



# FIRE PREVENTION WEEK

## Fire Prevention Week 2018

### Talking Points and Tactics

NFPA wants to make sure your Fire Prevention Week events are a success and inspire your community members to take steps to increase their safety from fire. Here are some tactics for taking action and key talking points that will aid in your efforts.

#### Tactics for taking action

**Brush off the Welcome Mat:** Conducting an open house gives residents a chance to see the fire hall up close while providing valuable education and interactive opportunities.

**Go on the Road:** Supermarkets, shopping malls, and big-box stores are but a few of the venues where you can get the public's attention with exhibits, displays, and interactive demonstrations.

**Alert the Media:** Customize and distribute our template press release and send it to local media outlets a week before your event. Follow up a few days in advance of the event with a phone call or email to find out if news coverage can be provided.

**Generate Some Buzz:** Build awareness of your event with social media. Use our customizable social media posts and images before and during the event. Take photos to accompany your posts. Send photos and a brief write up to [education@nfpa.org](mailto:education@nfpa.org). or post them to #firepreventionweek.

#### Fire Prevention Week Talking Points

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

##### 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 province/territory-specific data on home fire deaths, injuries, and property loss.)

Home fires today burn faster than ever. In a typical home fire, occupants may have as little as one to two minutes to escape safely from the time the smoke alarm sounds.

**Use these safety messages as the starting point for a larger discussion**

##### Home Fire Escape Planning

- Home fire escape planning and drills are an essential part of fire safety. A home fire escape plan needs to be developed and practised before a fire strikes.
- A home escape plan should include the following:
  - Two exits from every room in the home – usually a door and a window
  - Properly installed and working smoke alarms
  - A meeting place outside in front of the home where everyone will meet after they exit

- A call to 9-1-1 or the local emergency number from a cell phone or a neighbor's phone

### **Smoke Alarms**

- Smoke alarms detect and alert people to a fire in the early stages. Smoke alarms can mean the difference between life and death in a fire.
- Working smoke alarms cut in half the risk of dying in a home fire.
- Install smoke alarms in every sleeping room, outside each separate sleeping area, and on every level of the home, including the basement.
- Test smoke alarms at least once a month using the test button.
- Make sure everyone in the home understands the sound of the smoke alarm and knows how to respond.

### **Cooking**

- Cooking is the leading cause of home fires and home fire injuries. The leading cause of fires in the kitchen is unattended cooking.
- Stay in the kitchen when you are frying, boiling, grilling, or broiling food.
- If you are simmering, baking, or roasting food, check it regularly and stay in the home.
- Keep anything that can catch fire away from your stovetop.

### **Heating**

- Heating equipment is one of the leading causes of home fires during the winter months.
- Space heaters are the type of equipment most often involved in home heating equipment fires.
- All heaters need space. Keep anything that can burn at least 3 feet (1 metre) away from heating equipment.
- Have a 3-foot (1 metre) "kid-free zone" around open fires and space heaters
- Purchase and use only portable space heaters listed by a qualified testing laboratory.
- Have a qualified professional install heating equipment.
- Maintain heating equipment and chimneys by having them cleaned and inspected by a qualified professional.