



Homeland
Security

QUICK RESPONSE

Fire Safety in the News

United States Fire Administration

Radio on Fire

An Initiative to Increase Awareness of Home Fire Safety

The United States Fire Administration (USFA) created the Quick Response program to encourage local media to incorporate fire safety messages in the news. This is especially important in the days following a home fire death when members of the community wonder how such a tragedy could be avoided.

But the prevention messages are important every day because more than 4,000 Americans die in fires each year, and about 20,000 are injured. Therefore, USFA developed "Radio on Fire," a series of radio PSA scripts that stations can air anytime as a service to their listeners.

The series addresses the top five fire-safety topics most frequently identified with home fire deaths:

- smoke alarms
- escape plans
- child fire safety
- older adult fire safety, both cooking and heating
- careless smoking

In addition to providing live-read scripts for radio personnel to air during their programs, the USFA includes a version intended for recording by a member of the local fire service. USFA encourages stations to invite local a fire service leader to make these recordings for the station's use.

Please incorporate these PSAs in your rotation, and let the USFA know how frequently you are airing them. Send an e-mail to quickresponse@hagerssharp.com or call David Neidlinger, 202-842-3600.



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SMOKE ALARMS

:30 radio station script

If a fire breaks out in your home while you're asleep, how will you know? Smoke and heat build quickly, making every second count.

A working smoke alarm can alert you to the danger and make the difference between life and death. Install and maintain a smoke alarm on every level of your home. Replace the battery every year.

This message is brought to you by the United States Fire Administration, your local fire department and this radio station.

:30 script read by representative from local fire department

I'm XXXXX from the XXXXXX fire department. Do you know that more than 4,000 Americans died in home fires last year? In most cases, the home did not have a working smoke alarm. A sounding smoke alarm gives you with the extra seconds you need to get out of your home - alive.

Install and maintain a smoke alarm on every level of your home. Replace the battery every year. It's a simple way to help keep you and your family better protected 24-7.

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ESCAPE PLANNING

:30 radio station script

Imagine a fire burning in your home, with your family fast asleep. Smoke and heat intensify quickly. Every second counts. How will everyone escape? Without a plan, you may not know the best route to safety.

Create an escape plan and make sure everyone in your home practices it. Plan two routes of escape from every room, and designate a meeting place outside of the home. Remember: get out and stay out.

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:30 script read by representative from local fire department

Hi, I'm XXXXX from the XXXXXX fire department. If a fire breaks out in your home, do you know how you'll get out? Planning and practicing how you and your family would escape a fire safely can make all the difference.

Plan two routes of escape from every room. Designate a meeting place outside of the home. Remember: get out and stay out.

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CHILDREN AND FIRE SAFETY

:30 radio station script

Do you know that children under age 5 are twice as likely as the rest of us to die in a home fire?

Children depend on their parents and other caregivers to protect them. Here's what you can do to keep children safe from home fires: Keep matches and lighters out of their reach, maintain a working smoke alarm on every level of your home, and practice a fire escape plan. Pick a meeting spot outside of the home. Remember: get out and stay out.

For more fire safety information, visit www.usfaparents.gov.

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:30 script read by representative from local fire department

Do you know that children under age 5 are twice as likely as the rest of us to die in a home fire? Hi, I'm XXXXX from the XXXXXX fire department.

Here's what you can do to keep children safe from home fires: Keep matches and lighters out of their reach, maintain a working smoke alarm on every level of your home, and practice a fire escape plan. Pick a meeting spot outside of the home. Remember: get out and stay out.

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OLDER ADULT FIRE SAFETY – Cooking

:30 radio station script

Most fires in the home start in the kitchen. For older adults, fires that begin while they are cooking are the third leading cause of fire death.

The kitchen is a high danger zone for fire, so be extra cautious when cooking. Remember not to leave cooking food unattended. Don't wear loose clothing when cooking. Keep towels and pot holders away from the range. And, never use the range or oven to heat your home.

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:30 script read by representative from local fire department

Did you know the third leading cause of fire death for older adults is cooking? Hi, I'm XXXXX from the XXXXXX fire department with important fire safety tips for seniors.

Never leave cooking unattended because a serious fire can start in seconds. Don't wear loose clothing while cooking. Keep towels and pot holders away from the range. Double-check the kitchen before you go to bed or leave your home.

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OLDER ADULT FIRE SAFETY – Heating

:30 radio station script

Are space heaters in your home close to curtains, a stack of newspapers or other flammable materials? Heating is the second leading cause of fire death for older adults. To make sure you'll stay warm and safe this winter, follow these life-saving tips:

When buying a space heater, look for the auto-off feature should the heater fall over. Keep space heaters at least three feet away from other objects. Your fireplace should have a screen large enough to catch flying sparks and rolling logs.

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:30 script read by representative from local fire department

Do you know the second leading cause of fire death for older adults is heating? Hi, I'm XXXXX from the XXXXXX fire department. To make sure you'll stay warm and safe this winter, follow these life-saving tips:

When buying a space heater, look for the auto-off feature should the heater fall over. Keep space heaters at least three feet away from other objects. Your fireplace should have a screen large enough to catch flying sparks and rolling logs.

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CARELESS SMOKING FIRE SAFETY

:30 radio station script

If you smoke, put your cigarette out completely when you're done with it. Why? Because careless smoking is the Number One cause of preventable home fire deaths.

It doesn't take long for a lit cigarette to turn into a raging house fire. Whether you smoke cigarettes, cigars or pipes, remember: don't leave them burning unattended, don't smoke in bed, and always use deep ashtrays.

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:30 script read by representative from local fire department

Hi, I'm XXXXX from the XXXXXX fire department. The number one cause of preventable home fire deaths is smoking. If you smoke, practice these fire-safety tips to avoid putting your life, your home and your family at risk:

Don't leave a burning cigarette, cigar or pipe unattended. If you feel drowsy, put it out immediately. Use deep ashtrays. And, never smoke in bed.

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