



Put Yourself in Our Boots:

About the campaign



Put Yourself in Our Boots Mission

- To reduce preventable injuries and fatalities and promote workplace safety for emergency services workers - because their workplace is every place.



Put Yourself in Our Boots Vision

- A culture where safety for emergency responders - who may have to attend the premises in an emergency - is an integral aspect of every workplace.



Put Yourself in Our Boots Key Messages

- Put yourself in the boots of emergency responders.
- Your workplace is their workplace ... is it safe?
- Make the change, save a life.



Campaign components:

- 10-minute safety video, highlighting hazards faced by emergency responders and providing tips on how to improve workplace safety.
- Three 30-second PSAs for television broadcast call attention to the dangers faced by police, fire and EMS personnel. Each PSA is expected to air over 14,000 times between Feb. 1 and April 25, 2010. Collectively, they will be shown an estimated 42,000 times across Western Canada during this timeframe. The PSAs will air throughout 2010 and 2011.
- **www.OurBoots.ca** features the PSAs and provides tips and resources to encourage businesses to make life-saving changes at their workplaces.
- The television PSAs will be supported by the release of radio PSAs and print PSAs later in 2010. It's also expected that all of these PSAs will be broadcast and published in Eastern Canada and the United States as the campaign gains momentum.
- Media events, conferences and community appearances will also provide support.



About the videos

- The 10-minute safety video and three 30-second video PSAs were filmed in Calgary in late July, 2009.
- They were produced by Joe Media Group and directed by Trevor Smith.
- The videos feature actual emergency responders from the Calgary Police Service, Calgary Fire Department and Alberta Health Services EMS - Calgary zone.
- DVD copies, which include all JPMF video PSAs and extended interviews, are available through www.OurBoots.ca and www.jpmpf.ca.



Target audience/markets

- Workplace health & safety, construction, high school & post-secondary classes, emergency responder safety training & recruit classes, ALL business owners & managers, and ALL employees.