Cooking safety starts with YOU.

Pay attention to fire prevention.

 NFPA is sharing ideas provided by fire- and life-safety educators across North America to inspire creativity and help you reach your community with potential life-saving messages for Fire Prevention Week (FPW).

**Have a Cook-off**
Organize a chili cook off with other fire departments in your area. Find local businesses to sponsor the event and serve as judges. Provide key cooking and burn safety tips at the event. New idea: incorporate different categories into the competition like firehouse cooking, gourmet cooking and even desert!

**Spread the Message**
Partner with stores that sell electrical cooking appliances like slow cookers, air fryers and griddles. Set up a table or provide the stores with the Electrical Cooking Appliance Safety Tip Sheet on how to use these appliances safely.

**Burning Questions**
Solicit questions about fire safety from your community via social media. Ask in your social media posts, “What’s your burning question?”

Ask families to submit their questions via email or direct message, then have crew members, FLSEs, or your fire chief answer the questions on video. Post the answer videos at a particular time each day during FPW, or each week for the duration of your campaign. FLSEs should approve the questions, create the scripts, and edit the videos—with help from tech-savvy colleagues!

When crafting your answers, use messaging from NFPA’s Educational Messages Desk Reference. This document provides the fire service and fire and life safety educators with consistent language to use with the public.

**Build Community Partnerships**
Many businesses and organizations place a high priority on safety, from insurance and protection companies to community-based groups that help support families. Lots of establishments are interested in opportunities to endorse FPW, or simply collaborate with their local fire departments. Often, businesses have budgets to promote fire-safety messaging. Purchasing FPW products, co-branding materials, and shared media spots are just a few ideas.

**Tip:** Partner with local restaurants and have fire department personnel stationed outside drive-throughs to hand out goody bags filled with FPW swag and free, customizable printables.
Get it Delivered
Partner with home-delivery services operating in your community to share FPW resources. Whether it’s restaurant takeout, grocery delivery, or even newspapers or real-estate publications delivered by mail, reach out to businesses that can help you get important FPW information to everyone! Publicize the partnerships and any events with a fill-in FPW Event Flyer (in English and Spanish).

Add a Dash of FPW
Partner with local eateries to display cooking safety messages in lobby or even ask they include cooking tips and an educational piece with each check!

College Campuses
College-aged students are more of a challenge to reach with fire safety messages. Spread the message that the safest thing to do is order in after a long night. Raffle or give away $10 food delivery gift cards to get students involved.

Tip: Ask schools to post our ready-to-use social media cards promoting the message.

A New Type of Truck Tour
Set a date and time and invite community members to “observe from the curb” as you do a drive-by to celebrate FPW! Use FPW in a Box™ materials to create drop-off bags to deliver fun and educational materials, from adult brochures and FPW News booklets to activity books, stickers, and posters.

Tip: Make an impression by displaying the colorful FPW banner outside your fire station or on your truck!

Ready, Set, Color!
NFPA’s new “Cooking safety starts with YOU!” coloring sheet (in English and Spanish) is sure to inspire creativity. Have parents and caregivers submit photos of kids’ completed creations online or by email. Pass out the mindful coloring sheet for cooking safety when you speak to an older crowd.

Tip: Offer a FPW prize pack for a few of the participants, and even curb-side drop-off in a big, red truck. Wow!

Birthday Drive-by Spin
Many fire departments are delivering birthday greetings by driving by the home on this special day and dropping off a goody bag. How about for FPW the fire truck blows its siren as it drives by homes, as a reminder to families to develop and practice a home fire escape plan. A win-win for both!

Download different sizes, high resolution FPW campaign art files in English and Spanish on fpw.org. We encourage fire departments to use the FPW logo/artwork to promote the campaign on a local level.