

# Home Fire Preparedness Campaign





Why is it important?

**American Red Cross**

## 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



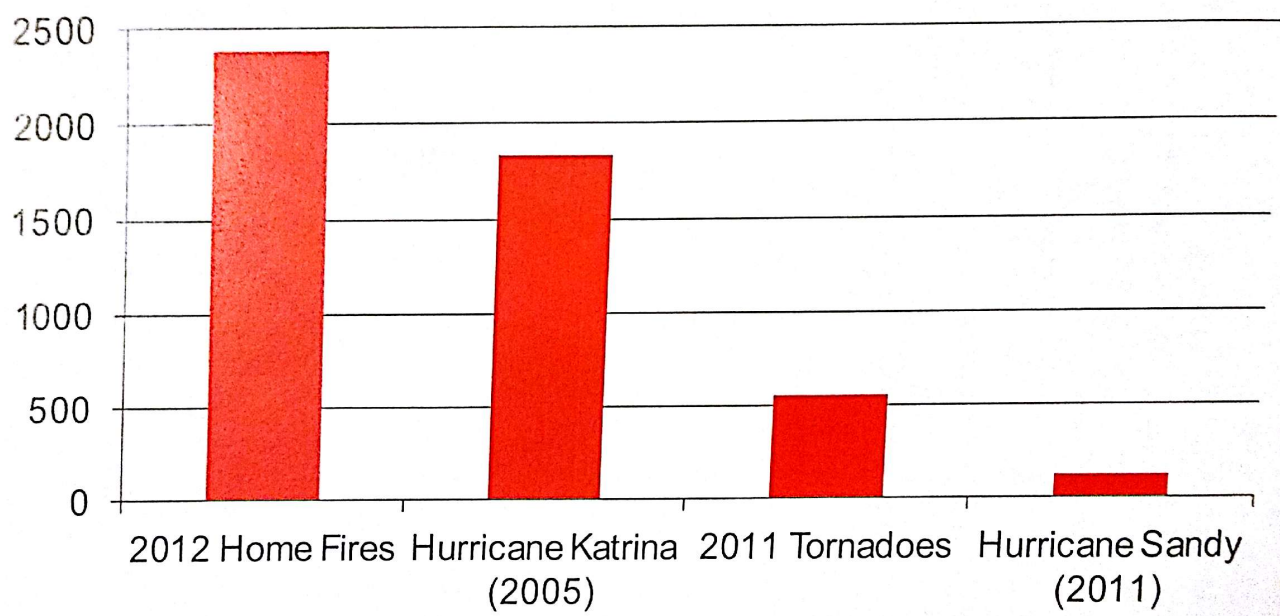
*Source: National Fire Protection Association (M. Ahrens, 2013)*





# Home Fires: The Biggest Disaster Threat to American Families

Reported Deaths





What is our goal?

**American Red Cross**

# Campaign Objectives

Save Lives • Reduce Injuries •  
Build Resilient Communities

**NATIONAL  
GOAL**

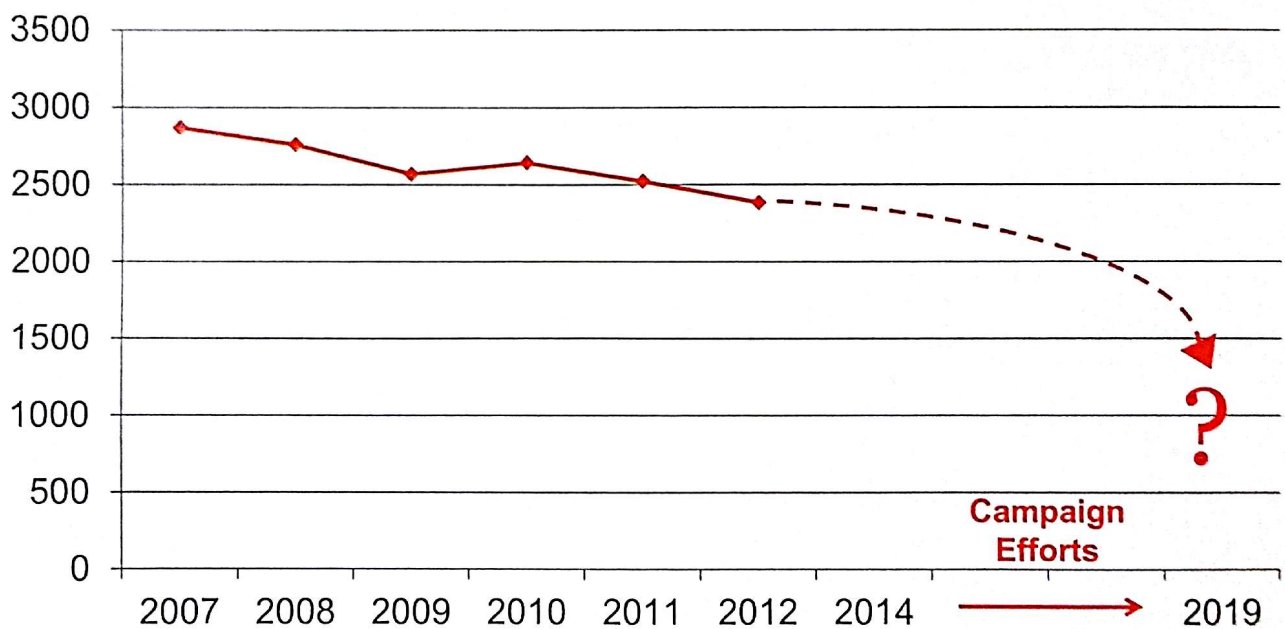
25% reduction in home fire  
deaths and injuries in 5 years



American  
Red Cross

# Campaign to Save Lives

## Civilian Home Fire Deaths



Source: National Fire Protection Association (M. Karter, 2013)







How will we achieve it?

**American Red Cross**



*A nationwide effort by the  
**Red Cross and partners,**  
in collaboration with local fire  
departments and aligned with  
existing preparedness initiatives,  
to convene community coalitions  
and mobilize resources to  
**save lives and reduce injuries**  
from home fires*



## Campaign Cornerstones

1

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

2

**Youth engagement** in classrooms and after school with technology, challenges, and science-based education

3

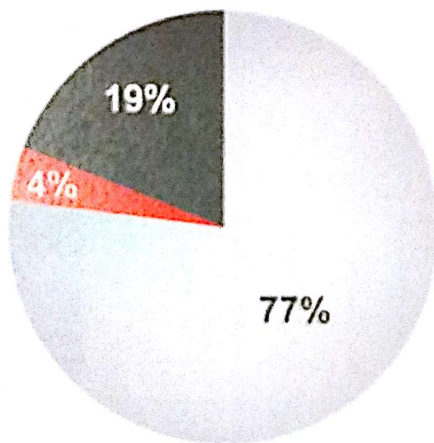
Marketing campaign to **motivate individuals to take action** to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans



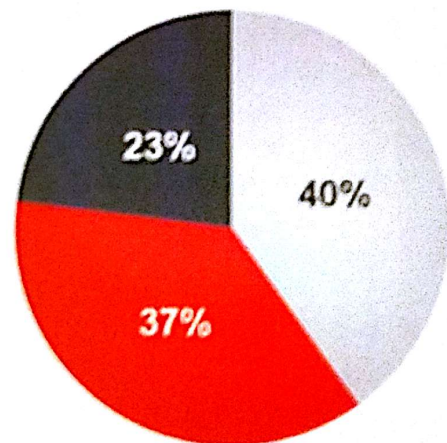
American  
Red Cross




## Why Smoke Alarms Matter

Smoke Alarms  
in US Households



Home Fire Fatalities  
in US Households



-  Households with at least one working alarm
-  Households with no alarms
-  Households with non-working alarms

*Source: National Fire Protection Association (M. Alarcon, 2014)*



**American  
Red Cross**





How can we work  
together?

**American Red Cross**

|   |  |
|---|--|
| 1 | Join the American Red Cross Michigan Region Home Fire Preparedness April 29 <sup>th</sup> MegaBlitz            |
| 2 | Participate in community home fire preparedness activities   |
| 3 | Help support, promote or implement community efforts to increase working smoke alarms in at-risk neighborhoods |
| 4 | Take steps in your own home and neighborhood to prevent fires and increase preparedness                        |
| 5 | Donate to the April 29 <sup>th</sup> MegaBlitz   |



## Why Become a Coalition Partner?

- To help save lives and reduce fire-related property loss in your community
- To build a more resilient community
- To demonstrate your organization's commitment to community health and safety
- To increase awareness of your organization's brand by having your name and logo included in local campaign materials





## In Your Own Home and Neighborhood

Key steps you can take in your own home, and assist your neighbors with, to become better prepared:

**Check batteries  
and test smoke  
alarms**



**Create and  
practice home fire  
escape plan**



**Complete Red  
Cross Fire Safety  
and Prevention  
Checklist**



## What's Your Escape Time?

- How long do you have to escape from a home fire?
- People tend to over-estimate
- If a fire starts, you may have just **two minutes** to get to safety!





Questions?

**American Red Cross**



## Learn More

Contact

Annette Swain at

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or visit

<http://www.redcross.org/local/michigan>





Thank You

**American Red Cross**