

If you smoke, put it out. All the way. Every time.

Smoking & Home Fires: A campaign to prevent the #1 cause of home fire deaths.

United States Fire Administration ■ 16825 South Seton Avenue ■ Emmitsburg, MD 21727
www.usfa.dhs.gov/smoking (*English*) ■ www.usfa.dhs.gov/fumar (*Spanish*)

Radio Public Service Announcement Scripts

:15 radio station scripts

Script #1: Smoking is the number one cause of home fire deaths. If you smoke, make sure you put that cigarette out completely. **Put It Out. All the Way. Every Time.** This message is from the United States Fire Administration, your local fire department, and this radio station.

Script #2: This week more than 20 people will die in their homes because cigarettes weren't put out properly. If you smoke, be sure you **Put It Out. All the Way. Every Time.** This message is from the United States Fire Administration, your local fire department, and this radio station.

:20 radio station scripts

Script #1: Did you know that cigarettes are the number one cause of home fire deaths in the U.S.? It's better to smoke outside or at least use deep ashtrays. If you smoke, **Put It Out. All the Way. Every Time.** This message is brought to you by the United States Fire Administration, your local fire department, and this radio station.

Script #2: Every year, hundreds of young children die in home fires caused by cigarettes. If you smoke, you can make a difference by smoking outside, using deep, sturdy ashtrays, and making sure you **Put it Out. All the Way. Every Time.** This message is brought to you by the United States Fire Administration, your local fire department, and this radio station.



FEMA

The U.S. Fire Administration is a division of the Federal Emergency Management Agency (FEMA) and is part of the U.S. Department of Homeland Security. FEMA coordinates the federal government's role in preparing for, preventing, mitigating the effects of, responding to, and recovering from all domestic disasters, whether natural or man-made, including acts of terror.

:30 radio station scripts

Script #1: Hi, I'm Chief John Doe from the Anytown, Anystate fire department. Have you ever tossed cigarette butts in the trash? Chances are you've seen what can happen if those butts are still hot. Maybe you got lucky that time. But what if it happens again and you're asleep? A fire started by a cigarette doesn't care if you're asleep. Make sure your cigarette is completely out so you can stop the fire before it starts. If you smoke, **Put it Out. All the Way. Every Time.** This message is brought to you by the United States Fire Administration, your local fire department, and this radio station.

Script #2: Hi, I'm Chief John Doe from the Anytown, Anystate fire department. Did you know that smoking is the #1 cause of home fire deaths in the U.S.? Soak those cigarette butts in water first before tossing them. Use a deep ashtray, and don't set it on the couch. Better yet, smoke outside and never toss the butts onto the ground. Please, if you smoke, **Put it Out. All the Way. Every Time.** This message is brought to you by the United States Fire Administration, your local fire department, and this radio station.