

Install.



Inspect.



Protect.



Smoke Alarms Save Lives.

United States Fire Administration • 16825 South Seton Avenue • Emmitsburg, MD 21727
www.usfa.dhs.gov/smokealarms (English) • www.usfa.dhs.gov/detectoresdehumo (Spanish)

Campaign Talking Points

1. More than 3,000 people die in home fires each year in the United States; most of whom are in homes without a working smoke alarm. A working, properly installed smoke alarm lowers your chances of dying in a fire.
2. The U.S. Fire Administration (USFA) is sponsoring the **Install. Inspect. Protect. Campaign**, which emphasizes that “Smoke Alarms Save Lives.”
3. The 2009 “**Install. Inspect. Protect. Campaign**” is a refreshed effort of the previously released “Tribute to Heroes” Campaign, with a stronger emphasis on smoke alarms and residential fire sprinklers.
4. The mission of this campaign is to encourage Americans to practice fire safety by 1) installing and maintaining smoke alarms and residential fire sprinklers, which can help save the lives of residents and firefighters, 2) practicing fire escape plans, and 3) performing a home safety walk-through to remove fire hazards from the home.
5. According to the National Fire Protection Association, between 2003-2006, almost two-thirds of home fire deaths resulted from fires in homes with no smoke alarms or no working smoke alarms.
6. During the same time period, no smoke alarms were present in 40 percent of the home fire deaths and in 23 percent of the home fire deaths, smoke alarms were present but did not sound.
7. The USFA believes that all homes should be equipped with smoke alarms and automatic fire sprinklers, and families should prepare and practice emergency escape plans.
8. When both smoke alarms and fire sprinklers are present in a home, the risk of dying in a fire is reduced by 82 percent, when compared to a residence without either.
9. A few residential smoke alarm tips include:
 - Place properly installed and maintained smoke alarms **both inside and outside** of sleeping areas and on every level of your home.
 - Interconnected smoke alarms are best, because if one sounds, they all sound.
 - Get smoke alarms that can sound fast. The U.S. Fire Administration recommends that every residence and place where people sleep be equipped with both ionization **and** photoelectric smoke alarms **or** dual sensor smoke alarms, which contain both ionization and photoelectric smoke sensors.
 - Testing smoke alarms monthly and changing alkaline batteries at least once every year, or as instructed. You can use a date you already know, like your birthday or when you change your clocks as a reminder.

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FEMA

U.S. Fire Administration Mission Statement

We provide national leadership to foster a solid foundation for local fire and emergency services for prevention, preparedness and response.



- Consider buying a long-life (lithium) battery-powered smoke alarm, which may last up to ten years with no battery change. If a smoke alarm sounds during normal cooking or when bathing, press the hush button if the smoke alarm has one. Open the door or window or fan the area with a towel to get the air moving.
 - **Do not** disable the smoke alarm or take out the batteries. If this happens often, the smoke alarm will need to be relocated.
10. While smoke alarms can alert occupants to a home fire, they cannot extinguish a fire. Sprinkler systems can!
11. A few residential fire sprinkler facts include:
- The risk for firefighters decreases when home sprinklers are in use because sprinklers reduce the intensity of the fire by dousing the flame earlier.
 - Sprinklers can limit the damage caused by smoke and fire and are less damaging than water damage caused by firefighting hose lines.
 - A sprinkler costs about \$1.61 per square foot. This cost is about the same as upgraded cabinets or carpet.
 - Installing a sprinkler system has the potential to lower insurance rates by 5-15% by meeting code requirements.
12. A few residential fire sprinkler tips include:
- If possible, install residential fire sprinklers in your home.
 - Avoid painting or covering the fire sprinkler, because that will affect the sensitivity to heat.
 - Do not hang decorations, plants, or other objects from the sprinkler or pipes.

The organizations in partnership with the USFA's **Install. Inspect. Protect. Campaign** include:

- American Fire Sprinkler Association
- Burn Institute
- Everyone Goes Home
- Fire and Emergency Manufacturers and Services Association
- Fire Department Safety Officers Association
- Home Fire Sprinkler Coalition
- Home Safety Council
- International Association of Black Professional Firefighters
- International Association of Fire Chiefs
- International Association of Women in Fire & Emergency Services
- NASFM Fire Research and Education Foundation
- National Association of Hispanic Firefighters
- National Association of State Fire Marshals
- National Fallen Firefighters Foundation
- National Fire Protection Association
- National Fire Sprinkler Association
- National Volunteer Fire Council
- SAFE KIDS Worldwide

For more information and to download free campaign materials, visit www.usfa.dhs.gov/smokealarms. The Campaign Toolkit disc with all campaign materials is available from the USFA Publications department at www.usfa.dhs.gov or by calling (800)561-3356.