



30 DAYS OF ACTION

NATIONAL INJURY PREVENTION DAY 2025



Oct 15–24

Connect & Brainstorm

Identify your audience and brainstorm 2-3 people/orgs you want to reach.

Follow 2-3 new injury prevention people/organizations on social media.

Check out the NIPD website to see who's doing activities near you. Pick 1 initiative you'll join or support.

Email partners and colleagues to plan a collaboration for NIPD.

Oct 25-31

Gather & Prepare

Start planning your social media posts for Nov 18.

- Download 2–3 powerful resources (local or national) from the NIPD website.
- Download a graphic or fact sheet from a trusted org. that you want to share.

Draft a caption:

- “I’m showing up for injury prevention because ____.”
- “Injury prevention is essential public health because ____”

Nov 1-7

Highlight What Matters

Decide on the program, person, or community win you want to feature to show why injury prevention matters.

Pair your story with a stat:

- Find the story/example that will bring your stat to life and show the real-world impact behind the numbers.

Gather a story, quote, or photo you can use to lift up a partner or person outside of your organization.

Nov 8-17

Announce & Invite

Use our hashtag: #BeInjuryFree.

- Don't use #NIPD*

Post that you're participating.

- “We’re getting ready for National injury Prevention Day on Nov 18. Stay tuned!”

Email partners and colleagues to confirm your participation for NIPD.

Update your Zoom background, email signature, or profile banner with an NIPD teaser.



You've built your plan. Now it's time to post, speak, share,
and show up for injury prevention together!



National Injury Prevention Day Website: <https://nationalinjurypreventionday.org/>

**We discourage the use of #NIPD to not confuse with other uses of the acronym.*

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NATIONAL INJURY PREVENTION DAY 2025

Week 1: Oct 15–24

DEDICATE THIS WEEK TO FINDING YOUR PEOPLE!

Here are some questions you can start asking yourself:

- *Who do I need to connect with?*
- *How do I find these connections?*



- ☐ **Identify your audience:**
 - Brainstorm 2-3 groups you want to reach (e.g., schools, fire/EMS, local nonprofits, community influencers, library, hospital leaders).
- ☐ **Follow 2-3 new injury prevention people/organizations on social media.**
- ☐ **Make a plan to grab coffee or set up a virtual chat with a colleague to discuss NIPD.**
- ☐ **Find out if your state coalition, or trauma team is planning anything and how you can join.**
 - Which organizations and people can you team up with this year?
- ☐ **Go to the NIPD website and see what other orgs are working on.**
 - Think about ways and partners you can collaborate with:
 - <https://nationalinjurypreventionday.org/partners>
 - Find one initiative you can be part of at National Injury Prevention Day:
 - <https://nationalinjurypreventionday.org/events>
- ☐ **Email your network, newsletter list, or partners:**
 - “We’re planning something for NIPD—want to join in?”
 - This can be as simple as lunch or inviting people to a session.
 - “We’re participating in NIPD this year, hope to see you there”!

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Week 2: Oct 25–31

DEDICATE THIS WEEK TO GETTING YOUR TOOLS TOGETHER FOR NATIONAL INJURY PREVENTION DAY!

Here are some questions you can start asking yourself:

- *What do I need to do to BE ACTIVE on November 18?*
- *Who should I connect with on my communications team?*



- ☐ **Start planning your social media posts for Nov 18**
 - Explore the NIPD toolkit and download any resources that you want to share:
 - <https://nationalinjurypreventionday.org/resources>
 - Download 2–3 safety resources from the NIPD website that you want to share on National Injury Prevention Day:
 - <https://nationalinjurypreventionday.org/partner-resources>
 - Download a graphic or fact sheet from a trusted organization that others should know about.
- ☐ **Draft a caption for Nov 18 and encourage others to do the same:**
 - “I’m showing up for injury prevention because...”
 - “Injury prevention is essential public health.”
- ☐ **Look for your organization’s communications team and share resources that you think should be highlighted with them.**
- ☐ **Add National injury Prevention Day to your organization’s calendar.**
 - Encourage others to do the same.

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Week 3: Nov 1-7

DEDICATE THIS WEEK TO HIGHLIGHTING EACH OTHER!

Here are some questions you can start asking yourself:

- *Who can I highlight as I get ready for Injury Prevention Day?*
- *How do I spread info on injury prevention efficiently?*



☐ **Decide what you want to spotlight on National Injury Prevention Day:**

- A program
- A person (e.g., researcher, community member)
- A community win
- A personal story

☐ **Match a story with a stat: “This is why prevention matters—and here’s the supporting data.”**

- Bring your stat to life by talking about the real-world impact.

☐ **Choose an organization other than your own that your colleagues should check out.**

- Draft a post to highlight them: “Behind every successful injury prevention story is a team working to make our communities safer. This National Injury Prevention Day, I’m highlighting [person/program/community] because... #BeInjuryFree”.
 - Don’t use #NIPD*

☐ **Highlight someone’s work that you admire.**

- This could be a project, a toolkit, a podcast, etc.

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Week 4: Nov 8-17

DEDICATE THIS WEEK TO GETTING EXCITED ABOUT NIPD

Here are some questions you can start asking yourself:

- *Who can I invite to NIPD?*
- *Who is on my list of people I must catch up with?*

☐

Use the official hashtag early: #BeInjuryFree.

- Encourage others to prepare their own messages or actions
- Don't use #NIPD*

☐

Post on your social media accounts:

- “We’re getting ready for National Injury Prevention Day on November 18. Stay tuned!”
- “National Injury Prevention Day is X days away! Who’s participating?”

☐

Email your network, newsletter list, or partners to confirm their participation in NIPD.

☐

Update your Zoom background, profile banner, or email signature with an NIPD teaser.

- Zoom background:
<https://nationalinjurypreventionday.org/resources/4>

☐

Finalize your calendar of posts and events that will go out on National Injury Prevention Day.

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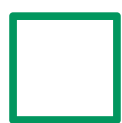
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NATIONAL INJURY PREVENTION DAY 2025

November 18th

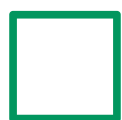
IT'S NATIONAL INJURY PREVENTION DAY!

You've built your plan. Now it's time to post, speak, share, and show up for injury prevention together!



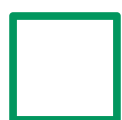
Post on your social media accounts:

- “Today is National Injury Prevention Day! I’m joining people across the country to raise awareness for injury prevention. Together, we can build a safer, healthier future. #BeInjuryFree”
 - Don’t use #NIPD*
- Continue to use the NIPD toolkit and share posts that you developed during your 30 days of Action prep throughout the day.
 - <https://nationalinjurypreventionday.org/resources>



Amplify the posts that you see:

- Like, comment, and repost with your thoughts.



Attend sessions and catch up with at least 5 colleagues

- Prioritize new connections and start planning together.



REMEMBER to Register for the Post-NIPD Fireside Chat!

- Nov 20, 2025 2-3 pm ET

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