



Action Plan for Fire Prevention and Protection  
July 2012

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# Fire is Everyone's Fight

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## *Action Plan for Fire Prevention and Protection*

### Introduction

We are all fighting an ongoing and continuous battle against fire. According to the United States Fire Administration (USFA), 81 percent of all fire deaths and 76 percent of all fire injuries occurred in homes. Each year there is an estimated:<sup>1</sup>

- 365,500 home fires
- 2,560 deaths
- 13,275 injuries
- \$6.6 billion in property loss

Deaths and injuries from all natural disasters combined are only a fraction of those caused annually by fires; a home fire remains the most dangerous fire threat for most Americans. Cooking is the leading cause of homes fires (45%). Seventy-six percent of all fire injuries occurred as a result of fires in the home.<sup>2</sup>

This preventable loss is a call to action for USFA, fire and life safety partner organizations, and the public. We must join together to help reduce the number of home fires, the resulting deaths, injuries, and loss of property. We rely on the fire service to fight fires once they occur; however, the prevention of fire is up to all of us - Fire is Everyone's Fight.

We invite you to learn how you or your organization can support the development of this exciting initiative and share your ideas about ways to cultivate cooking safety and the need for working smoke alarms in communities across America.

## Goal Statement

Fires can be prevented and everyone has a role to play in ensuring they are prevented. “Fire is Everyone’s Fight” will use a wide range of resources to communicate the importance of taking action to protect ourselves and the people we love from the dangers of fire.

USFA recognizes the power of partnership as a critical means of marketing and delivering accurate and consistent safety messages into the community. We are asking partners to use “Fire is Everyone’s Fight” with new or existing resources. This can be accomplished using a number of strategies, such as sharing information with staff, member organizations, community groups, and other stakeholders. By leveraging “Fire is Everyone’s Fight” resources, supporting dissemination or advertising efforts, and encouraging state and local chapters to join the initiative, the fire safety community can present a consistent, repetitive message. This content messaging will help diverse members of our society personalize and take action to reduce their risk of fire. This includes support for public service announcement placements, educational outreach to community organizations, local media relations activities, and much more...

## Objectives of “Fire is Everyone’s Fight”

“Fire is Everyone’s Fight” is designed to get every man, woman, and child thinking about the importance of fire prevention. Specific objectives are to help people across the nation:

- Move from viewing home fires as unavoidable accidents to understanding that they can be prevented
- Learn the actions they can take to prevent home fires, particularly cooking fires.
- Install smoke alarms and keep them in good working order

Accomplishing these objectives will take a concerted effort by fire departments, government agencies, nonprofit organizations, private companies, and citizens across the nation. This Action Plan outlines a wide range of approaches that will help partners and stakeholders understand that fire is, indeed, everyone’s fight—and the actions we can take to protect ourselves, the people we care about, and our homes.

The theme was designed to create a new social norm: fires can be prevented, and we all have a role to play in ensuring that they are prevented. The theme is intended to be an easily understood and memorable phrase that encompasses a range of potential actions we can take to prevent fires or mitigate loss if they occur. USFA envisions the theme being used on all prevention materials so that it becomes highly recognizable over time – and when we see or hear it, we immediately think of actions we can take to make our homes safe.

## Strategies to Prevent Fires and Reduce Fire Losses

“Fire is Everyone’s Fight” is an initiative designed to make a difference and ultimately save lives. It will take everyone—members of the fire service, organizations, retailers, citizens, and even children, to help “fight” fires through prevention efforts. Every organization and every person has different resources available to them that can help support the initiative. Where one may have funding for an interactive “Fire is Everyone’s Fight” mobile exhibit, another may have manpower to pass out a customized “Fire is Everyone’s Fight” flyer in their community. The opportunities to reach each and every person and each community in the United States are limitless. Tell USFA how you can help move this campaign forward!

Some organizations and individuals with whom USFA foresees working hand-in-hand to promote “Fire is Everyone’s Fight” include:

- Members of the Fire Service and Emergency Medical Services
- Advocacy and Nonprofit Organizations
- Amusement Parks/Large Corporate Centers
- Appliance and Cookware Manufacturers
- Community/Recreation Centers
- Faith-based Organizations
- Homeowners and Renters (Individuals/Families)
- Homeowners Associations and Property Managers
- Local/State Governments and Civic Associations
- Multicultural Organizations
- Property Insurers
- Professional Sports
- Property Insurers
- Schools (Public/Private—all levels)
- Senior Centers and Organizations

# HOW CAN I HELP “FIRE IS EVERYONE’S FIGHT?”



## Fire Service & EMS

- \* Utilize “Fire is Everyone’s Fight” message and resources to reinforce fire safety.
- \* Work in partnership with the law enforcement to communicate “Fire is Everyone’s Fight” messages.
- \* Include slogan and a link to USFA’s campaign webpage on organization website and social media channels and in department communiqué. (Weekly bulletins)
- \* Design an interactive fire safety exhibit that visitors can enter to experience and learn about fire safe cooking and the importance of fire alarms.
- \* Incorporate slogan and key messaging into the station’s Community Risk Reduction initiative to help preventive fires and mitigate risk.

## Partners

- \* Secure public support from key elected officials/legislators.
- \* Include slogan and a link to USFA’s campaign webpage on organization website and social media channels and in department communiqué.
- \* Invite members of the fire service to speak to all age groups about safety and prevention.
- \* Encourage members to help elderly or infirmed residents install smoke alarms or change batteries.
- \* Distribute “Fire is Everyone’s Fight” materials at community events (e.g., health fairs, county fairs, neighborhood days).
- \* Include “Fire is Everyone’s Fight” slogan and messaging on town, city, or county website under “safety.”
- \* If you are a Health Care provider, include guidance or materials about preventing cooking fires and using smoke alarms during well-care visits.

## Citizens & Communities

- \* Visit at least five friends or neighbors and ask them to check their smoke alarms to make sure they are working - and ask them to replace the smoke alarms if they are over 10-years-old.
- \* Share fire safety and campaign information with friends, family, and neighbors.
- \* Post “Fire is Everyone’s Fight” in common areas, such as in or near mailboxes and elevators.
- \* Include slogan on personal social media pages and link to USFA’s campaign webpage.
- \* If you are property manager, include information in “new lease” orientation packets.

## Non-Profits/Associations/Retailers/Media

- \* Provide signage or a display that is posted or included with fire safety products, such as smoke alarms, or with cooking products.
- \* Include “Fire is Everyone’s Fight” slogan and a key message on retailer receipts and reusable bags.
- \* Promote slogan and link to USFA’s campaign webpage on organization website and social media channels and in newsletters and blogs.
- \* Incorporate mention of fire-safe features or actions in programming. For example, dialogue in a show featuring cooking could include references to turning pot handles in, not leaving the kitchen with anything cooking on the cook top, etc. Dialogue in a show about buying, renting, or renovating a home could point out the presence and importance of smoke alarms or sprinkler systems.

## Resources

The “Fire is Everyone’s Fight” campaign will have a strong online presence that enables organizations and the public to refer to and download key campaign information. The campaign will be housed on USFA’s website at <http://www.usfa.fema.gov/>. Visitors of the campaign webpage will also be invited to visit:

- The [Prevention and Publication Education Exchange](#), to find national, state, and local fire prevention and life safety practices and public education materials
- [Vision 20/20](#)
- Links to partner organizations and materials.

USFA’s goal is to implement activities that will help reduce risk at the local level through prevention and mitigation. Every disaster is local and personal, and being prepared is both an individual and collective responsibility. Prevention has to be a part of the public consciousness; automatically applied, regularly practiced, and always respected. The USFA is a national model and advocate for local, State, and national activities that develop, promote, enforce, and reward awareness, preparedness, and prevention.

## Timeline for Implementation

Many of the pieces that will comprise a national approach to reducing home fires and their consequences already exist. The U.S. Fire Administration will act as a catalyst and convener, bringing together individuals and organizations who want to play a role and have the resources to do so. In 2012, USFA will focus on identifying existing resources that work and share them through USFA’s Prevention and Public Education Exchange. In subsequent years, all organizations who want to help fight home fires can implement the ideas on these pages. USFA will monitor measures of progress ranging from the numbers of national, state, and local organizations implementing these strategies to the annual statistics on residential fires.

*“Fire is Everyone’s Fight” came out of social marketing research commissioned by Vision 20/20, a grassroots effort to define and help implement a national strategy for fire prevention in America. Vision 20/20 is a program of the Institution of Fire Engineers, United States of America Branch.*



## References

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<sup>1</sup> United States Fire Administration (2012), Residential Building Fires (2008-2010)

<sup>2</sup> United States Fire Administration (2012), Civilian Fire Injuries in Residential Buildings (2008-2010)

## Appendix

Fire is Everyone's Fight Talking Points

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## Appendix: Fire Is Everyone's Fight Talking Points

1. "Fire is Everyone's Fight" is a new national fire safety initiative that is bringing everyone together, to prevent home fires.
2. The U.S. Fire Administration is leading the "Fire is Everyone's Fight" initiative as a collaborative effort among as many partners as possible (including, we hope, all of you).
3. "Fire is Everyone's Fight" started as a research and planning project of Vision 20/20, a grassroots effort to define and help implement a national strategy for fire prevention in the United States.
4. The initiative seeks to tackle the serious fire problem in the United States. In 2009, 81 percent of all fire deaths and 76 percent of all fire injuries occurred in homes. Many of the deaths and injuries could have been prevented.
5. USFA is especially concerned about cooking fires and smoke alarm safety. Initially, "Fire is Everyone's Fight" will help focus on these two areas and encourage safe habits at home.
6. The goal of the initiative is to encourage fire departments, safety advocates, community groups, schools and others to include "Fire is Everyone's Fight" in their existing fire prevention materials. We will also work with partners to identify new tools and resources needed to deliver this message and try to provide them.
7. The U.S. Fire Administration is asking fire safety and other partner organizations to include the theme in your new and existing fire prevention materials, so that it becomes known to people over time.
8. When people see or hear the theme, "Fire is Everyone's Fight," we would like them to think of actions they can take to make their homes safe.

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9. The theme, based on social marketing research, was designed so that fire prevention becomes a social norm: people believe fires *can* be prevented and that *everyone* has a role to play in making sure they *are* prevented.
10. To learn more about how you can become involved in “Fire is Everyone’s Fight,” please contact USFA Fire Program Specialist, Teresa Neal at (301) 447-1024 or [Teresa.Neal@dhs.gov](mailto:Teresa.Neal@dhs.gov).
11. You can help the U.S. Fire Administration with this initiative by:
- Incorporating the theme “Fire is Everyone’s Fight” into their existing fire prevention materials **or** creating new fire prevention and safety materials with the theme.
  - Providing USFA with a list of the audiences to which you reach out on a regular basis (seniors, parents, teachers, etc.)
  - Providing USFA with a list of communications tools that you have resources for and access to produce (radio Pass, TV Pass, newsletters, websites, blogs, etc.)
  - Helping identify new tools and resources to fill gaps of missing information and strengthen outreach efforts.
  - Offering suggestions on how you anticipate helping us spread the “Fire is Everyone’s Fight” tagline inside and outside of your organization or community.
  - Agreeing to the terms of use for the tagline, graphic, and materials.
  - Providing the USFA with quarterly updates on how the “Fire is Everyone’s Fight” tagline is being used and its impact on the target audiences.