



City of Lawrence

**Communications Plan for  
4<sup>th</sup> of July/Fireworks Campaign  
2016**

**Communications Objective**

To effectively communicate to the citizens of Lawrence about the City of Lawrence's fireworks ordinance (8802 and 7594).

**Audience**

Residents of Lawrence  
Neighborhood groups  
Visiting guests for holiday parties  
City staff  
Local businesses (including fireworks stands in Douglas County and surrounding areas)  
Local media  
Elected officials in Lawrence & Douglas County

**Messages**

- With the Fourth of July holiday drawing near, the City of Lawrence reminds the public that only novelty items are permitted in the City of Lawrence (Fireworks-Free Zone).
- Items not permitted within the city can be confiscated by local law enforcement.
- The Lawrence Police Department and Lawrence-Douglas County Fire Medical receive hundreds of calls for service each 4<sup>th</sup> of July.
- Several acceptable items are available for family celebrations. The list of novelty items includes:
  - o Party poppers - small items not more than .25 grains of explosive with a string protruding from the device that is usually pulled to ignite.
  - o Snapper - small paper wrapped item with no more than .02 grains of explosive that, when dropped, the device explodes.
  - o Snakes, glow worms - produces a snake-like ash upon burning.

- Sparklers - Wire or stick coated with pyrotechnic material that ignites to produce a shower of sparks (sparklers are only permitted in Lawrence from June 27- July 5 as part of the State permitted items).
  - Toy caps - toy plastic or paper caps for toys in sheets, strips, rolls or individual.
  - Toy smoke devices - produce smoke only and with a limited amount of pyrotechnic material.
- Residents and guests can enjoy fireworks in other ways and at professional fireworks displays instead.
  - Best vantage points for watching displays - how to get there and where to park.
  - Although fireworks are banned, it is difficult to enforce across the city. That doesn't mean the city will not enforce the ordinance but it is difficult given the number of officers available on a holiday. Citations and confiscation of fireworks may occur if a call is received and personnel are dispatched.
  - Be courteous! If a veteran lives in the neighborhood, be a good neighbor think about the implications fireworks can have on their celebration and daily routine. An estimated 7% to 20% of the more than 2.5 million veterans and troops who have served in Iraq and Afghanistan are believed to have developed PTSD. According to the Department of Veterans Affairs, loud blasts and flashing lights can sometimes induce panic attacks. PTSD is characterized by emotionally re-experiencing traumatic events. The thoughts are triggered for combat veterans by the sound of an explosion or gunfire, or even certain sights and smells, according to the Institute of Medicine.
  - Pets can be bothered by the loud noises. Make sure animals are secure inside if they tend to react to loud noises.
  - People in the community can be affected by the smoke if they have respiratory and breathing difficulties.

### **Communication Tools**

- City newsletter (The Flame)
- City news releases
- Lawrence In Focus video piece
- City website promotion

- o home page
- o lawrenceks.org/fireworks
- o division pages (Fire Medical, Police)
- LAN email distribution list
- Neighborhood newsletters and email lists
- Social Media
- Media pitch to local media outlets (Fire Marshal James King to be on-camera representative)
- City employee emails/intranet
- Partner organization communications (non-profits, organizations, etc.)
- City Manager report on Agenda
- [https://www.lawrenceks.org/fire\\_medical/fireworks](https://www.lawrenceks.org/fire_medical/fireworks)
- [www.lawrenceks.org/fireworks](http://www.lawrenceks.org/fireworks)

**Timeline**

<b>Tools</b>	<b>Proposed Date</b>	<b>Completed?</b>
Flame Newsletter article	June 2016	X
Video from LDCFM	June 2016	X
Daily city Social Media posts <ul style="list-style-type: none"> <li>• Pin LDCFM video to top of FB feed and Twitter (<a href="https://youtu.be/jeeafLY_4TU">https://youtu.be/jeeafLY_4TU</a>)</li> </ul>	June 23-July 4	
City news release	June 24	
Website promotion	June 23-July 4	
LAN notice	June 27	
Media Pitch/News Stories	June 30-July 3	
Intranet/city employee communication	July 1	
City Commission/CM Report	June 30	

Media Pitch Ideas:

- Ch 6 stories – Story with Police on enforcement efforts
- LJW Stories – Story with the Fire Chief on dangers of fireworks
- KLWN – Radio reminder of ordinance and where to watch public fireworks

**Video**

LDCFM Lawrence In Focus Video - [http://youtu.be/jeeafLY\\_4TU](http://youtu.be/jeeafLY_4TU)

**Graphics**

Lawrence is a **firework-free** zone



Please do not use fireworks this Fourth of July.

Lawrence is a **firework-free** zone



Please refrain  
from using  
fireworks this  
4th of July.

#FireworkFreeZone  
#SummerInLawrence

Lawrence is a **firework-free** zone



Please have a  
**fun and safe**  
4th of July!

#FireworkFreeZone  
#SummerInLawrence

# Fireworks Injuries

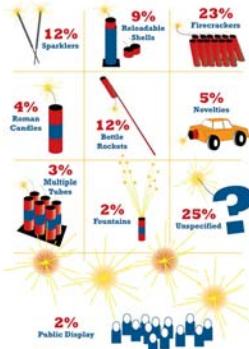
**Fireworks.** They are synonymous with our celebration of Independence Day. Yet, the thrill of fireworks can also bring pain, and even death. In 2012, CPSC staff conducted a study of fireworks injuries from June 22 through July 22. Here's what we learned.

- ★ **200** people on average go to the emergency room every day with fireworks-related injuries in the month around the July 4th holiday.
- ★ **60%** of these fireworks injuries in 2012 occurred during the month surrounding July 4th.
- ★ **Illegal and homemade fireworks** were involved in all **6** fireworks-related **deaths** reported to CPSC in 2012.

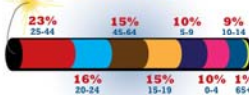
## Most Injured Body Parts



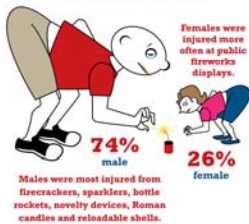
## Injuries by Fireworks Type\*



## Injuries by Age



## Injuries by Gender



## Fireworks Safety Tips

- ★ Never allow **children** to play with or ignite fireworks.
- ★ **Never** try to **re-light** or **pick up** fireworks that have not ignited fully.
- ★ Keep a **bucket of water** or a **garden hose** handy in case of fire or other mishap.
- ★ Make sure fireworks are **legal** in your area before buying or using them.
- ★ Light fireworks **one at a time**, then **move back** quickly.
- ★ More Fireworks Safety Tips - [www.cpsc.gov/fireworks](http://www.cpsc.gov/fireworks)

Source: U.S. Consumer Product Safety Commission 2013 Fireworks Annual Report



U.S. Consumer Product Safety Commission  
CPSC Hotline: (800) 638-2772  
[www.cpsc.gov](http://www.cpsc.gov)

## Social Media Plan

Message	Date	Complete?
Lawrence limits the use of fireworks in the city and prohibits the sale and handling of fireworks. Some novelty items are exempted from the city's ordinance which includes party poppers, snappers, snakes/glow worms, sparklers, toy caps and toy smoke devices. <a href="http://www.lawrenceks.org/fireworks">www.lawrenceks.org/fireworks</a>	June 23	
Fire-Medical staff encourages you to celebrate safely and not use fireworks this holiday: <a href="http://youtu.be/jeeafLY_4TU">http://youtu.be/jeeafLY_4TU</a>	June 24	
50% of injuries on the 4 <sup>th</sup> of July are children. #celebratesafely <a href="http://youtu.be/jeeafLY_4TU">http://youtu.be/jeeafLY_4TU</a>	June 25	
Do you know where to go to watch great fireworks displays? We do: <a href="http://www.lawrenceks.org/fireworks">www.lawrenceks.org/fireworks</a>	June 26	
230 people on average go the emergency room every day with fireworks-related injuries in the month around the July 4th holiday. <a href="http://www.lawrenceks.org/fireworks">www.lawrenceks.org/fireworks</a> #celebratesafely	June 27	
Celebrate the holiday safely – only novelty fireworks are allowed in #Lawrence. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a>	June 28	
For #veterans w/ #PTSD, #FourthofJuly fireworks can trigger flashbacks, anxiety #July4 #becourteous	June 29	
Same great city...only safer. Lawrence is a fireworks-free zone. Please don't set off fireworks in city limits. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a>	June 30	
July Fourth Fireworks: Awesome for Humans, Terrifying for Pets {weblink} @lawrencehumane	July 1	
Cupcakes? Check. Fireworks? Nope. Lawrence is a fireworks-free zone. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a> #celebratesafely	July 2	
Independence Day is a celebration of freedom. Don't forget the #veterans who fought for our freedom. Be a #goodneighbor and remember our combat veterans. #PTSD	July 3	
BBQ & Brats? Check. Fireworks? No. Lawrence is a fireworks-free zone. Please don't set off fireworks in city limits. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a> #celebratesafely	July 4	
Lawn chairs? Check. Fireworks? No. No. Lawrence is a fireworks-free zone. Please don't set off fireworks in city limits. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a> #celebratesafely		
Sunscreen? Check. Fireworks? No. No. Lawrence is a fireworks-free zone. Please don't set off fireworks in city limits. <a href="http://lawrenceks.org/fireworks">http://lawrenceks.org/fireworks</a>	July 4	
For #veterans w/ #PTSD, #FourthofJuly fireworks can trigger flashbacks, anxiety #July4 #becourteous	July 4	
Additional ideas: <ul style="list-style-type: none"> <li>• Photos from LDCFM or re-tweets from @lawrenceks_pd Twitter</li> </ul>	July 4	

## **Resources**

Consumer Product Safety Commission - <http://www.cpsc.gov/fireworks>

Humane Society -

[http://www.humanesociety.org/animals/resources/tips/pets\\_fireworks.html?referrer=https://www.google.com/](http://www.humanesociety.org/animals/resources/tips/pets_fireworks.html?referrer=https://www.google.com/)

Military with PTSD - <http://www.militarywithptsd.org/>