



“On behalf of all firefighters, we are honored to partner with the American Red Cross and its countless volunteers and stakeholders to take the steps required to ensure fire-safe homes and communities.”

Ernest Mitchell, Jr., Administrator
U.S. Fire Administration, FEMA

Partnership Opportunity

Home Fire Preparedness Campaign

A home fire can strike anywhere, anytime. Fires can leave families without their home and personal belongings and, in many cases, cause serious injury and even death. **Nearly 1,000 times a day, fire departments are called to a home fire.¹ Someone dies in a home fire seven times a day², and a fire-related injury is reported every 40 minutes.³**

Often, these injuries or deaths occur because people aren't prepared. For example, not having a working smoke alarm greatly increases the risk of fire-related death and injury. In fact, three of every five home fire deaths occur in homes without a working smoke alarm.⁴

Additionally, people don't often know how to respond when a smoke alarm sounds. Instead of immediately evacuating, they attempt to confirm a fire, try to fight the fire on their own or ignore the alarm altogether.

Fires spread rapidly. A small flame can turn into a major fire in less than 30 seconds⁵ and can completely engulf a home in two minutes.⁶ Because people have very little time to escape, they must take smoke alarm warnings seriously.

The Solution

Through the Home Fire Preparedness Campaign, the Red Cross will arm families with fire prevention and preparedness tools and information—ultimately reducing injuries and decreasing needless loss of life. Working with an array of national and local partners, this campaign will combine grassroots neighbor-to-neighbor engagement with comprehensive national marketing and public relations outreach to ensure people across the country receive preparedness tools and information.

Over the next five years, **the Home Fire Preparedness Campaign aims to reduce the number of fire deaths and injuries in the U.S. by 25 percent** through visiting more than 1.6 million homes to install smoke alarms, replace smoke alarm batteries, complete home safety checklists and help families and individuals develop a disaster plan.

¹ National Fire Protection Association, 2013

² National Fire Protection Association, 2014

³ National Fire Protection Association, 2013

⁴ National Fire Protection Association, 2014

⁵ Ready.gov, 2014

⁶ National Fire Protection Association, 2014

Home Fire Preparedness Campaign

Our campaign will focus on:

- **Community Canvassing:** Volunteers will go door-to-door, meeting with families across the country to install smoke alarms, replace smoke alarm batteries, complete fire safety checklists and help develop disaster plans.
- **Youth Engagement:** Using technology and interactive programming, we will reach young people in classrooms and after-school programs to teach youth about the science of fire and explain how to prevent fires and what to do if a fire occurs.
- **National Marketing and Public Relations Outreach:** Through national outreach, we will motivate ordinary people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing a home evacuation when an alarm goes off.

Focus on Vulnerable Populations

Home fires don't impact everyone equally. The elderly, disabled, youth and low-income populations are more likely to be impacted by fires in their homes than the general population. The Home Fire Preparedness Campaign will specifically emphasize reaching the most at-risk populations and communities across the country.

Join Us

Each year, the Red Cross responds to nearly 70,000 disasters—most of which are home fires. By supporting the Home Fire Preparedness Campaign through Home Fire Relief, you can help save the lives of people affected by home fires. Your gift enables the Red Cross to provide critical recovery services to those impacted by home fires, and it will also provide communities with lifesaving tools and information to support home fire prevention efforts.

Please contact your relationship manager for more information.

Name:

Phone:

Email:

⁷ National Fire Prevention Association, 2014



American Red Cross

Home Fire Solution: Smoke Alarms

- Nearly 5 million homes in the U.S. do not have smoke alarms.
- Over 60 percent of home fire deaths occur in homes without a smoke alarm or without a working smoke alarm.
- Having working smoke alarms can double a person's chances of surviving a home fire.⁷

