

‘Superhero Fezzy’ Is Here to Help Kids Have a Safe, Happy Summer!



This is the guy! It’s Superhero Fezzy! And he’s assigned to help kids have a safe, happy summer of sunshine and fun!

Summer is a time for all kinds of outdoor fun--camping, boating, swimming, biking, and other activities--all of which translate into increased potential for injuries. Playground falls, lawnmower accidents, campfire and fire pit burns are some common childhood injuries that can happen during summer months.

“Sustaining a serious injury may be a life-altering event for a child,” said Chris Smith, Chairman of the Board of Directors for SHC. “We see patients every day with injuries caused by accidents, and we are committed to raising awareness about how to stay safe.” We urge all Shrine organizations to promote the safety of children throughout the summer. Here are some things you can do:

Engage Local Media: June is National Safety Month and a great time to secure local TV and radio earned media. Our goal is to have one media segment in each hospital market during the summer months. Ask hospital staff to help identify patient stories, which you can pitch to local newspapers and to radio and TV stations. A sample press release, media alert template and summer safety print article are available for Shriners to customize for local media opportunities.

Host an Event: Work with your local media outlets and neighborhood partners to educate your community on how they too can be *Superheroes of Summer Safety*. For example, Shriners can host a community play date at a park to share safety tips with parents. They can work with local fire departments to put on educational program for kids about campfire safety. Or they might partner with a representative from the community swimming pool, to conduct a swimming safety demonstration. These are just a few ideas through which Shriners can use this platform to focus media on child safety and on our Shriners Hospitals.

Distribute Summer Safety Materials: In addition to the English activity book currently in-stock, a Spanish version became available for order on May 17. SHC has safety tip cards, flyers, and activity books in English, French, and Spanish, which can be shared with children and families. To download and order these materials, go to shrinershospitalsforchildren.org/safesummer.

Share on Social Media: Social networks are some of the best ways to convey your message to your community. Using the hashtag #EarnYourCape, engage your community with safety tips and encourage parents and other organizations to order and share materials for child safety.

No one is more committed to kids than Shriners, and this is our Shrine mission for the summer of 2017.

Thanks for your efforts to help Superhero Fezzy help kids have a safe, happy, fun-filled summer.

With your assistance, we can reduce the risk of injuries for kids in our communities and everywhere.

