

This is your chance!

Attached is the OBOA fall outreach promotional message. MO (Marketing and Outreach committee) sent an email asking you to consider giving your perfect effort for outreach. We know each jurisdiction will have different capabilities; all we ask is that you do whatever it is you are capable of doing. What we hope is that you will not read this and do nothing, or procrastinate and give less than a perfect effort.

We have decided that a few seasonal messages that are designed to better engage the public can best influence perceptions. This is not an announcement, notice, or detailed explanation. This message is not meant to educate people on everything we do, it is just meant to make a connection between awareness of a few safety “monsters” and their local building department. We hope it provides you with more opportunities to interact with the public. **Please join us in this effort.**

We offered a few ideas in the last email. Print some flyers, print posters, do what you can to place them where the public has access to them. Put something in your local paper. What about working with the paper to do a DIY story and how the building department can help?. Do a mailing. Go to an event, schools, or a public venue like a library. We have had a lot of success when we engage kids – print some stickers. What about a vinyl sticker for vehicles? You should be able to get something in your city or county newsletter or on the website. Maybe you can do something together with some other building departments in your area.

We will be sending out some other versions and supporting tidbits. But, start now with making some plans and putting some effort. This campaign message will be useful all the way into the holidays, so you have two months to give it your best effort. Send emails and pictures of what you have done!

MO challenges you and thanks you!

The attached documents have a space at the bottom to fill in your local information and below are basic instructions using Adobe; your local printer can always help if you don't have in-house expertise. Decide how much information you want to add, but less is often more. A suggested tagline that MO came up with is “A building safety reminder from.....”. You could add that tag line and then maybe a phone number or web address.

It's easy to add text with Adobe Pro. For Adobe Reader, go to View, Comment, Annotations. Then click on the “T” to add comment. Place the cursor where you want it, type. Highlight the text to change the size, color, etc.

Jim A. Muir
Chief Building Official
Building Safety
Clark County Community Development
360-397-2470
360-607-1466 Cell
jim.muir@clark.wa.gov
www.clark.wa.gov