Home Fire Preparedness Campaign
An Overview: The Campaign in Three Charts
The Campaign In Three Charts
Why Fire?

Reported deaths

- 2013 Home Fires
- Hurricane Katrina (2005)
- 2011 Tornadoes
- Hurricane Sandy (2012)
The Goal
Smoke Alarms in US Households

- 77% Households with at Least One Working Smoke Alarm
- 19% Households with Non-Operating Smoke Alarms
- 4% Households with No Smoke Alarms

Home Fire Fatalities in US Households

- 40% Households with at Least One Working Smoke Alarm
- 37% Households with No Smoke Alarms
- 23% Households with Non-Operating Smoke Alarms
Overall Program Strategies

- Neighborhood Canvassing:
  - Engaging partners, including fire dept
  - Going door-to-door in areas with heightened risk of home fires
  - Install smoke alarms—up to 500,000/year
  - Helping families prepare escape plan

- Engaging Youth:
  - Educating youth on the science of fire
  - Teaching them what to do when a fire occurs
  - Supporting the Paradigm Challenge

- Marketing campaign to drive behavior:
  - A call to action; check your smoke alarms, and practice your escape plan