



## Celebrate Safely PA 2022 Media Toolkit

Burn Prevention Network created this toolkit to aid in the promotion of Celebrate Safely PA, a statewide campaign to raise awareness about firework safety and reducing the number of fireworks-related injuries during Fourth of July celebrations. These messages will aid in educating consumers on how to use and dispose of fireworks without causing harm to themselves or others.

Within this guide you will find ready-to-use content and suggested social media copy. For additional information and resources, visit the [Burn Prevention Network](#) website.

The following is suggested content for social media posts. Full-size motion graphics designed for **each social media platform** for use can be found in [THIS FOLDER](#) - please download and use the appropriate graphic. We have also provided copy in Spanish which can be used in unison with the English copy, or alternatively used for a unique posting.

Please remember to use #CelebrateSafelyPA and tag the Burn Prevention Network and additional partners when posting to social media:

- **Burn Prevention Network**
  - FB: [@BurnPreventionNetwork](#)
- **American Pyrotechnics Safety & Education Foundation**
  - FB: [@alwayscelebratesafely](#)
  - TW: [@PyroSafetyandEd](#)
- **PA Professional Firefighters Association**
  - FB: [@PAPROFESSIONALFIREFIGHTERS](#)
  - TW: [@PPFFA3](#)
- **PA Municipal League**
  - FB: [@PaMunicipalLeague](#)
  - TW: [@PAMunicipalLeag](#)
- **Eastern PA EMS Council**
  - FB: [@EasternPAEMS](#)
- **Commonwealth of PA**
  - FB: [@PennsylvaniaGov](#)
  - TW: [@PennsylvaniaGov](#)
- **State Fire Commissioner Charles McGarvey**
  - FB: [@PAOSFC](#)
  - TW: [@chasmcgarve](#)

## FIREWORK TIP

Avoid burns by wearing safety gloves and protective eyewear.



### Graphic:

FB/Insta\_CSPA 1.mp4

Insta Story\_CSPA 1.mp4

TW\_CSPA 1.mp4

### Suggested Messaging:

1. We want you to Celebrate Safely this Fourth of July, Pennsylvania! Have protective eyewear and safety gloves at the ready when choosing to celebrate with fireworks. Visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services) to learn more about firework safety. #CelebrateSafelyPA

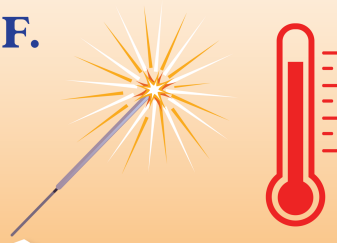
¡Queremos que celebre de forma segura este 4 de julio, Pensilvania! Tenga a mano gafas protectoras y guantes de seguridad cuando elija celebrar con fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Don't let burns get in the way of your Fourth of July fun. Wear safety gloves and protective eyewear when handling fireworks this holiday. For more information visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¡No dejes que las quemaduras se interpongan en tu diversión del 4 de julio! ¡Use guantes de seguridad y gafas protectoras cuando manipule fuegos artificiales en esta festividad! Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

FIREWORK #DYK

The tip of a sparkler  
burns at more than  
1200° F.



**Graphic:**

FB/Insta\_CSPA 2.mp4

Insta Story\_CSPA 2.mp4

TW\_CSPA 2.mp4

**Suggested Messaging:**

1. Believe it or not, sparklers can get hotter than a blowtorch. Children should never handle or light any fireworks, including sparklers. Find out more about how you can keep you and your family safe from burns and visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Aunque no lo crea, las bengalas pueden calentarse más que una antorcha. Los niños nunca deben sostener o encender fuegos artificiales, incluyendo las bengalas. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Sparklers burn at a temperature over ten times higher than it takes to inflict a second-degree burn. Keep your family safe and skip the handheld fireworks this Fourth of July. Click the link to visit our site and learn more firework safety tips. [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Las bengalas se queman a una temperatura diez veces más alta de lo que se necesita para infligir una quemadura de segundo grado. Mantenga a su familia segura y evite los fuegos artificiales portátiles este 4 de julio. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

## FIREWORK TIP

Fireworks that  
did not go off can  
hurt your family.  
Douse them with  
water for safety!



### Graphic:

FB/Insta\_CSPA 3.mp4

Insta Story\_CSPA 3.mp4

TW\_CSPA3.mp4

### Suggested Messaging:

1. If you choose to celebrate with fireworks this Fourth of July, beware of duds! Always douse with water and never attempt to relight them. To learn more about how to prevent burns and other injuries during your celebrations, visit our site at [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Si eliges celebrar con fuegos artificiales este 4 de julio, ¡cuidado con los fallos! Siempre hay que apagarlos con agua y no intentar volver a encenderlos. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Dealing with a dud? Don't be tempted to relight a faulty firework; douse it with water instead. Click the link to learn more about how you can stay safe this Fourth of July. [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¿Lidiando con un fracaso? No caiga en la tentación de volver a encender un fuego artificial defectuoso; ¡empápelos con agua en su lugar! Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

## FIREWORK FACT

Be mindful of your municipality's sound ordinances.



### Graphic:

FB/Insta\_CSPA 4.mp4

Insta Story\_CSPA 4.mp4

TW\_CSPA 4.mp4

### Suggested Messaging:

1. Have you checked your local fireworks regulations? Some municipalities have time restrictions for when fireworks may be discharged. Click the link and visit our site to learn more at [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¿Ha comprobado la regulación local de los fuegos artificiales? Algunos municipios tienen restricciones de horario para la descarga de fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Watch the clock! Make sure you're not breaking your municipality's noise curfew before setting off fireworks. To learn more about how you can Celebrate Safely this Fourth of July visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¡Cuidado con el reloj! Asegúrese de no romper el toque de queda de ruido de su municipio antes de encender los fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

## FIREWORK FACT

Fireworks should not be discharged within 150 feet of you and your neighbor's home.



### Graphic:

FB/Insta\_CSPA 5.mp4

Insta Story\_CSPA 5.mp4

TW\_CSPA 5.mp4

### Suggested Messaging:

1. #DYK fireworks are the #1 cause of house fires on the Fourth of July? Make sure you are at least 150 feet away from your and your neighbor's homes before setting off fireworks. Click the link to learn more about how you can stay safe this Fourth of July. [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Los fuegos artificiales son la causa número 1 de incendios domésticos el 4 de julio. Asegúrese de estar al menos a 150 pies de distancia de su hogar y el de sus vecinos antes de encender los fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Keep your distance and stay at least 150 feet away from your and your neighbor's homes when celebrating with fireworks. Get more information on how to prevent fires, burns, and injuries during your firework celebrations visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Mantenga su distancia y manténgase al menos a 150 pies de distancia de usted y de las casas de sus vecinos cuando celebre con fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

## FIREWORK TIP

**Pay attention to where  
your fireworks start  
and land!**



### Graphic:

FB/Insta\_CSPA 6.mp4

Insta Story\_CSPA 6.mp4

TW\_CSPA 6.mp4

### Suggested Messaging:

1. Your fireworks should stay on your property—Not end up on your neighbor's. Be mindful of those around you, and keep an eye on where your fireworks land. Visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services) to learn more firework safety tips! #CelebrateSafelyPA

Sus fuegos artificiales deben permanecer en su propiedad, no terminar en la de su vecino. Tenga en cuenta a quienes lo rodean y vigile dónde aterrizan sus fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Pick a safe spot to discharge your fireworks; you never know which direction they'll go and where they'll end up. To learn more about how you can Celebrate Safely this Fourth of July visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Elija un lugar seguro para descargar sus fuegos artificiales; nunca se sabe en qué dirección irán y dónde terminarán. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

## FIREWORK TIP

Prevent fires and burns by placing used fireworks in a bucket of water.



### Graphic:

FB/Insta\_CSPA 7.mp4

Insta Story\_CSPA 7.mp4

TW\_CSPA 7.mp4

### Suggested Messaging:

1. Fireworks stay hot even after the show's over! Cool them down in water to avoid burns and other injuries. Learn how to stay safe while celebrating with fireworks and more at [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¡Los fuegos artificiales se mantienen calientes incluso después de que termina el espectáculo! Enfriarlos en agua para evitar quemaduras y otras lesiones. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Used fireworks can still cause injuries. Use protective gloves and place them in a bucket of water to prevent burns. Learn how to stay safe while celebrating with fireworks and more at [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

Los fuegos artificiales usados aún pueden causar lesiones. Use guantes protectores y colóquelos en un balde con agua para evitar quemaduras. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA



## FIREWORK TIP

### Fireworks and alcohol don't mix!



#### Graphic:

FB/Insta\_CSPA 8.mp4

Insta Story\_CSPA 8.mp4

TW\_CSPA 8.mp4

#### Suggested Messaging:

1. Stay sober to stay safe! Avoid alcohol when celebrating with fireworks this Fourth of July! Visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services) to learn more firework safety tips! #CelebrateSafelyPA

¡Manténgase sobrio para estar seguro! ¡Evita el alcohol cuando celebres con fuegos artificiales este 4 de julio! Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

2. Don't mess with fireworks when you're under the influence! Designate someone sober to take lead of the firework display. Get more tips on how you can prevent fires, burns, and injuries during your firework celebrations visit [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA

¡No te metas con los fuegos artificiales cuando estás bajo la influencia! Designe a alguien sobrio para que dirija el espectáculo de fuegos artificiales. Para más información [www.burnprevention.org/programs-services](http://www.burnprevention.org/programs-services). #CelebrateSafelyPA