



Protect the Heroes that Protect Our Lives

“Tribute to Heroes” Campaign Fact Sheet

Goals

The “Tribute to Heroes” fire safety campaign will encourage Americans to practice fire safety, to protect themselves and their families, and to protect the firefighters who work each day to save lives. Research has proven the effectiveness of the following fire safety practices:

1. installing and maintaining smoke alarms;
2. practicing fire escape plans; and,
3. performing a home safety walk-through to eliminate fire hazards from homes.

The “Tribute to Heroes” Campaign is part of the United States Fire Administration’s effort to reduce fire deaths and injuries across the nation. More than 3,400 people die in residential fires each year in the United States; the majority of which are in homes without a working smoke alarm.

“Tribute” Public Service Announcements

The “Tribute” public service announcements (PSAs) are available in print, radio and television formats. USFA will distribute a national TV spot and make available to individual fire departments versions to which they can add their logo and localized message. The PSA features the child of a firefighter talking about the heroic acts his parent performs every day. There are four spots, including a male firefighter, a female firefighter, and a Spanish language version of each. Print ads are available in English and Spanish.

USFA: Leading Fire Safety Efforts

As an entity of the Federal Emergency Management Agency, the mission of the United States Fire Administration is to reduce life and economic losses due to fire and related emergencies, through leadership, advocacy, coordination and support. We serve the Nation independently, in coordination with other Federal agencies, and in partnership with fire protection and emergency service communities. With a commitment to excellence, we provide public education, training, technology and data initiatives.

USFA Partners

USFA is working with 28,000 fire departments and stations across the country, as well as child safety advocates, seniors’ groups, and professional fire organizations. USFA partners include the International Association of Fire Chiefs, the National Volunteer Fire Council, the International Association of Fire Fighters, the National SAFE KIDS Campaign, the American Academy of Pediatrics, ZERO to THREE child development organization, NFPA (the National Fire Protection Association), the International Association of Black Professional Fire Fighters, the International Association of Hispanic Fire Fighters, the National Association of State Fire Marshals, and the Consumer Product Safety Commission.

For more fire safety information, please contact the USFA website at www.usfa.fema.gov.