

Home Fire Preparedness Campaign



WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA™



Why is it important?

American Red Cross

Home Fires in the United States

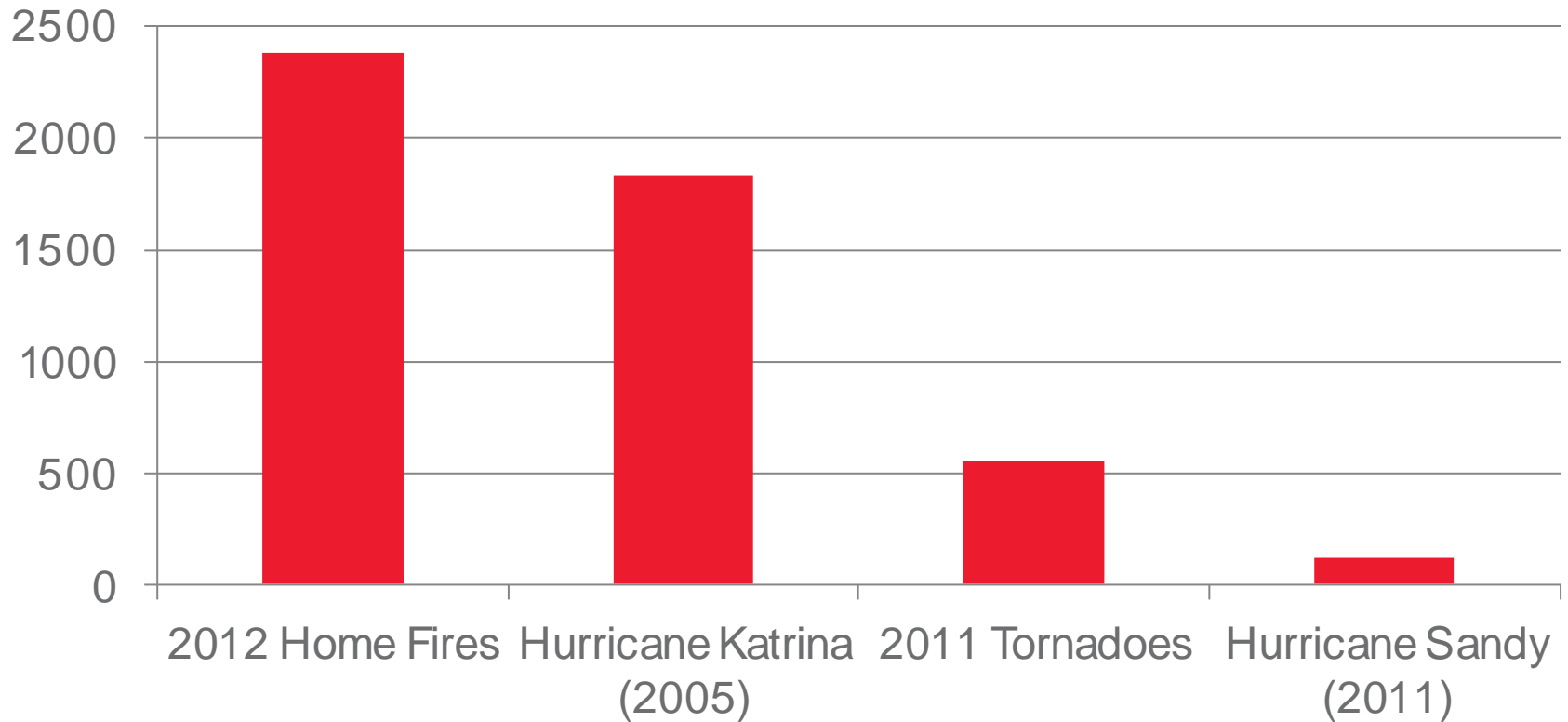
- 7 times a day, someone dies in a home fire
- Every 40 minutes, a fire injury is reported
- Home fires cause, on average, 2,500 deaths and roughly \$7 billion in property damages every year



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**

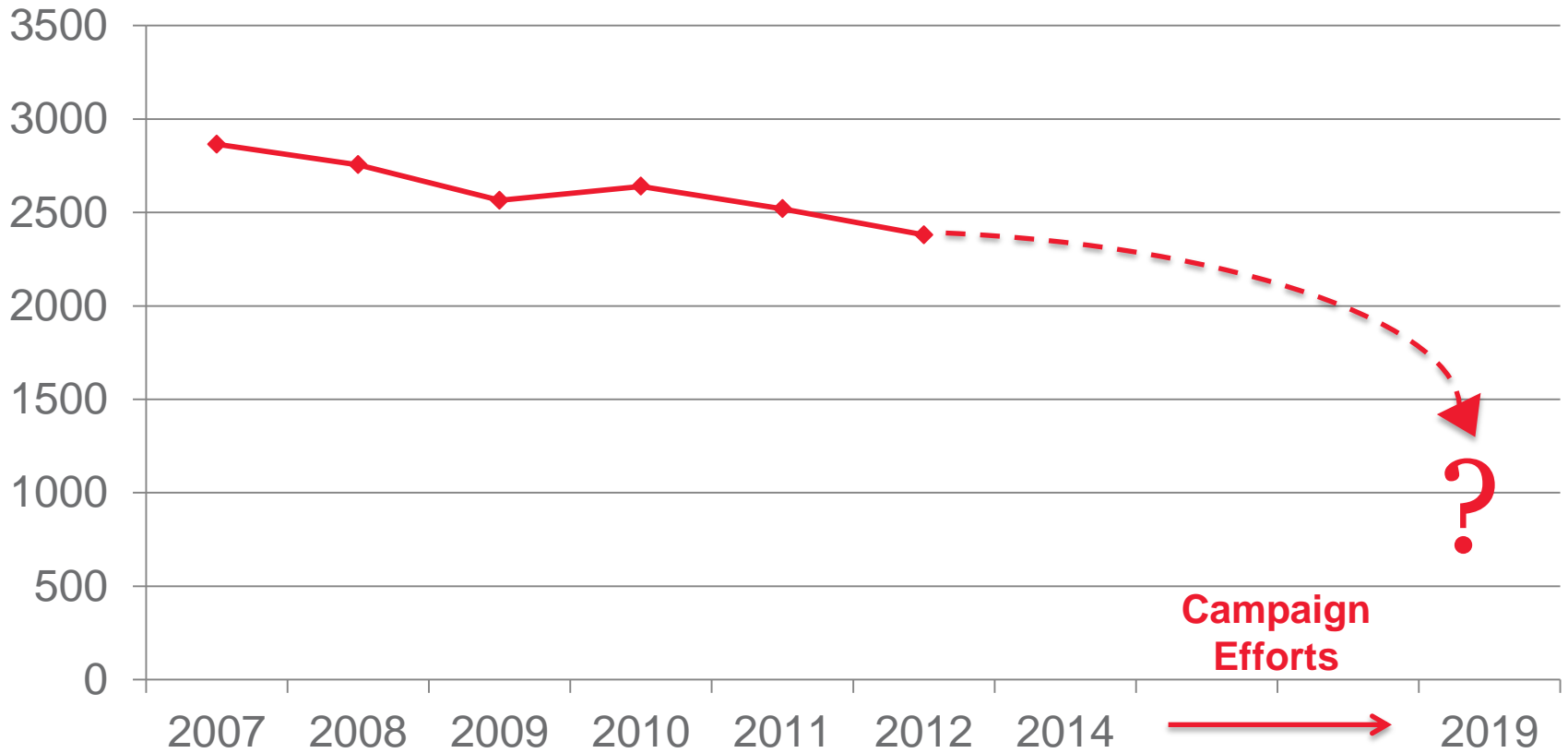
25% reduction in home fire
deaths and injuries in 5 years



**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

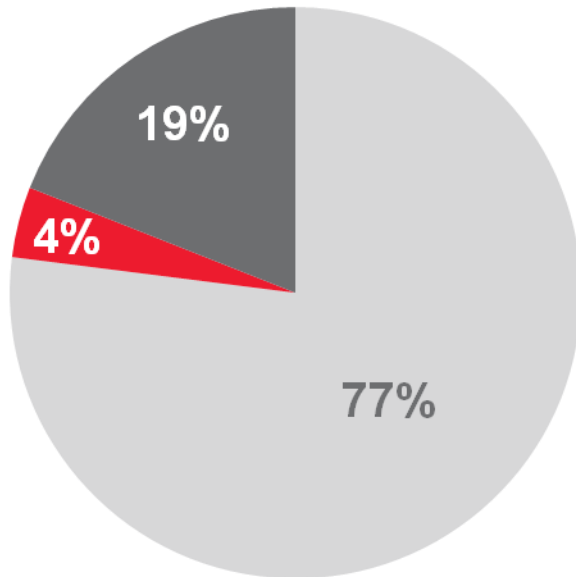
Youth engagement in classrooms and after school with technology, challenges, and science-based education

3

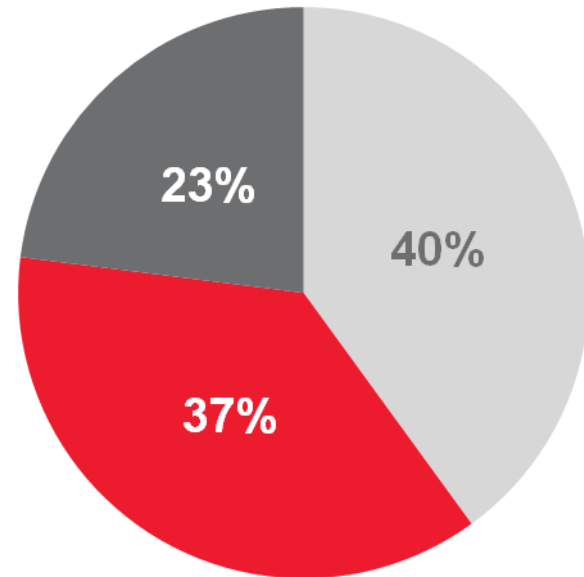
Marketing campaign to **motivate individuals to take action** to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans

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. Ahrens, 2014)



How can we work
together?

American Red Cross

1	Join your local Community Home Fire Preparedness Coalition
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 support home fire preparedness

Helping with Coalition Activities

There are many different ways to support coalition preparedness efforts in your community, such as:

- Signing on as a coalition partner
- Sharing knowledge of local neighborhoods and making local connections
- Helping plan and coordinate campaign events
- Developing ideas for new campaign activities
- Promoting campaign activities
- Contributing and recruiting event volunteers
- Supplying resources (e.g. financial support, smoke alarms, install equipment, etc.)
- Raising awareness and educating constituents about home fire preparedness

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
- Thank you to Meals On Wheels Association of America for becoming a cornerstone coalition partner!

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!

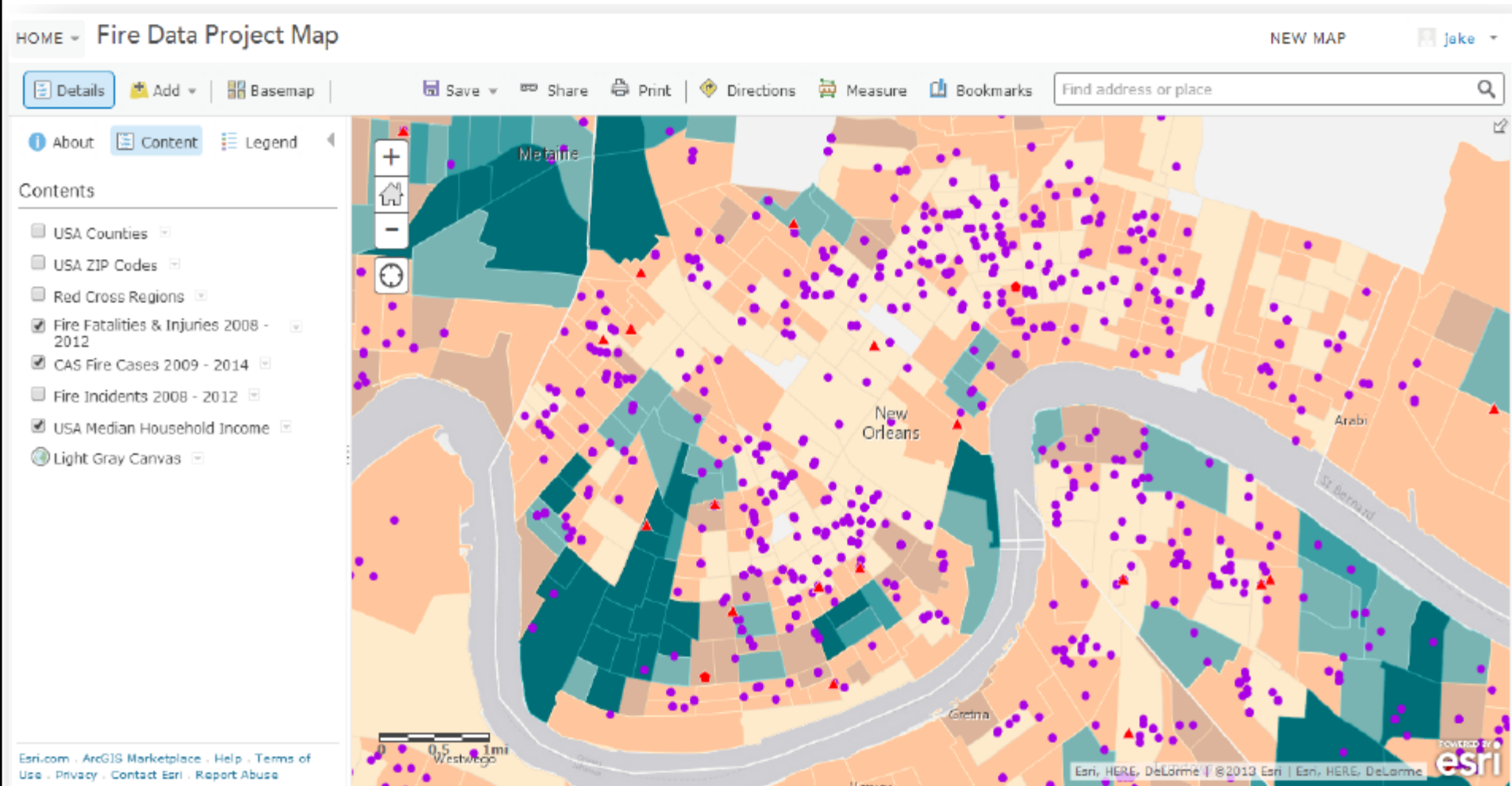




Our Local Efforts

American Red Cross

Target Neighborhoods



Partner Engagement

Guidance to Red Cross field staff on engaging local Meals On Wheels affiliates

Partner	What They Can Do	NHQ Point of Contact	Participation & Coordination	Instruction to Field
Meals On Wheels Association of America	<ul style="list-style-type: none">• Access to individuals' homes• Technical assistance	Monica Montoya	Information on the campaign has been distributed at their national conference. Meals On Wheels is currently coordinating with their members to determine activities.	Currently partnered Red Cross and Meals On Wheels members are encouraged to connect directly. Chapters without a contact or current relationship may contact Monica Montoya.

Planning Timeline



- Key dates will vary by location
Many organizations are targeting October 11, 2014 as the date to canvass neighborhoods and install smoke detectors, but events will occur over the course of the year.
- MLK Day of Service will be another key date: January 19th, 2015



Questions?

American Red Cross

Learn More

Visit
www.redcross.org
or contact your
local Red Cross
chapter for more
information



Contacts

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Thank You

American Red Cross