City email updates.** Does your city send out email updates when there are road closures or snow emergencies? If the answer is yes, see if they'll send out an email promoting your event.
- **Local cable access channel.** Most towns, big and small, have a local cable access channel. See if your event can get free publicity through a posting or announcement on television.

Events and community/media outreach activities must be branded as Safe Kids Worldwide events (events may be co-branded with lead/partner organizations).

STEP 7: Secure Media Coverage

The National Gasoline Safety Project has created a toolkit to help Coalitions secure media coverage. Getting media attention can help draw a crowd to your event, and it is a great way to show off all the hard work your Coalition has done around gasoline fire safety. This is a new issue for many Coalitions and a fresh way to gain media attention.

Connect with local newspaper reporters and photographers, local television reporters, or local blogs and social media reporters to get the word out about your event before it happens and coverage of your event after it occurs.

If you've had a gasoline-fire related injury or death in your area, you may want to provide that information to the media if you are certain you have all the relevant facts. If someone who has survived a gas fire or other burn injury steps forward and wants to tell their story to raise awareness of the issue, we request that you contact the Portable Fuel Container Manufacturers Association or Safe Kids Worldwide before allowing them to speak on behalf of your Coalition or event. Please be gracious and sensitive to the trauma they may have survived; but ask that they understand that you need to contact national coordinators before proceeding. It is an unfortunate but necessary safeguard for burn survivors as well as for your Coalition in today's complex and sometimes litigious society.

Similarly, if any individual wishes to speak on behalf of your event who is not affiliated with your coalition or who is not a recognized authority (such as a Fire Marshal or Medical Practitioner) on the subject matter, we also request that you contact the Portable Fuel Container Manufacturers Association or Safe Kids Worldwide before allowing them to speak on behalf of your Coalition or event.

To discuss having a burn survivor or unverified individual speak at or represent your event, please contact either of the coordinators below:

Amanda Emerson, Portable Fuel Container Manufacturers Association
918.919.9389
amanda.emerson@pfcma.com

Candice Ahwah-Gonzalez, Safe Kids Worldwide
202.662.0600
cahwah@safekids.org



Check out ***organizers.stopgasfires.org/materials/#mediakit*** to see sample materials for getting media attention such as sample:

- Press releases
- Fact Sheets
- Tip Sheets



AN IMPORTANT NOTE ABOUT EVENT VISUALS

The news media -- especially television -- loves visual props. As you consider ways to provide images for a story, you may be tempted to bring in a firefighter in full gear to demonstrate the dangerous blaze that results from mixing gas and fire. However, extensive research has shown that demonstrating a risky behavior encourages copycatting in both children and adults. It actually decreases viewers' calculation of risk and increases the chance they will try it themselves (without the safety gear).

Here are some visual props for your story that won't spark misguided imitation:

- Create a backdrop by building a small pyramid of red gas cans displaying the Stop Gas Fires hangtags. TV cameras can zoom in on the hangtags to help tell the story. If the portable fuel containers in your area do not have hangtags, you can download a bi-fold brochure at www.Organizers.StopGasFires.org to attach.
- You can also provide the bi-fold brochure content to print publications.
- Download the videos of Austin Bailiff from the Organizers page and save them onto CDs to pass out at a news conference. Or just email TV reporters the link to www.StopGasFires.org/Show-Your-Kid
- Bring in a local expert on the proper way to start a fire -- such as a Boy or Girl Scout leader, troop member, or owner of a local outdoor supply shop. Our research shows most parents think it is easy to start a fire without gas, and the small percentage of parents who do use gas can benefit from learning how to start a fire the right way. Have your expert demonstrate how easy it is to start a fire if you use the correct methods. You can find these methods at www.RealMenRealFires.com/How-To.

STEP 8: Recruit Volunteers

Depending on the type of event you choose to hold and the number of people you expect to attend, you may need to enlist some helping hands to make your event run smoothly. Volunteers can help set up, greet participants, hand out refreshments or giveaways, and help clean up when the event is over. A good ratio is one volunteer for every six participants – this is just a recommendation to help ensure you have enough support.

Need some ideas of who to tap? Try connecting with local volunteer or youth service groups. Consider parent-teacher associations or church groups. Your fire department may also have volunteers who would be willing to help with an event at their fire station.



See Appendix for a sample Volunteer Thank You Letter

Once you've recruited volunteers, be sure to assign them duties and communicate what you'll be asking them to do. You may want to remind them about the event the week before. Once at the event, be sure to thank them for helping out. Remember that volunteers are not being paid. Treat them well. When the event is over, be sure to send each a thank you letter for participating.

Remember, if a volunteer will be taking a more public role in the promotion or representation of your coalition or event, See Step 7 above.

STEP 9: Purchase or Print Your Materials

No matter what kind of gasoline fire safety event you choose to hold, you'll want to have a variety of materials available for parents. The National Gasoline Safety Project has created event materials that will help you spread the word about gasoline fire safety. Coalitions can purchase these event materials through the National Gasoline Safety Project or the materials can be downloaded and printed at a local print shop.

Want more than just posters and flyers? Select products such as hats, t-shirts, pins and gas cans can also be purchased through the National Gasoline Safety Project. Consider raffling off T-shirts and hats or giving away buttons to parents who bring along their children.



Visit **organizers.stopgasfires.org/materials** to download materials or contact **info@stopgasfires.org** to purchase materials direct from the National Gasoline Safety Project

Review Checklist

Think you're all set? Not sure what is left to do? Use this helpful checklist to make sure there is nothing you have forgotten:

- Does your event meet the National Gasoline Safety Project's goals?
 - Does your event increase awareness that using gasoline to start fires is not what good parents do?
 - Does your event help decrease the number of parents who use gasoline to start fires?
 - Does your event help increase the number of parents who know alternative methods for starting fires?
- Will your event attract parents and caregivers as your main audience?
- Did you choose a location that is easy to get to and comfortable for parents?
- Is your event being held on a weekend or after normal business hours?
- Did you seek event sponsors or in-kind donations? Will you have refreshments or giveaways donated? When will they arrive?
- Will someone from the media attend? Will they be taking photos?
- Do you need volunteers? If so, did you recruit them?
- Print copies of the pre- and post-surveys for parents to complete at your event. This quick, yet critical, measure helps you assess your event's effectiveness. While increasing knowledge can be one measure, successful events will increase parents' intent to change behavior. See Appendix for sample surveys.
- Did you purchase or print National Gasoline Safety Project materials?
- It's easy to create an event that simply raises awareness that gasoline is dangerous. Before you finalize your event plans, challenge yourself to review it carefully. Remember, research shows parents already know it's dangerous. This guide is designed to help you use targeted messages and implement activities that take what parents already know and help them make safe decisions about gasoline and fire.

STEP 10: Hold Your Event

SET UP

Your event day has finally arrived. Here are some tips to help you get set up for the big day:

- Arrive at your location at least an hour early
- Welcome volunteers and assign duties
- Set up registration area or sign-in sheet by entrance
- Set out National Gasoline Safety Project materials
- Set up any giveaways or raffle prizes, if necessary
- Set out any refreshments
- Set up any workshops or programs that will be part of your event
- Set up computers and connect to wireless internet, if using
- Briefly go over talking points with any special attendees

HOLD YOUR EVENT

Now that you are all set up and ready to go, here are some tips for having a successful event.

- Be sure to welcome participants as they arrive. Make parents feel comfortable and ensure they have everything they need. Some people may arrive early, some may arrive late; be prepared to handle both.
- If you have media coverage, greet reporters as soon as they arrive. Be sure to give them a little background about the National Gasoline Safety Project and how your event meets the project's goals. Give them an overview of what will happen during your event.
- Start workshops and programs on time or as close to the scheduled time as possible. Parents have very busy schedules and may have to leave early if your event runs late.
- Remember, only you know the plan. If things don't go exactly to that plan, participants probably won't notice.
- The research shows most parents are generally well aware of the dangers of gasoline and don't use gasoline to start a fire. Make sure that your messages reinforce safe handling practices for gasoline by acknowledging that most people follow them. You might say something like: *"Our research shows 4 in 5 parents never use gas to start fire. One reason is parents know it is not safe. Another is they know that children learn not just from what their parents say, but also from what their parents do. So if you have a friend who uses gas to start fires, and he or she tells you that "well, everyone does it," you'll know they are fooling themselves."*
- Last but not least: No one says you can't have a good time at your own event. Have fun and your participants will too.

CLEAN UP

Now that your event is through, you are nearly ready to clear out. Here's a checklist for wrapping up:

- Thank special attendees for their participation
- Close down and pack computers
- Clean up any refreshments and dispose of trash
- Pack giveaways for future events
- Pack raffle prizes to send to winners if they did not pick them up on site
- Pack National Gasoline Safety Project Materials for future use
- Collect registration information or sign-in sheet to track attendees
- Thank volunteers and event site staff for their help

STEP 11: Send Acknowledgements

After your event is complete, take the time to thank all of the people who helped make it a success. Be sure to send thank you letters or emails to:

- Partners
- Sponsors
- Donors
- Volunteers
- Special attendees



Sample thank you letters are provided in the Appendix.

STEP 12: Collect Media Coverage

Now's the time to bask in the glow of your success. Be sure to track the news coverage you received from your event. Save paper copies or digital files of print and online stories, and download digital files of radio or TV coverage. The organizers at the National Gasoline Safety Project want to hear your program's successes! Please share any media coverage by sending an email to info@stopgasfires.org.

Did you take any photos at the event? Upload them to the Stop Gas Fires Facebook Page at www.facebook.com/StopGasFires. If you don't feel Facebook savvy, send them to info@stopgasfires.org, and we will upload them for you.



TIP: For online media coverage, tracking is as easy as setting up a Google Alert. Just go to www.google.com/alerts. Type in the name of your event or terms such as "fire safety" or "gasoline safety" and the name of your location and Google will send media alerts to your email address.

STEP 13: Evaluation

Lastly, you'll want to evaluate the success of your event. Here is a checklist that will help you determine if your event was successful. If you didn't meet all of the criteria below, develop some lessons you learned that might help you hold a more successful event next time.

- Did your event meet the National Gasoline Safety Project's goals?
 - Review your pre and post-surveys to quickly assess a change in attitudes and knowledge. Did your event content help change the attitudes and improve the knowledge of your audience?
 - Did your event increase awareness that using gas to start fires is not what good parents do?
 - Did your event help decrease the number of parents who use gasoline to start fires?
 - Did your event help increase the number of parents who know alternative methods for starting fires?

- Did your event attract parents and caregivers?
- Did you receive event sponsors or in-kind donations?
- Did someone from the media attend? Did they take photos?
- Did you need volunteers? If so, did you recruit them?
- Did you hand out materials or give out giveaways?

Fun Ideas for Creating Safe Fire-Starting Materials



Photos: Safe Kids Grand Forks (North Dakota)

In-Kind Sponsors/Donor Introduction Letter

Date _____

Dear _____,

Safe Kids _____ will be holding a _____ local event as part of the National Gasoline Safety Project and we need your assistance. The National Gasoline Safety Project is a national campaign that highlights using gas to start fires as clearly outside the norm of what good parents do. Parents buy gas; choose whether and how to store it at home, and teach their children – through what they say and what they do – how to behave around gasoline. We hope to reach parents; and by reaching parents, put an end to gas fires and needless gas burn injuries suffered by children.

Safe Kids _____ is a non-profit organization that is funded by grants, donations and our lead agency, _____. We rely on professional volunteers to help us educate and promote injury prevention in children ages 0-14. In order to attract a parent audience, we need help from sponsors to provide in-kind items and funding to purchase necessary supplies, like (refreshments and volunteer recognition gifts). We are expecting _____ parents and are hoping you can provide _____. We would be happy to promote you as a sponsor and supporter of the event. If we need to make an official request to your corporate office, please provide me with their contact information and any special requirements necessary.

Thank you for your time and we look forward to working with you in the very near future.

Sincerely,

In-Kind Donor Thank You Letter

Date _____

Dear _____:

Safe Kids _____ would like to take this opportunity to thank you for partnering with our coalition on our National Gasoline Safety Project _____ event.

Your partnership with Safe Kids _____ was essential in getting the word out to parents that using gas to start fires is clearly outside the norm of what good parents do. Incidents reported to the National Electronic Injury Surveillance System indicate an estimated 1,500 children a year suffer gasoline-related burn injuries, which can have severe and life-long consequences. That's why this work is so critical.

Your donation of _____ helped us tremendously to make the program a success. If you are interested in learning more about how to become a Safe Kids member, please let me know and I will send you the information about our next meeting.

Thank you again.

Sincerely,

Volunteer Thank You Letter

Date _____

Dear _____,

Safe Kids _____ would like to take this opportunity to thank you for partnering with us on our National Gasoline Safety Project _____ event.

Your partnership with Safe Kids _____ was essential in getting the word out to parents that using gas to start fires is clearly outside the norm of what good parents do. Incidents reported to the National Electronic Injury Surveillance System indicate an estimated 1,500 children a year suffer gasoline-related burn injuries, which can have severe and life-long consequences. That's why this work is so critical.

Safe Kids relies on volunteers to help us achieve our safety goals in our community and we appreciate your support. Thank you for being one of our vital partners who make a difference to help protect the members of our community.

Sincerely,

1. Which of the following are appropriate ways for an adult to start a campfire?

(Check all that apply)

- Fire Starters
- Lighter Fluid
- Teepee
- Lean-to
- Cross-Ditch
- Pyramid
- Gasoline
- Diesel

2. Which of the following ways to start a campfire have you used before?

(Check all that apply)

- Fire Starters
- Lighter Fluid
- Teepee
- Lean-to
- Cross-Ditch
- Pyramid
- Gasoline
- Diesel
- Some other way
- None, I have never started a fire before

3. How many parents do you think use gas to start fires?

- None
- Just a few
- Some
- More than half
- Nearly all
- Not sure

4. If you've ever started a fire before...

Which of the below best describes you? (Check one)

- Using gas to start fires is my preferred method
- Using gas to start fires is one of many methods I use
- I will only use gas to start a fire if I have no other choice
- I never use gas to start fires no matter what

5. Please circle the statement which best describes your thoughts on starting fires with gasoline:

- I can safely start a fire with gasoline because I know how to do it
- Starting fires with gasoline is not really dangerous
- I start fires with gasoline, but I know I'm risking it
- Starting fires with gasoline is never safe

6. Do you think it is hard to start a fire without gas?

- Yes, much harder
- Yes, somewhat harder
- No, no harder
- Not sure

7. Here's an opinion that some people have about how children learn. Please read it and tell us how strongly you agree or disagree with it.

Children learn just as much if not more by watching their parents' action compared to what their parents tell them to do.

- I disagree strongly
- I disagree somewhat
- I agree somewhat
- I agree strongly

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8. Which of these statements is true for you? After what I learned today...

- I am much less likely to use gas to start a fire
- I am somewhat less likely to use gas to start a fire
- I am neither more likely nor less likely to use gas to start a fire
- I am somewhat more likely to use gas to start a fire
- I am much more likely to use gas to start a fire

9. Do you have any comments you would like to share?