

# Fireworks Safety Messaging Toolkit

Fireworks are dangerous and illegal in the City of San José

## KEY MESSAGES

- All types of fireworks, even those labeled 'safe and sane' are illegal in San José and most of Santa Clara County.
- Residents are urged to report illegal fireworks activity online at [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
- If able to safely take photos of fireworks being used on private property, snap a photo to include with the online report.
- A 24-hour reporting hotline is also available at 408-535-5600 and 311.
- All reports will be reviewed and if sufficient information and evidence is provided, the City's Code Enforcement Division will issue a warning or citation.

## NEWSLETTER COPY

Headline: Help keep our community safe this Fourth of July

Body:

With the Independence Day holiday approaching, the danger and disturbance of illegal fireworks activity has already begun. The City of San José is asking for the community's partnership to help curb illegal fireworks activity and urges residents to report illegal fireworks online at [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks) or by calling 408-535-5600 or 311.

Online reports will assist the City in taking enforcement actions and will also help identify problem areas. When filing an online report, it's important to include as much detail as possible. If able to safely take a photo of fireworks being used on private property, include a copy with the online report. All reports will be reviewed and if sufficient information is provided, the City's Code Enforcement Division will issue a warning or citation.

All fireworks, even those labeled 'safe and sane' are dangerous and illegal to own, sell or use in the City of San José and most of Santa Clara County. Violations for using illegal fireworks can result in fines up to \$1,000 and the sale of fireworks can cost up to \$50,000 plus jail time, depending on the quantity.

In 2017, the National Fire Protection Association reported U.S. hospital emergency rooms treated an estimated 12,900 people for fireworks-related injuries. Children younger than 15 years of age accounted for more than one-third (36%) of those injuries. Fireworks also start an average of 18,500 fires per year, including 1,300 structure fires, 300 vehicle fires, and 16,900 outside and other fires.

Please help avoid injuries and damage caused by illegal fireworks use this Fourth of July. As always, if you observe an active fire or experience a medical emergency, please call 9-1-1.

## SOCIAL MEDIA MESSAGING & GRAPHICS (ENGLISH/SPANISH/VIETNAMESE)

### 1. FED UP WITH FIREWORKS?



#### Download Graphics:

- Facebook - [English](#), [Spanish](#), [Vietnamese](#)
- Twitter - [English](#), [Spanish](#), [Vietnamese](#)
- Instagram - [English](#), [Spanish](#), [Vietnamese](#)

#### Sample Message:

- **English:** Fed up with fireworks? Report illegal firework activity online at [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks). Snap a picture and complete the report fully so the @CityofSanJose can take action to cite violators.
- **Spanish:** ¿Harto de los fuegos artificiales? Denuncie la actividad ilegal de fuegos artificiales en línea en [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks). Tome una foto y complete el informe para que @CityofSanJose pueda tomar medidas para citar a los infractores.
- **Vietnamese:** Mệt mỏi với pháo hoa? Báo cáo hoạt động bắn pháo hoa bất hợp pháp trực tuyến tại [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks). Chụp ảnh và hoàn thành báo cáo đầy đủ để @CityofSanJose có thể phạt những người vi phạm.

## 2. FED UP WITH FIREWORKS?

### FED UP WITH FIREWORKS?

Report violators online.

**SNAP. CLICK. REPORT.**  
[sanjoseca.gov/fireworks](http://sanjoseca.gov/fireworks)  
Hotline: 408-535-5600



### Download Graphics:

- Facebook - [English](#), [Spanish](#), [Vietnamese](#)
- Twitter - [English](#), [Spanish](#), [Vietnamese](#)
- Instagram - [English](#), [Spanish](#), [Vietnamese](#)

### Sample Message:

- **English:** All fireworks are dangerous and illegal to own, use or sell in the @CityofSanJose. Help keep #SanJose safe this 4th of July – snap, click and report illegal firework use online at [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
- **Spanish:** Todos los fuegos artificiales son peligrosos e ilegales para poseer, usar o vender en @CityofSanJose. Ayude a mantener #SanJose seguro este 4 de Julio – Tome una foto, haga clic y reporte en línea el uso ilegal de fuegos artificiales en [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
- **Vietnamese:** Tất cả pháo hoa đều nguy hiểm và bất hợp pháp khi sở hữu, sử dụng hoặc bán trong @CityofSanJose. Hãy giúp giữ #SanJose an toàn vào ngày 4 tháng 7 này - chụp, nhấp và báo cáo việc sử dụng pháo hoa bất hợp pháp trực tuyến tại [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).

## 3. IT'S NOT WORTH IT

### IT'S NOT WORTH IT.

You will be reported.

**SNAP. CLICK. REPORT.**  
[sanjoseca.gov/fireworks](http://sanjoseca.gov/fireworks)  
Hotline: 408-535-5600



### Download Graphics:

- Facebook - [English](#), [Spanish](#), [Vietnamese](#)
- Twitter - [English](#), [Spanish](#), [Vietnamese](#)
- Instagram - [English](#), [Spanish](#), [Vietnamese](#)

### Sample Message:

- **English:** Not only are fireworks dangerous, they're illegal and you can be fined up to \$1,000 for using them in #SanJose. It's not worth it! Report illegal firework activity this 4th of July – just snap a picture and file a report online at [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
- **Spanish:** \*Todos los fuegos artificiales son peligrosos e ilegales para poseer, usar o vender en @CityofSanJose. Ayude a mantener #SanJose seguro este 4 de Julio – Tome una foto, haga clic y reporte en línea el uso ilegal de fuegos artificiales en [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).
- **Vietnamese:** \*\*Pháo hoa không chỉ nguy hiểm, chúng còn bất hợp pháp và bạn có thể bị phạt tới \$1000 vì sử dụng chúng trong #SanJose. Nó không đáng! Báo cáo hoạt động bắn pháo hoa bất hợp pháp vào ngày 4 tháng 7 này - chỉ cần chụp ảnh và báo cáo trực tuyến tại [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).

### Shortened for Twitter:

- **\*Spanish:** Los fuegos artificiales no solo son peligrosos sino que también son ilegales y puede recibir una multa de hasta \$1,000 por usarlos en #SanJose. ¡No vale la pena! Reporte actividad ilegal de fuegos artificiales: tome una foto y presente un informe en línea: [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks)
- **\*\*Vietnamese:** Pháo hoa không chỉ nguy hiểm, chúng còn bất hợp pháp và bạn có thể bị phạt tới \$1000 vì sử dụng chúng trong #SanJose. Báo cáo hoạt động bắn pháo hoa bất hợp pháp vào ngày 4 tháng 7 này - chỉ cần chụp ảnh và báo cáo trực tuyến tại [www.sanjoseca.gov/fireworks](http://www.sanjoseca.gov/fireworks).