



Campaign Backgrounder: *Should I DIY?* Home Safety Campaign

Over the last decade, the U.S. home improvement market has nearly doubled in size to \$280 billion a year, according to the Joint Center for Housing Studies at Harvard University. At the same time, the *State of Home Safety in America* report found that emergency departments reported more than 330,000 visits due to injuries with home workshop equipment in a single year. These numbers reflect a growing trend among homeowners who are being critically injured while attempting to perform home electrical work themselves instead of having to pay a professional.

Today, more homeowners are tackling do-it-yourself projects than ever before. But sometimes, their enthusiasm is accompanied by a lack of understanding of the inherent risks introduced by electricity. Whether replacing a light fixture, repairing an outlet, or installing a home entertainment system, DIY home electrical work that is not done correctly can cause immediate injuries and has the potential to introduce new dangers into a home.

***Should I DIY?* Home Safety Campaign**

Working with electricity requires thorough planning and extreme care, and cutting corners can be a costly mistake. Whether you are a first-time do-it-yourselfer or a “weekend warrior,” learning and practicing safe habits can significantly reduce your risk and help prevent electrically related fires, injuries, and fatalities.

May is National Electrical Safety Month, and a great time to review electrical safety practices. This year, ESFI has teamed up with The Home Depot to launch the *Should I DIY?* Home Safety Campaign. This new initiative is dedicated to cautioning consumers about the dangers associated with DIY home electrical projects, and raises awareness of the steps that can be taken to mitigate these risks.

Campaign Materials

The campaign offers a wide variety of resources to help educate people everywhere about how to understand and maintain your home electrical system. The following materials can be downloaded at no charge from the official ESFI website, www.electrical-safety.org:

- Educational materials to help individuals and communities to understand and maintain the home electrical system.
 - Fact sheets about the dangers of DIY home improvements and repairs;
 - *Electrical Safety Workbook*, a basic guide to understanding and maintaining your home electrical system that has been created as a resource for homeowners; and
 - Broadcast public service announcements and educational videos.
- *Should I DIY?* Home Safety Toolkit, a collection of resources and safety information to help organizations and individuals plan their own National Electrical Safety Month activities.

Campaign Activities

Activities to support the *Should I DIY?* Home Safety Campaign are aimed at educating homeowners, consumers, and communities about DIY electrical hazards including:

- **National and Local Media Outreach**, including an integrated approach that utilizes print, broadcast, and viral marketing channels to secure placement in traditional and new media outlets.
- **National and Local Partnership Development**, that includes collaborations with national, trade, community-based and private-sector organizations to foster cross-promotional opportunities and increase access to media, promotional and distribution channels.