



Campus Safety Education Campaign

Campaign Review
September 8, 2014

Purpose of Campus Safety Education Campaign

- Educate and galvanize the University community to be involved in public safety and reporting suspicious activity.
- Respond to recent incident very seriously with the utmost respect for the privacy and security of the victims and community.
- Demonstrate leadership in addressing campus safety issues that impact UD and campuses across the country.

Campaign Strategy

- Collaboration across all departments and entire campus community
- Outreach to key stakeholders
- Utilize various communication channels and provide tools for students

Key Elements of Campaign

- Developed plan
- Developed messages
- Poster and flyers (Enlist support of bookstore to disseminate flyers)
- UD social media ambassadors disseminate messages on Twitter
- Dedicated webpage
- Videos
- Articles in UDaily on campaign
- Use of Ad space on homepage, other webpages, UDaily, school newspaper and online calendar to promote campaign
- Presentations to key groups.

Sample Public Safety Campaigns

- “Students creating a safe campus.”
-**Georgia Tech**
- “Stay safe, stay together.”
-**University of West Florida**
- “Be Smart. Be Safe: Build Up, Speak Up, Reach Out”
-**University of Cincinnati**
- “I Got Your Back”
-**University of Idaho**
- “Campus safety is everyone’s responsibility.”
-**University of Wisconsin-Superior**
- “Prevention, protection.”
-**Cardinal Stritch University**
- “See something, say something.”
-**UMass Dartmouth (and widely reproduced on many campuses)**
- “Trust Your Instincts, Report what you See”
-**Virginia Tech**

Campaign Platform

A SAFE UD 
STARTS WITH ME.

Poster with Key Messages

A **SAFE UD** 
STARTS WITH **ME.**

LOOK UP.
WATCH OUT.
SPEAK UP.

Be **aware**
of what's
going on
around **you**
and **report**
suspicious
activity.

Call **911**, use your **LiveSafe app**,
or look for the closest **Blue Light Phone**.



Together we
keep **UD SAFE.**

Learn more at
www.udel.edu/SAFEUD
Download the app now.



LiveSafe

Other Themes to Be Considered Under Campaign Umbrella

- Drinking
- Title IX
- Sexual Assault
- Lab Safety
- Internet Security

New Smartphone Safety App



LiveSafe

Questions and Comments