

## Opening the Door to School Safety

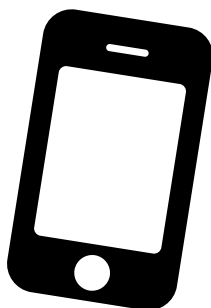
### Video and Public Relations Campaign Stress Importance of Securing Classrooms without Compromising Life Safety

In December, the Door Security & Safety Foundation created a short educational video as the centerpiece of our new public relations campaign, *Opening the Door to School Safety*, designed to highlight the dangers of door barricade devices in schools and to provide assistance in better understanding secure and safe classroom door openings.

We asked you to watch the video and share it on your website and social media, and email it to your school customers, family and friends, and you have responded. Stats as of Jan. 9, 2017:



**192.5**  
THOUSAND THE  
NUMBER OF TIMES THE  
MOBILE ADS HAVE  
BEEN PRESENTED  
(IMPRESSIONS)



OUR FACEBOOK ADS HAVE REACHED OVER

**50** THOUSAND  
SCHOOL ADMINISTRATORS.



**67** THOUSAND  
NUMBER OF IMPRESSIONS FROM TWEETS  
POINTING TO DSSF VIDEO/ADVOCACY PAGE,  
TWEETED BY OVER A DOZEN GROUPS.



**3.5** THOUSAND  
NUMBER OF IMPRESSIONS GENERATED BY DSSF'S TWITTER  
POSTS ABOUT THE VIDEO/ADVOCACY PAGE.

**31.6%** IS THE INCREASE IN DSSF'S TWITTER  
FOLLOWING SINCE THE CAMPAIGN LAUNCHED.

**3.7** THOUSAND THE  
VIDEO IS NEARING  
3,700 VIEWS AND GROWING.



THE VIDEO'S RETENTION RATE IS  
WELL ABOVE AVERAGE ...



### WATCH, SHARE, GIVE

Please watch the video, share it on your website, social media, email signature, and email messages to your school customers, family and friends. Use our hashtag #LockDontBlock. Share the resources and messages on our website, including the fact sheet, white paper and stats. Contact us if you'd like to help. Your financial support helps to spread this message and supports our other important programs. [doorsecuritysafety.org/advocacy](http://doorsecuritysafety.org/advocacy)



# Impact

After a very successful 2016, the Door Security & Safety Foundation is gearing up for even more awareness, education and advocacy in 2017!

## DOOR SECURITY & SAFETY FOUNDATION 2016 STATS

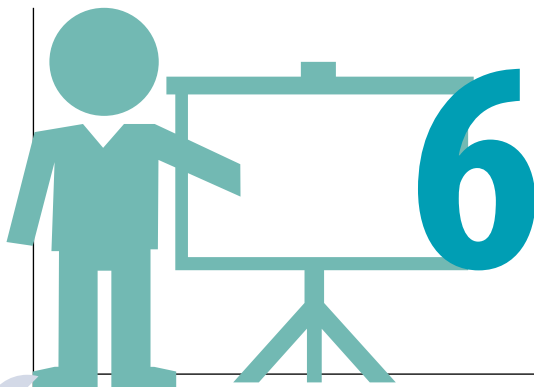
**260**  
MECHANICS TRAINED

**1400**  
WEBINAR PARTICIPANTS

**3955**  
MAJOR CONFERENCE PARTICIPANTS

**385**  
LUNCH & LEARN PARTICIPANTS

**12**  
DIAMOND LEVEL CONTRIBUTORS



**6** classes will be jointly taught with DSSF and NFPA in 2017 to train facility personnel about NFPA 101 and 80 requirements for annual fire door inspections.

## OPENING THE DOOR TO SCHOOL SAFETY CAMPAIGN

Use the hashtag #LockDontBlock

The campaign launched in 2016 to spread the word about the unintended consequences of door barricade devices. This is why our campaign is important:

Although widely publicized, **school shootings are very rare.** Nonfatal victimizations such as bullying and physical attacks by students are much more likely to occur. Students ages **12–18** were victims of more than **1.37 million** nonfatal victimizations at school, including **615,600** thefts and **749,200** violent victimizations; **89,000** of which were serious violent victimizations.

*National Center for Education, 2012*

**9%**

OF SCHOOL TEACHERS reported being threatened with injury by a student in their school during the 2011-12 school year

<https://nces.ed.gov/fastfacts/display.asp?id=49>



**20%** of students in grades **9–12** reported being bullied on school property in **2011**

*CDC Violence Fact Sheet*