American Red Cross

Home Fire Preparedness Campaign

Mission: The American Red Cross, in cooperation with its partners, encourages people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing home evacuations and installs smoke alarms in those homes throughout the United States and its territories in order to reduce the number of home fire deaths and injuries by 25%.

According to the National Fire Protection Association, seven times a day someone dies in a home fire and every 90 seconds, an injury from a fire is reported.

Each year, the Red Cross is called to respond to nearly 63,000 of these tragic events. In Monterey County alone, last year the Red Cross responded to 63 fires, providing compassionate care to 136 people.

The Home Fire Preparedness Campaign is a five-year initiative that aims to reduce the number of home fire deaths and injuries by 25 percent. The Red Cross will accomplish this through the following approach:

- Canvassing communities: Volunteers are going door-to-door to meet with families, install smoke alarms, replace smoke alarm batteries, complete fire safety checklists and help develop disaster plans.
- Engaging Youth: Using technology and interactive programming, we reach young people in classrooms and after-school programs to teach youth about the science of fire and explain how to prevent fires and what to do if a fire occurs.
- Public Awareness: Through marketing and public relations, we are motivating people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing evacuating when alarms sound.

Studies show that families today are not prepared. They have less than 2 minutes to escape from a burning home before it is too late to escape. Furthermore we have found that

- 82% of families have not practiced their home fire drill
- 70 % of families have not identified a safe place to meet following a disaster
- 52% parents have not talked to their families about fire safety

Most deaths from fires are not from burns but from smoke inhalation. These deaths can be prevented by having a working smoke alarm placed in every sleeping space of their home.

Our goal is ambitious, but we know that through the powerful network of volunteers, combined with the generosity of donors, we can save lives, reduce injuries and provide support for those affected by home fires. I invite you to join us as community partners in helping with installation events, canvassing, volunteer recruitment, and community preparedness education.

By partnering with your local American Red Cross you too can help us make our communities much safer.

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