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

- 2012 Home Fires
- Hurricane Katrina (2005)
- 2011 Tornadoes
- Hurricane Sandy (2011)

American Red Cross
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

- Households with at least one working alarm: 77%
- Households with no alarms: 4%
- Households with non-working alarms: 19%

Home Fire Fatalities in US Households

- Households with no alarms: 40%
- Households with non-working alarms: 37%
- Households with working alarms: 23%

Source: National Fire Protection Association (M. Ahrens, 2014)
How can we work together?
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<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>Join your local Community Home Fire Preparedness Coalition</td>
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<tr>
<td>2</td>
<td>Participate in community home fire preparedness activities</td>
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<tr>
<td>3</td>
<td>Help support, promote or implement community efforts to increase working smoke alarms in at-risk neighborhoods</td>
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<td>4</td>
<td>Take steps in your own home and neighborhood to prevent fires and increase preparedness</td>
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<tr>
<td>5</td>
<td>Donate to support home fire preparedness</td>
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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!
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
Partner Engagement

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

<table>
<thead>
<tr>
<th>Partner</th>
<th>What They Can Do</th>
<th>NHQ Point of Contact</th>
<th>Participation &amp; Coordination</th>
<th>Instruction to Field</th>
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| Meals On Wheels Association of America       | • 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.** |

American Red Cross
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

- Monica Montoya, American Red Cross, National Disaster Partnerships
  (monica.montoya@redcross.org)

  or

- Colleen Clark, Meals On Wheels Association of America, National Partnerships
  (colleen@mowaa.org)
Thank You

American Red Cross