Home Fire Preparedness Campaign

American Red Cross
Why Home Fires?

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Home Fires in the United States

• 7 times a day, someone dies in a home fire

• Every 40 minutes, a fire injury is reported

• Home fires cause, on average, 2,500 deaths and roughly $7 billion in property damages every year

Source: National Fire Protection Association (M. Ahrens, 2013)
Home Fires: The Biggest Disaster Threat to American Families

Reported Deaths

- 2012 Home Fires: 2,400
- Hurricane Katrina (2005): 1,700
- 2011 Tornadoes: 300
- Hurricane Sandy (2011): 100

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What is our goal?

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Campaign Objective

NATIONAL GOAL | 25% reduction in home fire deaths and injuries in 5 years

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How will we achieve it?

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Campaign Cornerstones

1. Door-to-door installation of smoke alarms and completion of home-safety checklists and plans in vulnerable neighborhoods

2. Marketing campaign to motivate individuals to take action to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans
4% of the homes without smoke alarms represent nearly 40% of home fire fatalities

Source: National Fire Protection Association (M. Ahrens, 2014)
Teaming up
Learn More

Contact your local Red Cross office today to learn more.