



This *Home Fire Preparedness Campaign Quarterly Update* is intended to share the latest campaign news, events, resources and progress with national partners.

Home Fire Preparedness Campaign - Quarterly Update

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In This Issue:

Celebrating Dr. Martin Luther King Jr.

Answering the Call: Help Volunteers Connect with Local Fire Departments

Partner Spotlight: Rebuilding Together

HFPC: Engaging the Disability Community

Campaign Impact

Upcoming Events

Get Involved



National Organizations Endorsing the Home Fire Campaign

American Red Cross
Black Emergency Managers Association
Buddhist Tzu Chi Foundation
Catholic Charities USA
Church of the Brethren Disaster Ministries
Common Voices
Congressional Fire Services Institute
Corporation for National and Community Service
Delta Sigma Theta Sorority Inc.
Electrical Safety Foundation International (ESFI)
Fire Department Safety Officers Association
Habitat for Humanity International
HOPE *worldwide*
International Association of Black Professional Fire Fighters

International Association of Fire Fighters (IAFF)
International Code Council
Lott Carey
Meals On Wheels Association of America
Metropolitan Fire Chiefs Association
National Association of Hispanic Fire Fighters
National Association of State Fire Marshals
National Council Society of St. Vincent de Paul, Inc.
National Disability Rights Network
National Fallen Firefighters Foundation
National Fire Protection Association
National Fire Sprinkler Association
National Manufactured Home Owners Association

Phoenix Society for Burn Survivors
Points of Light
Portlight Strategies, Inc.
Project Paradigm
Rebuilding Together
Society of Fire Protection Engineers
State Farm
Team Rubicon
Tool Bank
The National Council on Independent Living
The Salvation Army
UL
U.S. Fire Administration
Vision 20/20
YMCA of the USA

Campaign Goal and Cornerstones

GOAL: 25% reduction in home fire deaths and injuries by the end of 2019

- Door-to-door installation of smoke alarms and completion of a fire safety checklist and escape plan in vulnerable neighborhoods
- Engagement of youth in classrooms and after school with technology, challenges, and science-based education
- Marketing and public relations campaign to motivate people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing home evacuations

Campaign Impact

As of 1/31/2016

Documented Lives Saved

▶ 69

Households Prepared

▶ 121,300+

Smoke Alarms Installed

▶ 264,000+

Fire Escape Plans Made

▶ 100,600+

Youth Educated

▶ 353,500+

Organizations Engaged Locally

▶ 2,400+

Celebrating Dr. Martin Luther King Jr.

Each year nonprofits and community organizations around the country plan service projects to honor Dr. Martin Luther King Jr. The federal holiday is not just a day off from work set aside to



honor Dr. King; it has become a day where people take the time to make the world a better place. In 1994, Congress passed the King Holiday and Service Act, designating it as a national day of volunteer service. Participation in the King Day of Service has grown steadily over the past decade, with hundreds of thousands of Americans each year engaging in projects such as tutoring and mentoring children, painting schools and senior centers, delivering meals, building homes and reflecting on Dr. King's life and teachings. Many Red Cross units participate in MLK Day service activities, including hosting fire safety canvassing events for the Home Fire Preparedness Campaign (HFPC). This year dozens of Red Cross chapters across the country spent the day visiting homes, installing smoke alarms, and educating their community about fire safety, all while working alongside our community partners.

In Gilbert, Arizona, volunteers from Hope Worldwide, justserve.org, and Red Cross partnered with the Gilbert Fire Department to install smoke alarms. Hope Worldwide has worked with the Red Cross on MLK Day for many years and all of the organizations were able to bring together a total of 89 volunteers for this year's project. Due to their efforts, almost 200 smoke alarms were installed in their neighborhood. Since then, the fire department has received 40+ calls for appointment installations and partnered with the Red Cross to install an additional 96 alarms.

"Local coalitions, such as the one in Gilbert, are vital to making neighborhoods and communities safer from home fires. This is just one example of what can happen when a community comes together, and in voice and deed declare that even one home fire death is one too many." Zach Cahalan, Director, Major Preparedness Initiatives, The American Red Cross.

Thank you to all the partners who participated over the MLK Day weekend and for all of the events that you have helped with

Upcoming Events

April 2016

National Volunteer Month

Hold HFPC events to provide opportunities for volunteers to make a difference in their community!

September 2016

National Preparedness Month

National focus on educating and empowering Americans to prepare for and respond to all types of emergencies

Get Involved

There are countless ways organizations and individuals can become involved in the Home Fire Preparedness Campaign. Some of these include:



Volunteering



Sharing information and expertise



Spreading the message



Providing material resources support



Coordinating joint programs and activities



Supporting or hosting events

Resources



Home Fire Safety Tips

Tips and tools to help keep your family and community safe.

[Learn more](#)



The Paradigm Challenge

Contest challenging youth to generate new ideas to prevent injuries and fatalities from home fires. [Learn more](#)

Monster Guard App

Free Red Cross app

over the course of this campaign. Through these local coalitions our communities continue to grow more resilient and we appreciate those that have joined our efforts.

69 Lives Saved!

As of today, we can document 69 lives saved through the HFPC. One amazing story comes from Lorain, OH - 12 Lives Saved (including ten children ranging in age from eight months old to 11 years old).

A mother had gathered all of her children together to celebrate the Christmas holiday. On December 26th at 11:00 pm, smoke alarms in the home began sounding. The furnace had caught fire and heavy smoke was already throughout the home.

The mother reported that she and the family knew exactly what to do - escape the home quickly, then call 911. The smoke made breathing hard, but her eldest child knew to "Get Low and Go!". He was instrumental in helping several of the younger children get out of the home safely.

Once outside, with everyone accounted for, they called 911. The smoke alarms had been installed just two weeks earlier when Red Cross Volunteers and the Lorain City Fire Department knocked on the door and found no working smoke alarms. The firefighters and Red Crossers also took time to educate the whole family on fire safety.

The mother stated that the alarming smoke alarms were the reason that she and her family were able to escape without harm and that the discussion on fire safety helped her and her children to know exactly what to do when smoke started filling the home.

Thank you to all of our partners who have helped us to save lives. We couldn't have done it without you, This is truly a shared accomplishment.

Partner Spotlight: Rebuilding Together

Rebuilding Together Installs Free Smoke and Carbon Monoxide Alarms for Low-income Seniors

Thirty volunteers from Rebuilding Together Bergen County kicked off Fire Safety Week (October 4-10) with a Fire Safety



designed to teach kids (aged 7-11) how to prepare for real-life emergencies. [Learn more](#)

Share Your Stories

Have news to share?

Email your stories about campaign activities and impact to:

ngopartners@redcross.org

Talking on social media?

Keep the conversation going on Facebook and Twitter by using the campaign hashtag:

#firesafety



Day on Saturday, October 3, introducing the organization's new Home Fire Safety Program. This new initiative aims to help at-risk seniors by providing and installing 10-year-battery smoke alarms, carbon monoxide detectors and fire extinguishers, and by offering fire safety



education and materials to seniors and the disabled. The comprehensive program, which Rebuilding Together hopes to grow throughout the County, is made possible thanks to funding from The Henry and Marilyn Taub Foundation alongside their existing partnership with the American Red Cross.

To read more about this story, click below for links to the local press:

[Volunteers Install Smoke Alarms for Little Ferry Residents](#)

[Rebuilding Bergen Together Brings Little Ferry Families Safety](#)

HFPC: Engaging the Disability Community

The Home Fire Preparedness Campaign supports populations that are disproportionately impacted by disaster, including individuals with disabilities and those with access and/or functional needs. The Red Cross in partnership with the fire safety industry, fire and emergency preparedness agencies, and the disability rights community are working to alert the disability community to fire safety issues. Coalitions are being created to work together to develop approaches that will build positive momentum and lead to successful outcomes for increasing fire safety and reducing deaths.

Have ideas about how we might work together
in the communities you serve?

We're eager to talk with you about them. [Contact us!](#)

For more information, please contact your Red Cross relationship manager or email us at:
ngopartners@redcross.org



Contact Us

