



FIRE PREVENTION WEEK

Fire Prevention Week™ (FPW) might look a bit different for educators this year. NFPA has put together some “Out of the Box” ideas to help you reach your community with life-saving messages in the event that traditional open houses, school and community visits aren’t able to be held.

1. Create a media campaign

Whether you work with your local media regularly or you have a Facebook, Twitter, Instagram or Tik-Tok account, take advantage of all the easy-to-grab resources at www.fpw.org with spot-on messaging around kitchen fire safety. Just a few things you will find in the [FPW toolkit](#); [fill-in-the-blank proclamations](#), press release (English, French, Spanish), and easy-to-use talking points for interviews.

Tip: Use the hashtag #firepreventionweek to keep the messages rolling. Check out the live social media feed on FPW.org to share, get ideas and see what others are doing for FPW.

2. 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, and NFPA has created a [fundraising letter](#) that you can use to help reach out!

Tip: Partner with local restaurants and have fire-department personnel stationed outside drive-thrus to hand out [goody bags filled with FPW swag](#) and [free customizable printables](#).

3. Get it delivered

Partner with home-delivery services operating in your community to share FPW resources. Whether it’s restaurant take-out, 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!

Tip: This is a great way to reach Generation Z with targeted cooking safety messages. Young adults aged 20–34 are at the highest risk of non-fatal cooking injury. Work with local take-outs restaurants and social media channels to spread the word: Order take out when tired or under the influence.

4. Make a big splash on the small screen

All you need is a smartphone, some ingenuity, and a bit of Instagram TV (IGTV) savvy to create a FPW message aimed at a specific audience – those hard-to-reach teens and young adults! IGTV supports videos up to 60 minutes but it's best to keep these productions fast-paced and brief, and use humor (even though cooking safety is a serious subject!). Use the fire-hall kitchen to demonstrate how to smother a small grease fire in a pan, keep combustibles away from the burners, and cook only when you are alert and have not consumed alcohol or drugs!

Tip: Consistent messaging is key. [NFPA's Safety tips sheets](#) are easy to print and customizable. If you plan on creating your own materials, [use EMAC messaging](#) as your guide.

5. Online shopping . . . with a dash of FPW messaging

Most major grocery chains are reaching customers through e-newsletters. Providing safe-cooking tips is a natural fit! Partner with your local grocer or neighborhood market during FPW and provide safe-cooking tips, and links to www.fpw.org. Make it easy and insert your fire department's logo on this print ready [cooking tip sheet](#) (English, Spanish, French and easy-to-read) and ask them to include in their materials for the month of October.

TIP: most grocery chains are providing online delivery and/or curbside pick-up. We know these consumers are cooking; why not include [FPW brochures and other swag](#) with orders! Ask the market to help provide funding!

6. Become a YouTube star

Record yourself teaching [NFPA's 10-minute lesson plan on cooking safety](#) and, for extra entertainment, schedule a guest appearance by [Sparky the Fire Dog](#)®! Don't forget to check out [NFPA Kids' YouTube channel](#) for loads of fire safety videos.

7. Reaching teachers/students virtually

If visiting schools is not an option, we have a few ideas. Plan something with your schools each day. Share on your social media channels, or work directly with the school administration.

Ask schools to include the cooking family checklist ([English](#), [Spanish](#) and [French](#)) in their email communications. The checklist is form fillable and can be customized with your department's logo. Record yourself reading The Story of Sparky and provide a video link to the school. If you are camera shy, we have you covered. Watch fourth-grade school-teacher, Nichole Watson, delightfully read the story to her class. Provide teachers with story lesson plan or ask to "Zoom" in and teach the lesson yourself!

Tip: [Share 5 days' worth of fun grade-level-aligned, standard based activities](#) that teachers can do during the week.

8. A new type of truck tour

Set a time and invite community members to “observe from the curb” as you do a drive-by to celebrate FPW! Use [Fire Prevention Week in a Box](#) materials to create drop-off bags to deliver fun and educational materials, from [adult brochures and FPW News to activity books stickers and posters](#). **Tip: Make an impression by affixing the colorful FPW banner outside your fire station or on your truck!**

9. Crayons at the ready

NFPA’s new [“Stay Away from Hot Things” coloring sheet](#) (English, French and Spanish) is sure to inspire creativity! Have parents and caregivers (safely) submit photos of their completed creations online (or email them to you) – along with their [family’s home fire escape plan](#).

Tip: Offer a [FPW prize pack](#) for a few of the participants, and curbside dropped off in a big, red truck!

Wow!

10. Reaching older adults

More and more people are discovering that coloring is an effective stress reliever and mood booster. Make copies and deliver the cooking themed [adult coloring sheet](#) to your local senior centers and assisted living homes. If they are not accepting visitors, connect with administrators and send the PDF via email. Why not “Zoom” in and talk to residents for 15 mins about cooking safety?

Tip: Ask a local retailer to donate colored pencils or [crayons](#).