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

- “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

- “Campus safety is everyone’s responsibility.”
  - University of Wisconsin-Superior
A SAFE UD STARTS WITH ME.
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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.
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