

Install. Inspect. Protect. Campaign
Smoke Alarms Save Lives

Pre-Written Articles (50, 100, 500 Words)

*The U.S. Fire Administration developed the following pre-written articles to help you communicate the importance of installing smoke alarms and sprinklers, as well as information about the **Install. Inspect. Protect. Campaign** to your organizations and communities. Feel free to include them in newsletters, church bulletins, and even on Web sites and social media pages.*

50 Words

The U.S. Fire Administration launched the ***Install. Inspect. Protect. Campaign***, encouraging people to install and maintain smoke alarms and sprinklers, practice fire escape plans, and perform a home safety walk-through. Do your part to get out, before firefighters have to come in! Visit www.usfa.dhs.gov/smokealarms or call the USFA Publications Office at (800) 561-3356.

100 Words

The U.S. Fire Administration (USFA) launched the ***Install. Inspect. Protect. Campaign***, encouraging people to install and maintain smoke alarms and sprinklers, practice fire escape plans, and perform a home safety walk-through.

The USFA recommends installing smoke alarms both inside and outside of sleeping areas and on every level of your home; testing them monthly; changing alkaline batteries at least once a year; and installing ionization and photoelectric smoke alarms or dual sensor smoke alarms. For more information, visit www.usfa.dhs.gov/smokealarms or call the USFA Publications Office at (800) 561-3356.

500 Words

Every year, more than 3,000 people die in home fires in the United States; most of whom are in homes without a working smoke alarm. To prevent these deaths, the U.S. Fire Administration (USFA), a division of the Federal Emergency Management Agency (FEMA) is sponsoring a nationwide ***Install. Inspect. Protect. Campaign*** designed to raise awareness about how working, properly installed smoke alarms can lower a person's chances of dying in a fire.

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The USFA's *Install. Inspect. Protect. Campaign* is aimed at encouraging 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 fire fighters, 2) practicing fire escape plans, and 3) performing a home safety walk-through to remove fire hazards from the home. *Install. Inspect. Protect.* also recognizes firefighters and stresses the fact that the children of firefighters want their fathers and mothers to come home safely. The campaign is promoting fire safety through a free Campaign Toolkit disc; educational materials; print, radio and television PSAs; children's materials, community organization-sponsored events and a consumer-friendly campaign Web site.

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. 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.

The USFA offers a few helpful tips on smoke alarms and sprinklers:

- Place properly installed and maintained smoke alarms **both inside and outside** of sleeping areas and on every level of your home.
- 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.
- Test smoke alarms monthly and change 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.
- If possible, install residential fire sprinklers in your home.
- Avoid painting or covering the fire sprinkler, because that will affect the sensitivity to heat.

Organizations in partnership with the U.S. Fire Administration's *Install. Inspect. Protect. Campaign* include the American Fire Sprinkler Association, Burn Institute, Everyone Goes

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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.

For more information on the ***Install. Inspect. Protect. Campaign*** and other fire prevention information, please visit www.usfa.dhs.gov/smokealarms. Remember to ***Install. Inspect. Protect...Smoke Alarms Save Lives.***