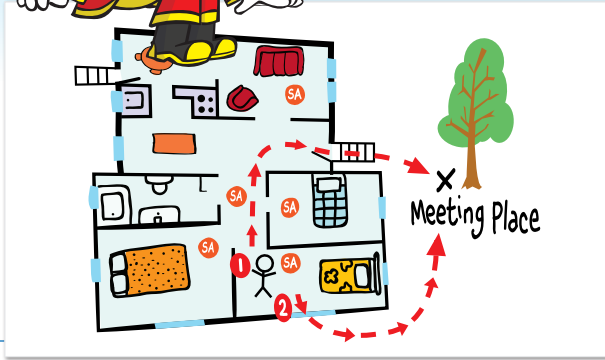




**FIRE
PREVENTION
WEEK™**



Fire won't wait. Plan your escape.™



NFPA is sharing ideas provided by fire- and life-safety educators across North America to inspire creativity and help you reach your community with potential life-saving messages for Fire Prevention Week (FPW).

Note: Activities may be modified to meet your community's level of restrictions. Check with local health authorities before planning your FPW events.

The Great Escape

Pick a date and plan a community-wide home fire escape drill. A few weeks before the date selected, push out NFPA's escape grid via social media, schools, senior centers, large apartment buildings, libraries, local businesses, and after-school programs, etc.

On your chosen date, have everyone practice their plan. Pick a few community members that live in different types of homes (apartment building, two-family home, high-rise, and mobile home) and go "live" with their drills throughout the day on social media. Also, a great time to have local television stations cover one or more of the drills. Get folks involved by asking them share pictures, on your social media channels, at their outside meeting place. Don't forget to include **#FirePreventionWeek**.

Chalk One Up to Fire Safety!

Encourage families via social media to participate in a community- or municipality-wide Chalk One Up to Fire Safety campaign!

Have participants create chalk drawings and fire safety messages within a certain time frame and submit photos or post them on your department's Facebook page. (In some regions, aim to hold this activity in or before September before the weather gets too cool.)

Choose "winners" based on age groups, themes, etc. Or draw names from a hat once a day during FPW. Develop partnerships with local businesses for prizes. Make sure to have some Sparky® stuffed dolls on hand for prizes, too!

Two options:

1. Deliver chalk and swag bags filled with FPW activities and goodies to drop-off points (e.g., parks at a designated time) for families to pick up. (Be sure to check safety protocols in your area.)
2. Have participants use their own chalk and run the campaign entirely online.

Burning Questions

Solicit questions about fire safety from your community via social media. Ask in your social media posts, "What's your burning question?"

Ask families to submit their questions via email or direct message, then have crew members, FLSEs, or your fire chief answer the questions on video. Post the answer videos at a particular time each day during FPW, or each week for the duration of your campaign.

FLSEs should approve the questions, create the scripts, and edit the videos—with help from tech-savvy colleagues!



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Tips from one department: “It’s important to have a consistent script, with the same format and intro and ending always the same. Always introduce the initiative and always conclude with where to find more information and how to submit your question. Finally, drive people to the website.” Be sure there is public-education messaging in every answer, even if the question is, Why are fire trucks red (or yellow!)?

Include your department logo in all the campaign assets, consider closed captioning, and record using the languages spoken in your community. Firefighters and FPOs are wonderful in front of a camera—use them!

When crafting your answers, use messaging from NFPA’s Educational Messages Desk Reference. This document provides the fire service and fire and life safety educators with consistent language to use with the public.

Why not Embrace TikTok?

If TikTok is allowed in your fire department, spend some time perusing hashtags such as #firesafety, #fireprevention, and #firepreventionweek. See what other departments are doing, learn how the TikTok algorithm works, and then start making videos. All you need is a smartphone and a brainstorming session with a crew or other FLSEs in your region to come up with ideas for short, educational TikToks!

Build Community Partnerships

Many businesses and organizations place a high priority on safety, from insurance and protection companies to community-based groups that help support families. Lots of establishments are interested in opportunities to endorse FPW, or simply collaborate with their local fire departments. Often, businesses have budgets to promote fire-safety messaging. Purchasing FPW products, co-branding materials, and shared media spots are just a few ideas, and NFPA has created a fundraising letter that you can use to help reach out!

Tip: Partner with local restaurants and have fire department personnel stationed outside drive-throughs to hand out goody bags filled with FPW swag and free, customizable printables.

Get it Delivered

Partner with home-delivery services operating in your community to share FPW resources. Whether it’s restaurant takeout, grocery delivery, or even newspapers or real-estate publications delivered by mail, reach out to businesses that can help you get important FPW information to everyone!

Online Shopping . . . With a Dash of FPW Messaging

Partner with your local hardware store, or even a national chain, during FPW to provide fire safety tips and a home fire escape grid. You can help get the message out with in-store displays and by posts via the store’s social media! Include inks to www.fpw.org.

A New Type of Truck Tour

Set a date and time and invite community members to “observe from the curb” as you do a drive-by to celebrate FPW! Use FPW in a Box™ materials to create drop-off bags to deliver fun and educational materials, from adult brochures and FPW News booklets to activity books, stickers, and posters.

Tip: Make an impression by displaying the colorful FPW banner outside your fire station or on your truck!



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Ready, Set, Color!

NFPA's new Fire won't wait. Plan your escape.™ coloring sheet (in English and Spanish) is sure to inspire creativity. Have parents and caregivers submit photos of kids' completed creations (and their family's home fire escape plan) online or by email.

Tip: Offer a FPW prize pack for a few of the participants, and even curb-side drop-off in a big, red truck. Wow!

Earth Friendly?

Partner with recycling programs in your community to highlight proper disposal of smoke and CO alarms. People want to be good stewards for the environment when they replace their alarms or batteries. Contact your community's recycling facilities to ensure local guidelines are followed.



Birthday Drive-by Spin

Many fire departments are delivering birthday greetings by driving by the home on this special day and dropping off a goody bag. How about for FPW the fire truck blows its siren as it drives by homes, as a reminder to families to develop and practice a home fire escape plan. A win-win for both!

Don't Shake This One Off!

Partner with your senior centers and agencies to reach older adults and people with disabilities to assure people know about strobe light, low frequency, and bed shaker alarms for people who are deaf or hard of hearing. Add this information to your social media, PSAs, and other outreach efforts!

Fire Safety Rocks!

Get the whole municipality/community involved by developing a Fire Safety Rocks! campaign. Encourage families, daycare centers, schools, and community and senior groups to paint rocks. That's right! Have them paint whatever they like on one side, add fire-safety and FPW-themed messages on the other side, and then hide or place their rocks around town.

Provide your fire-safety and FPW-themed messages on your social media feeds and/or website. People can paint these messages on the backs of the rocks or the messages can be printed out, glued onto the rocks, and then coated for protection.

Encourage people via social media to find the rocks and post photos of them, and then hide or place the rocks somewhere else. Create a hashtag (e.g., #FireSafetyRocksYOURTOWN).

Come up with prizes for finding a certain number of rocks or rocks with certain messages. Finders of the rocks can post on social media, tag you, and include the hashtag. If your crews are crafty, have them paint rocks during down time and then hide or place them on local trails, in parks, outside municipal buildings, or in other locations where people can see them and smile!

