



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

Campaign Fact Sheet

About the Campaign

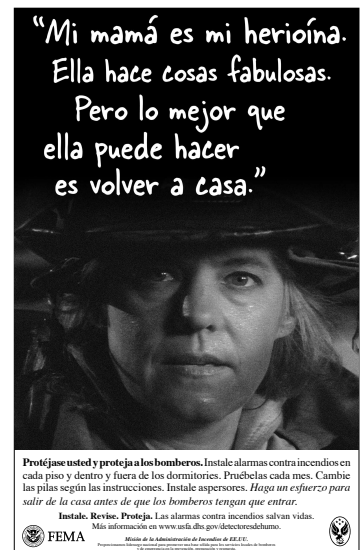
The **Install. Inspect. Protect. Campaign** is part of the United States Fire Administration’s effort to reduce fire deaths and injuries across the nation. More than 3,000 people die in home fires each year in the United States; most of which are in homes without a working smoke alarm. A working, properly installed smoke alarm lowers your chances of dying in a fire.

The **Install. Inspect. Protect.** fire safety campaign will help 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 that the following fire safety practices work:

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

Campaign Materials

The **Install. Inspect. Protect. Campaign** has copyright-free tools, such as fact sheets; posters; print, radio, and TV PSAs; a “Name Your Smoke Alarm” coloring sheet for kids; and talking points. All materials are free to print, hand out, and present to people and fire departments throughout the community, and are available in English, Spanish, and 508 compliant versions. Materials can be downloaded at www.usfa.dhs.gov/smokealarms (English) or www.usfa.dhs.gov/detectoresdehumo (Spanish). Campaign Toolkit discs with all campaign materials are available from the USFA Publications department at www.usfa.dhs.gov or by calling (800)561-3356.



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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.



Install. Inspect. Protect. “Smoke Alarms Save Lives”

“I was taking a nap on my living room couch and was awakened by the smoke alarm in my apartment. After hearing the alarm I could immediately smell a strong odor of smoke. I jumped to my feet and opened my porch door to see fire burning in the mulch and grass running along the side of my building and porch. I ran back in and called 911 and told them the situation. I ran out to the breezeway and pulled the building fire alarm to alert the other residents in my building. . . [By] having a working smoke alarm in my apartment, I was able to save my apartment along with 23 other units in my building.” **Reece Wilkerson, Wilmington, NC**



“Around 12:05 am on February 4th I was awakened by the sound of a beeping noise. The noise sounded so far away. As I came to my senses, I smelled the smoke and knew right away it [was the] smoke alarm and our house was on fire. I quickly woke up my husband, ran down the hall to grab the boys and started to flee the house. By the time we got to the bottom of the stairs the house was full of smoke. We could barely find the front door to get out. We lost everything that evening, including our cats that were a huge part of our lives. If we didn’t have those smoke alarms, we probably would have died of smoke inhalation or worse from the fire itself. If our alarm in the basement and main floor hadn’t gone off, I feel by the time the smoke had reached the upstairs alarm, we wouldn’t have been able to get out.” **Rachel Picek, La Grange, IL**

Campaign Partners

Organizations in partnership with the U.S. Fire Administration’s **Install. Inspect. Protect. Campaign** include the 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, and SAFE KIDS Worldwide.