

These are 10 "Things to Try" when it comes to fire safety outreach. The key to any program is to not rely on any single one, but to have a comprehensive suite of outreach strategies, preferably throughout the year, reinforcing the fire safety messages.

Strategy	Return on Investment (ROI)	Effort expended	Description
Articles	Moderate	Easy	Run articles in your student newspaper. Yes, students are very much online, getting their information on their smartphones. They still do read the student newspaper (to some degree) and this is a channel to not overlook. This is easy to do, falls into the category of "low hanging fruit." Often the newspapers are looking for content as well, so here is a chance to provide them with some ready-made content. Want some tips on content and style? Look at the next item about using Lists.
Lists	Good	Easy	Use Lists whenever you can, and keep them short. Stats? Don't do it unless they are short and in context. Take a page out of Steve Job's playbook when introducing the iPod. What means more to people5 GB or 1,000 songs in your pocket?
Fire extinguisher training	Good	Moderate	Fire extinguisher training. This is great for hands-on training and you can cycle a lot of people through it quickly. You can do it in a high-traffic area and while you are teaching them how to do PASS, you can also slip in one more message, like smoke alarms or two ways out.



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Burns	Low	Moderate Feel good	Do a demonstration burn. Burning two mockups, one sprinklered, one unsprinklered, is a great way to show how fast a fire spreads and how effective sprinklers are. However, be ready for a relatively low turnout, which really begs the question, do you get a good return on investment for these events? It takes time and money to build the props, get the fire department there and run them, all for how many students watching? Yes, they work really well, are very impactful, make you feel really good, but if there are 75 people watching, and half of them are fire department, staff and media, was it worth it all? Highly effective (for those that are there) but low ROI (because a lot were not).
Twitter	Possibly good, hard to know	Easy	Twitter campaign. This is pretty easy to do, especially since Campus Firewatch (@campusfirewatch) generates a Tweet-a-Day in September for you to retweet. Each tweet includes a link to a video or other resource. This falls into the "low hanging fruit" category, but the ROI is hard to measure. Just because someone saw the tweet, well, did it change behavior? But, on the other hand, since it is easy to do, what do you have to lose?



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Tables	Low	Easy Feel good	Set up a table. It has to be in a high traffic area. However, what are you hoping to accomplish with it? Hand out flyers? (forget it, not effective). Show videos? These should be SHORT and IMPACTFUL (humor, lots of flame, that sort of thing) or have a lot of your own students in them to get people to stop. By the way, be careful on using humor. What may be funny to one group isn't always to others, so do a bunch of testing beforehand. A hint on this oneif you are using videos, get your monitor or television on a stand up high. If it is on a table, as soon as you have two people standing in front of it, no one else is going to see it, and it is a waste of time. If it is at head height, or higher, more people will see it, catch it out of the corner or their eye, and perhaps stop.
Stickers	Possibly good, hard to know	Easy	Pizza box stickers. If you look on the Campus Firewatch Resource page you can see some examples of ones we did in the past, or you can have some students come up with new ones that will resonate. Give them to the local pizza shops to put on the pizza boxes as they are going out the door. It is a way to hit more than just the student population.



Investment (ROI)	
Videos Good High or Easy Show videos or pos media. Keep them s to 3 minutes is ideal might be used in a s training or orientatio than 10 minutes, mathis can have a real is just the point, it is what is "right." The great thing abo have to create your Internet (or better yet have some students then embed them fr your web page. The examples on the Ca YouTube channel www.youtube.com/c The new hot thing is app for smartphone videos. Yes, six see bought them for \$30 think it could work, know? It has taken Joss Whedon poste from his Much Ado roadshow to South	short, 90 seconds I. Longer ones setting such as on, but no longer ax. Done right, I high ROI, but that shard to figure out out this is you don't own. Scour the et, see if you can s do this for you) om YouTube on ere are some ampus Firewatch campusfirewatch s Vine, which is an es. Six-second conds (Twitter O, million). I didn't but what do I off, especially after ed a series of them About Nothing



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Project	Good	High	Campus Fire Safety Community Service Project. This is definitely one that takes a lot of work to organize and run. It's not hard, but it does take some effort. By having students work alongside fire fighters and going into the community, into homes, you can get a good ROI because 1) the students involved learn fire safety by doing fire safety, 2) they become motivated and possible evangelists, and 3) the community is made safer by their contribution. There is more information at the Minger Foundation www.mingerfoundation.org.
Ads	Possibly good, hard to know	Moderate	Bus ads are really pretty easy to do and often overlooked. Look at other examples of bus ads that vendors are using. Make them highly visible, low on text, or if you do have text, use lists or something similar. Lists are great, they really resonate with people. Look on the Campus Firewatch resource page for some bus ad examples.