

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

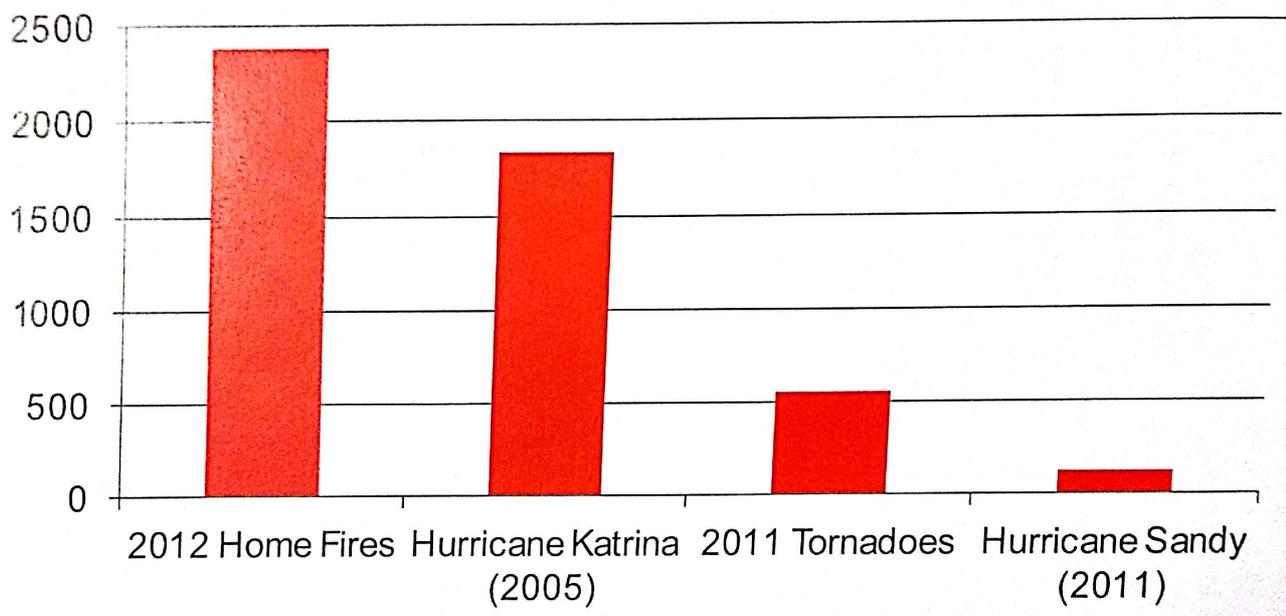


Source: National Fire Protection Association (M. Ahrens, 2013)



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

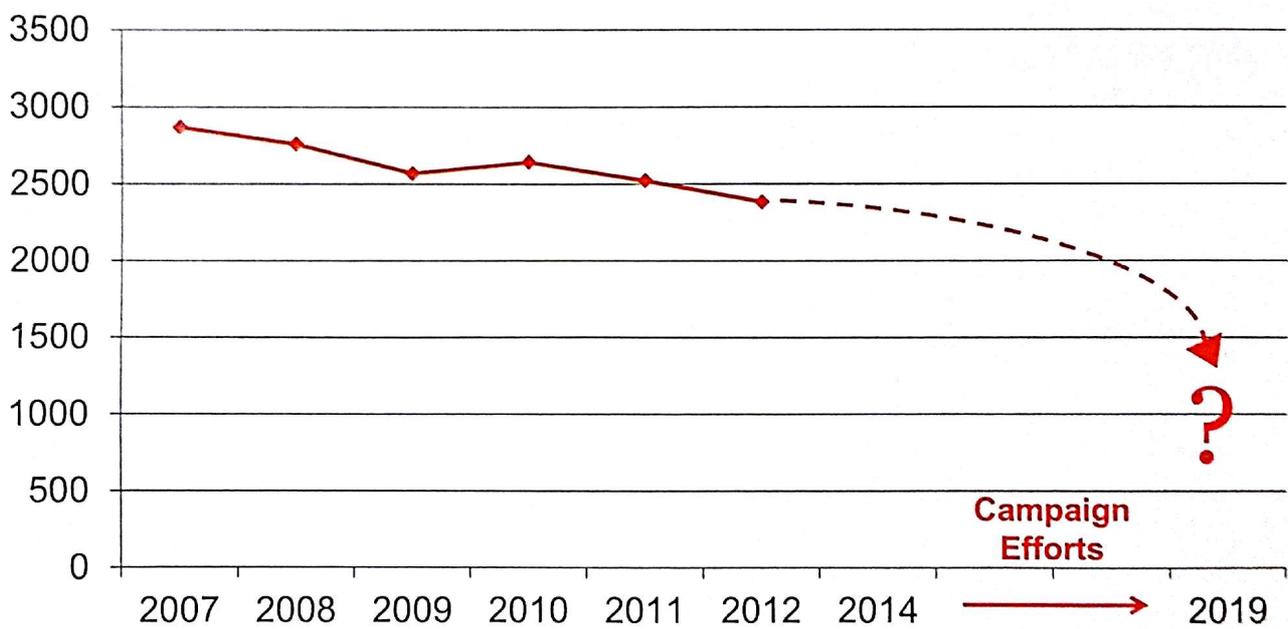
**NATIONAL
GOAL**

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



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

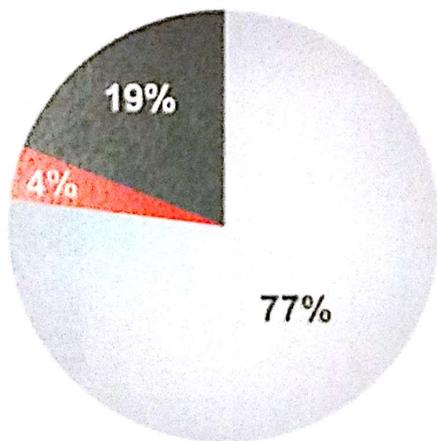
3

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

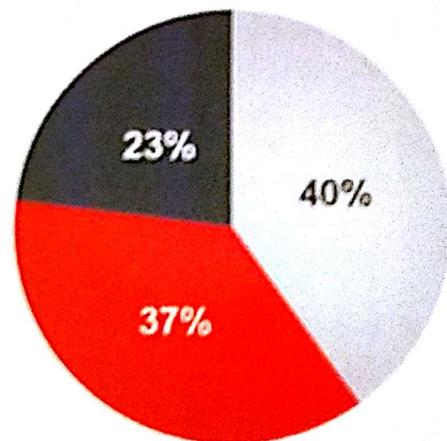


Why Smoke Alarms Matter

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. Arizona, 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 th 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 th 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

ann.swain@redcross.org

or visit

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





Thank You

American Red Cross