



# HOME FIRE SPRINKLER DAY

A project of NFPA's Fire Sprinkler Initiative  
and the Home Fire Sprinkler Coalition

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## Talking Points and Tactics

NFPA and the Home Fire Sprinkler Coalition want to make sure your Home Fire Sprinkler Day event is a successful one. Here are some tactics for taking action and key talking points that will aid your efforts.

### Tactics for taking action

- **Join forces.** If your state or province has a fire sprinkler coalition, check with them to see if you can support their efforts. Visit [FireSprinklerInitiative.org/Coalitions](https://firesprinklerinitiative.org/coalitions).
- **Alert the media.** If hosting an event, customize and distribute our templated news release to local media a week before the event. Follow up (preferably by phone) a day before the event with reporters and newsrooms and check if they can cover the event.
- **Create buzz.** Generate awareness of your event via social media. Use our customizable social media posts and images before and during the event.
- **Smile for the camera!** Take photos during the event, and share them with NFPA and HFSC so your efforts can be highlighted throughout North America. Send photos and a brief write-up of the event to [FireSprinklerInitiative@nfpa.org](mailto:FireSprinklerInitiative@nfpa.org).

### Fire sprinkler talking points

Here are some key points to share with the public and media during your event:

#### Underscore the Problem

- Every year, the majority of fire deaths in North America happen at home. (If possible, localize your home fire problem by using state- or provincial-specific data on home fire death, injury, and property loss.)
- Cancer is one of the leading causes of firefighter deaths. Today's new homes place firefighters at increased risk of cancer, injury, and death. The fire dynamic inside today's homes and the toxins released by fire have created dangerous conditions for the fire service.
- Modern construction materials and synthetic furnishings are creating home fires that burn faster than ever. Today, you may have only 1-2 minutes to safely escape a burning home after the smoke alarm signals.

- Homes constructed without sprinklers lack a crucial element of fire protection and therefore should be considered substandard.

### **Promote the solution**

- Fire sprinkler in new homes are key to your town's community risk reduction plans.
- Fire sprinklers reduce the risk of dying in a home fire by 80 percent, and reduce the risk of property loss by 70 percent.
- Fire sprinkler installation in new homes is cost-effective, averaging 1-2 percent of a home's total construction cost.
- Local requirements for sprinklers have improved public safety in hundreds of jurisdictions, actually driving down the cost of installation.
- Only the sprinkler closest to the fire activates, preventing the spread of deadly toxic smoke and fire.
- When in the market for a new home, ask for fire sprinklers.