A BRILLIANT PARTNERSHIP

National Injury Prevention Day

Year of Action for Injury Prevention

National Injury Prevention Day just ended — what comes next?

As injury prevention advocates, our momentum must continue forward. This toolkit empowers you to keep the energy of National Injury Prevention Day going all year long. Whether you're looking to connect with others in the field, find and share trusted resources, spotlight effective programs, or start planning for next year's NIPD, this guide offers simple, low-lift ideas to keep the conversation going. Each quarter includes a theme and suggested activities that make it easy to stay visible, foster peer connection, and continue elevating the importance of injury prevention in your community and beyond.

Goal — Encourage people and organizations to:

- Get/stay connected
- Raise awareness
- Continue advocating for injury prevention

These activities are meant to:

- Be easy + flexible
- Focus on connection and visibility
- Be useful for individuals, teams, and coalitions
- Help build confidence and relationships
- Highlight and spread the research being done in injury prevention
- Encourage you to jump in whenever, and however, you can. Every action helps move the field forward.

Quarter 1: Connection

Timeline: December 2025 – February 2026

Goal: Strengthen connections and celebrate what's working.

Connection has always been a strength of the injury prevention field but right now, it's more important than ever. As funding shrinks and programs shift, some professionals may feel isolated or unsure where to turn for support, resources, or collaboration. Taking time to reconnect helps us share what's working, amplify each other's voices, and remind ourselves that we're part of something bigger. Building and sustaining relationships across organizations, sectors, and communities strengthens the field and keeps injury prevention visible, supported, and resilient.

SUGGESTED ACTIVITIES

General

- Sign the **Year of Action for Injury Prevention Pledge**. This will give us a way to share quarterly updates, resources, and reminders.

Advocacy

- Sign up for Advocacy Action Alerts through the **Keep America Safe Coalition**

Start Planning for National Injury Prevention Day 2026

- Put National Injury Prevention Day 2026 (Nov 18th) on your calendar now and block time on your calendar now to start planning - even if it is just 30 minutes each month.
- Review how your NIPD 2025 went. Ask your team: What worked well this year? What felt manageable? What would we change or do again?

Social Media & Communications

- If you don't have a LinkedIn account, sign up!
- Update your LinkedIn headline or "About" section to reflect your work in injury prevention and public health. This helps others with shared interests find you.
    - Don't have a LinkedIn account? This is a great time to set one up - both for yourself and your organization. Here is some info to get you started.
- Add yourself/your organization to a local or national injury prevention listserv or LinkedIn group
    - Here are a few organizations on LinkedIn to get you started:
        - **Society for Advancement of Violence and Injury Research (SAVIR)**
        - **Injury Free Coalition for Kids**
        - **Safe Kids Worldwide**

    - American Public Health Association
    - Safe States Alliance
- Once a month, spend 10-15 minutes searching for new accounts posting about injury prevention. Follow them. Like their posts. Leave comments. Start engaging.
    - Tip: Check the "Following" lists of accounts. Who is following them? Who are they following?
    - Bonus: Block off a recurring time each month for this to make it a part of your workflow.
- Start a thread or post series: *"Things I learned from National Injury Prevention Day—and who taught me."* Post: *"Here's one group we admire that's doing great injury prevention work."*
    - Extra points for tagging others and encouraging more shout-outs.
- Share a resource, tool, or stat from another organization with your network to help lift up others.
- Use **#BeInjuryFree** on all of your posts.

Personal Connections

- Reach out to 3 other people or organizations who participated in NIPD.
    - Thank them for being a part of that day.
    - Share a quick compliment or reflection on something they did that stood out (e.g. had a great social media post, shared a helpful resource, held an event that impacted the community).
    - Ask what they are planning next and how you can support it.
    - Even if it's not your exact area, your perspective might be helpful.
- Invite someone to coffee or a 1:1 virtual chat.
    - Step outside your usual circle and connect with someone new.

Quarter 2: Discovery & Sharing

Timeline: March 2026 – May 2026

Goal: Discover and share the people, programs, and resources that are making a difference so we can lift up each other, strengthen the field, and grow the visibility of injury prevention together.

In Quarter 1, we focused on connection by reaching out, finding our people, and starting conversations. In Quarter 2, we build on that while we shift to discovery and sharing. There's powerful work happening across the injury prevention field—innovative programs, valuable tools, and passionate people—but we don't always know where to find them or how to amplify their efforts.

This quarter is about staying curious: discovering new resources, organizations, and voices, and intentionally sharing them with others. In a time when programs, people, and data are being lost or underfunded, it's more important than ever to make visible what remains strong and effective. Discovery and sharing are acts of resilience and a way to ensure that knowledge, connection, and momentum aren't lost, but carried forward.

SUGGESTED ACTIVITIES

Resource Discovery & Curation

- Gather 3–5 key resources (toolkits, stats, reports) and organize them in a shared folder with your team. Label it "Trusted Tools & Templates"
- Download a national resource (e.g., from CDC, an ICRC, a government organization) and think of ways it can be adapted to your setting.
- Choose one topic you want to learn more about (e.g., safe storage, TBI prevention, equity in injury prevention). Find a report, journal article, webinar, or podcast on it. Share what you learn.
- Explore what researchers or programs in other prevention spaces are doing and look for overlap or shared goals.
- Ask your network: *"What are your go-to resources for injury prevention?"* Save and share what comes back.
- Create a short annotated resource guide for your network or team. Focus on tools you've found helpful and how they can be used in real-world settings.
- Host a "resource roundup" chat, webinar, or Slack thread where your team or coalition members each share 1 tool they use regularly.
- Invite a guest speaker to your team meeting to share their top 3 resources.

Social Media & Communication

- Post: *"This resource helped me understand___. Sharing in case it helps you too."*
- Highlight a new tool, dashboard, resource and tag the organization that created it.
- Share a quote or takeaway from a podcast or webinar that you found valuable.

- Feature a resource created by a partner organization with a caption like "*Love this work by @___(insert org name). Bookmark-worthy!*"
- Create a "5 Things We Recommend" post with brief links or summaries.
- Use **#BeInjuryFree** on all of your posts.

Outreach & Advocacy

- Share one insight you've learned this quarter with a community partner or policymaker.
- Reach out to your federal or state lawmaker, introduce yourself, and tell them about your work.
  - Use the **Keep America Safe Action Center** for examples of how to make contact with lawmakers.
- Draft or update a short email, handout, or newsletter blurb that includes a few key resources you recommend for others interested in your work.
- Check in with a connection you made in Q1 and share a resource they might appreciate.

Planning for National Injury Prevention Day 2026

- Create or update a folder of NIPD assets you may want to use again (stats, quotes, images, visuals, stories).
- Begin a "NIPD Planning" folder for new ideas and resources you come across throughout the year.

Quarter 3: Invite & Expand

Timeline: June 2026 – August 2026

Goal: Bring new people into the conversation and help amplify the work of others across the injury prevention field.

By this point in the year, you've been building connections and sharing resources within your existing network. In Quarter 3, we turn outward: it's time to invite new people into the work, especially those outside of traditional injury prevention roles, and to intentionally amplify others in the field.

Expanding the reach of injury prevention doesn't have to mean doing more—it can mean helping others find the spotlight. It can mean tagging a colleague, resharing a story, or introducing your lawmaker to the impact of your work. As our field continues to face shrinking resources and reduced visibility, expanding our circle and lifting each other up is one of the most powerful actions we can take.

SUGGESTED ACTIVITIES

Connection & Outreach

- Invite a partner from outside traditional injury prevention spaces–such as housing, education, aging, or behavioral health–to join an event, collaborate on a project, or co-sponsor a message.
- Invite a younger colleague or emerging professional to speak, present, or co-author a piece at an upcoming event or meeting. Continue doing this throughout the year.

Storytelling & Visibility

- Spotlight someone in the field. Create a post that spotlights a partner, colleague, or organization doing great injury prevention work. Share a photo, quote, or story about their impact.
  - Tip: Tag the person or organization to amplify their work and reach new audiences.
  - Bonus: Invite your network to tag others in the comments.
  - Want to go further? Turn it into a mini series. *"Who does injury prevention? Meet the people behind the work."* Post one each week or month.
- Post a reflection: *"What I wish more people knew about injury prevention..."*. This opens the door to meaningful dialogue and can reveal insights your network may not have considered.
- Reshare a story, post, or article from another organization or professional in the field. Add a short caption explaining why it resonated with you or how it connects to your work.

Policy & Advocacy

- Invite your federal or state lawmaker, or local official, to visit your site and see the work you do with your grant dollars.
- Prep a short, clear explanation of how you use your funding and what is at risk if it's lost.

Planning for National Injury Prevention Day 2026

- Identify and invite one new partner to help co-create or co-promote your NIPD efforts this year.
- Host a brief team or coalition to brainstorm potential NIPD activities.
- Start sketching out roles or responsibilities for your NIPD plan (who's posting, who's speaking, who's collecting stories, who's reaching out to legislators, etc.)
- Start reaching out now to request buildings or landmarks be lit green for NIPD. Many cities require advance notice to coordinate lighting requests. Contact local landmarks, hospitals, city halls, or bridges to ask if they'll light up green on Nov 18th to help raise awareness for injury prevention.

Quarter 4: Elevate & Activate

Timeline: September 2026 – November 2026

Goal: Show up, speak out, and help make National Injury Prevention Day visible and powerful.

Throughout the year, you've been building relationships, sharing resources, and expanding awareness of injury prevention. Now, it's time to put that work into action and help make National Injury Prevention Day (NIPD) on November 18 a moment of collective visibility and impact.

This quarter is about showing up—intentionally, clearly, and publicly**.** Whether you're posting a single message, hosting an event, or coordinating with partners, everything you've done up to this point has helped lay the groundwork.

No effort is too small. Together, our actions—large and small—can increase recognition, spark conversations, and remind decision-makers, partners, and the public that **injury prevention is essential, evidence-based, and worth supporting.**

SUGGESTED ACTIVITIES

Communications & Visibility

- Share a teaser post: We're getting ready for #BeInjuryFree2026. Join us on November 18th #BeInjuryFree.
- Schedule your social media posts, emails, or outreach to go live on or around NIPD. Make sure to include **#BeInjuryFree** on all of your posts.
- Update your profile banner, Zoom background, or website with NIPD branding.
- Use your pre-prepared talking points or quote graphics to share your message clearly.
- Encourage staff or collaborators to add #BeInjuryFree to their posts and bios.
- Create a short reel or video about why your team supports National Injury Prevention Day.
- Pitch a story or op-ed to your local news outlet: "Why injury prevention matters in our community."
- Set a goal for your campaign (e.g., 1,000 impressions, 10 reposts, media mention) and track your impact.
- Publish a "Year in Review" post summarizing your team's top three lessons or successes. Include visuals or infographics for engagement.

Partner Coordination

- Finalize your NIPD plan with partners. Who is posting what? When?
- Check in with your collaborators from earlier in the year to see how you can support each other's efforts.
- Remind people in your network to schedule their own messages and highlight what they are doing.

Internal Readiness

- Make sure your toolkit, graphics, and links are all organized and ready to use.
- Draft your story or post: What do you want people to understand about injury prevention this year?
- Meet with your team or coalition to make sure everyone is ready and finalize any last minute details.
- Share the advocacy resource center with your community partners. Encourage them to sign up for alerts and call lawmakers.
    - You now have experience doing this and can guide others!

You did it! Over the past year, you've helped lift up the field of injury prevention—and your efforts truly made a difference. Whether you took small steps or led major initiatives, your work helped build awareness, strengthen partnerships, and keep injury prevention visible during a time when it's never been more important. Thank you for showing up, for supporting others, and for reminding the world why this work deserves attention and investment.

Take a moment to celebrate and then get ready to do it again. Start planting the seeds for National Injury Prevention Day 2027. What do you want to carry forward? Who else can you bring into the conversation? Your voice, your stories, and your leadership are helping move this field forward. Let's keep going.