



Tips for Community Delivery

Reaching Out to Your Audience

There are several opportunities to provide the *To Hell and Back*: Community Awareness program to high school and adult populations in your community. Below are some organizations you may want to consider as starting points as you begin to offer this important program in your community.

High School Population

To Hell and Back: Community Awareness was specifically designed for students at the high school grade levels and beyond. Due to its graphic content and educational level necessary to understand the Science of the Skin portion of the program, it should never be presented to students younger than high school. Please remember to consider all schools in your community, including public, private, parochial, and even home-schooling parents.

Suggested opportunities for presentation to high school students:

- Science classes
- Health education classes
- Student government organizations
- Student club or activity organizations
- Athletic clubs
- Freshman orientation sessions
- New student orientation sessions
- Student assembly sessions
- Leadership organizations
- Kiwanis Key Club
- YMCA
- Boys and Girls Club
- Church youth organizations



Adult Population

To Hell and Back: Community Awareness was also designed for presentation to the adult population. Consider these possible opportunities to reach out to parents and adults:

- Parent Teacher Organization (PTO – through schools)
- Kiwanis
- Lions Club
- Rotary Club
- Community guilds
- Professional organizations (physicians, lawyers, marketing, engineers, union workers, etc.)
- Business and factory environments
- Home-schoolers and local home school organization
- Local MOMS club
- Health & fitness clubs
- Freshman orientation sessions for parents
- Graduating senior parent meetings

Are there other groups and organizations in your community that provide avenues where you can get the burn awareness and prevention message out? Be creative and help spread the word:

Burn Injuries are Preventable!