



# HOME FIRE SPRINKLER WEEK™

**A project of the NFPA® Fire Sprinkler Initiative®  
and the Home Fire Sprinkler Coalition®**

## Talking Points

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

### 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.
- The risk of dying in a home fire decreases by about 85 percent if sprinklers are present.
- 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.