

e-Blast & Landing Page
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eBlast:

E-mail SUBJECT HEADER: Scissor running is on the rise!

HEADLINE: PLEASE DON'T RUN WITH SCISSORS

VISUAL/IMAGE: *Three box comic-like strip showing man running with scissors, man tripping with scissors, then "Headline" in last box*

SUBHEAD: No Matter The Need To Rush, It's Not As Important As Your Life

COPY: We live active lives, and it feels as if we're always on the move. Be sure to keep in mind your safety, and remember that running with scissors could result in more than just a bad haircut.

For more information on scissors, running with scissors, or just for other common household safety tips, visit <http://www.CommonHouseholdSafetyAwareness.org>

Landing Page:

HEADLINE: HOUSEHOLD SAFETY AWARENESS – ARE YOU INFORMED?

VISUAL/IMAGE: *Organization logo top left, same comic from e-Blast (smaller), copy beneath. On the right hand side are links to other pages, accompanied by corresponding images*

SUBHEAD: Running With Scissors

COPY: Running with scissors is no new threat to your safety, but still every day accidents occur involving scissors. Remember what Mother said to you as a child? The message is still the same.

We understand that your daily life is hectic. Our lives move faster than they once did. Walking just isn't fast enough anymore. But running with scissors poses a fatal threat.

Try to slow down. Walk. At the very least, consider these easy-to-follow steps:

1. Always carry scissors with the point away from you
2. Use safety scissors—they're rounded at the tip, and not as sharp
3. Bring the item in need of a cut to the scissors, and not the other way around
4. Walk! The safest thing to do is simply not run with scissors

Each year more than 15,000 accidents occur within the home. Many result from the incorrect handling of common household objects; objects ranging from kitchen knives to can openers to blenders are potentially dangerous. It is important that you know the proper use of such items. CHSA is committed to increasing the public's general knowledge on safe household practices and preventing these unnecessary accidents.