

# The Home Fire Campaign

## Description

A nationwide effort by the Red Cross and its partners, in collaboration with local fire departments and aligned with existing preparedness initiatives, to convene community coalitions and mobilize resources to save lives and reduce injuries from home fires

## Goals

- Reduce deaths and injuries due to home fires 25% over 5 years
- Build resilient communities



# Why Home Fires?

In the U.S:

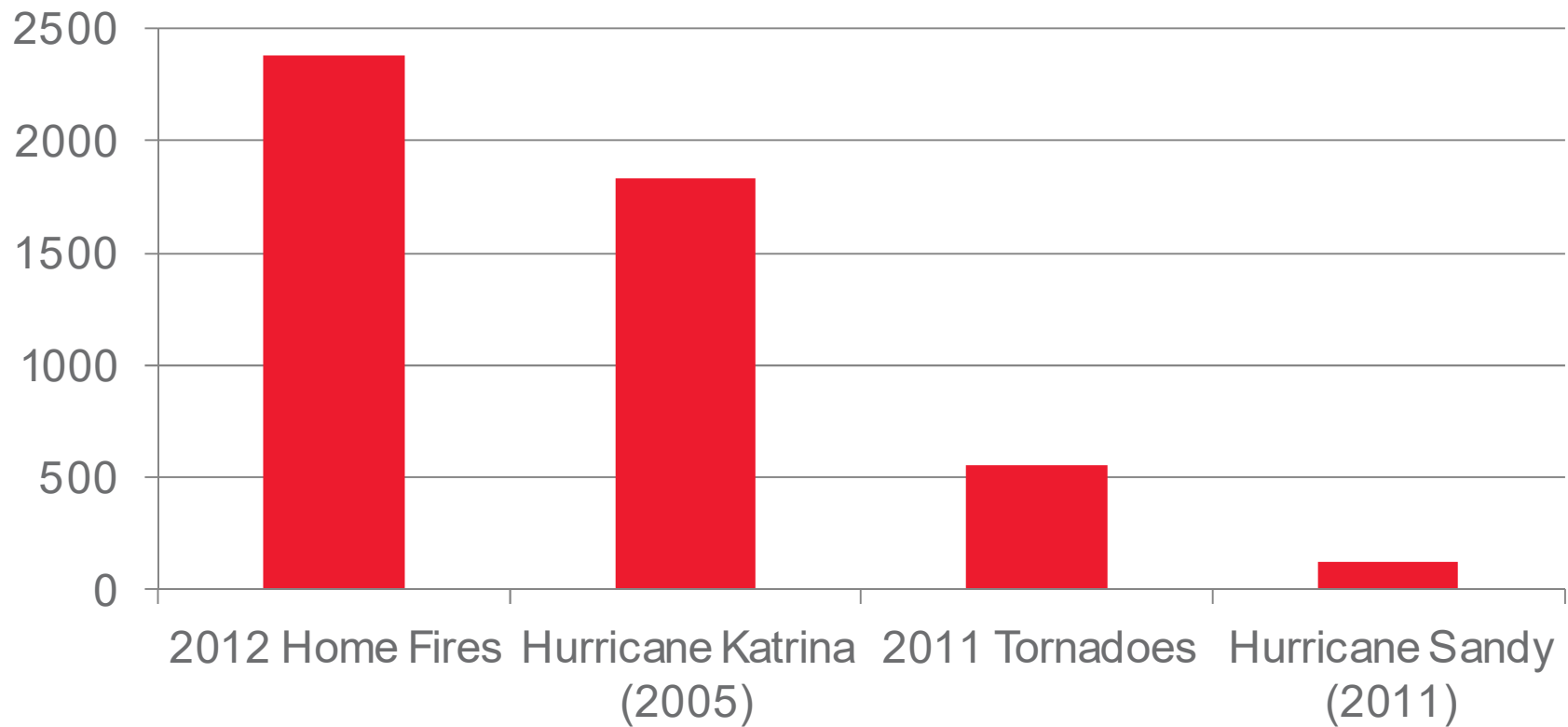
- 7 times a day, someone dies in a home fire
- Every 40 minutes, a fire injury is reported
- Home fires cause, on average, 2,500 deaths and roughly \$7 billion in property damages every year



*Source: National Fire Protection Association (M. Ahrens, 2013)*

# More Deadly than Disasters

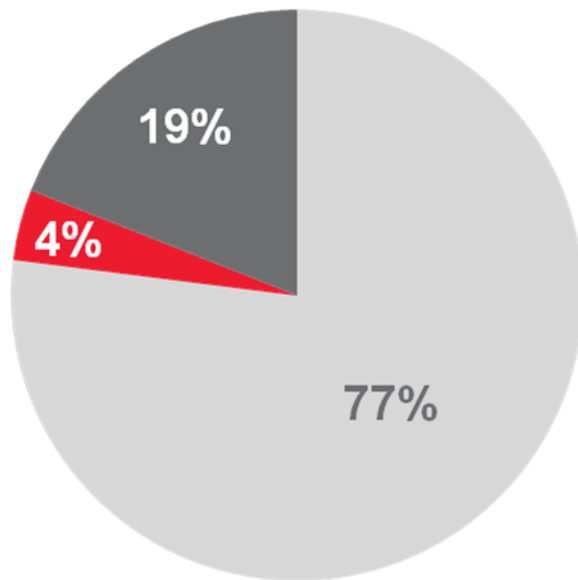
## Reported Deaths



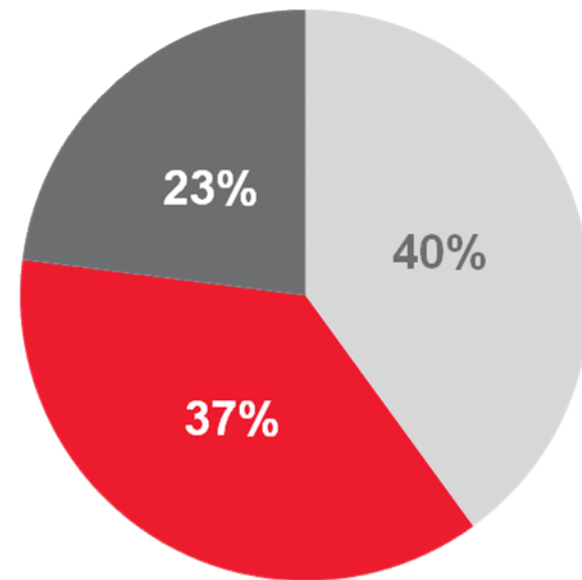
**American  
Red Cross**

# Research: Smoke Alarms Matter

Smoke Alarms  
in US Households



Home Fire Fatalities  
in US Households



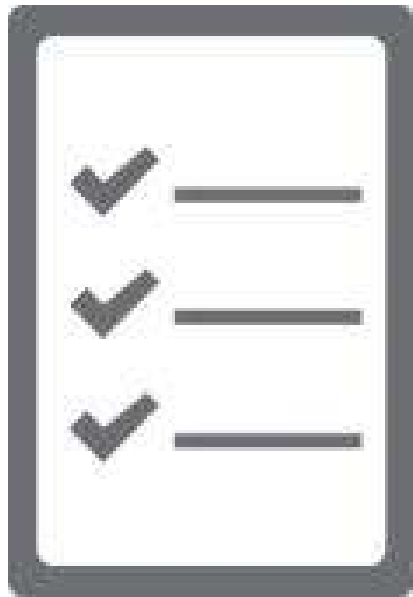
● Households with at least one working alarm

● Households with no alarms

● Households with non-working alarms

*Source: National Fire Protection Association (M. Ahrens, 2014)*

# Research: Beliefs and Behaviors



- 65% think they have twice as long to escape a burning home as they really do
- 10% of families with children have actually practiced home fire drills
- Nearly 1 in 5 have left food cooking unattended on the stove

*Source: American Red Cross Home Fire Survey, August, 2015)*

# Home Fire Campaign Strategies

1

**Door-to-door installation of smoke alarms** and completion of home-safety checklists and plans in vulnerable neighborhoods

2

**Youth engagement** in classrooms and after school with technology, challenges, and science-based education

3

**Marketing campaign to motivate individuals to take action** to save themselves, their families and their neighbors by testing smoke alarms and practicing escape plans

# In Home Safety Visit

It takes 20 minutes to prepare an at-risk household:

**Check, Install and  
test smoke alarms**



**Create and  
practice home fire  
escape plan**



**Complete Red  
Cross Fire Safety  
and Prevention  
Checklist**



# Youth Education: The Pillowcase Project

- Increases awareness and understanding of natural hazards, teach safety and emotional coping skills
- Free interactive prep program for youth ages 8-11
- Offered by Red Cross in school, after-school, etc.
- Science-based common core curriculum





# Marketing: Two Steps, Two Minutes

You can keep your family  
safe with 2 simple steps.



## Step 1

Practice your  
2-minute drill.



## Step 2

Test your smoke  
alarms monthly.



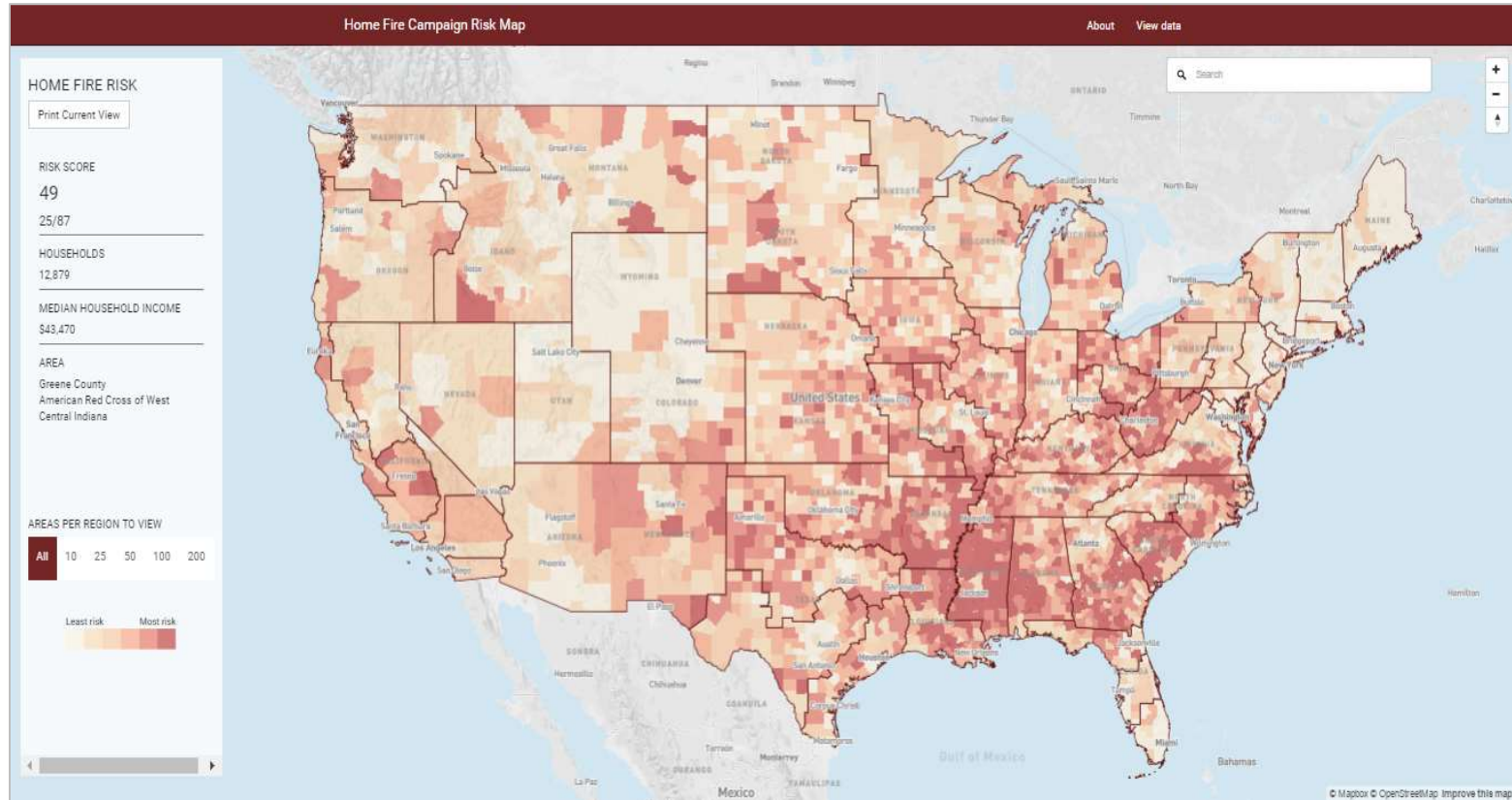
**American  
Red Cross**

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# Critical Factor: Target the Most At-Risk Residents



# Critical Factor: Build Community Coalitions



# Critical Factor: Educate and Engage Youth



At-risk population in disasters and emergencies



Enthusiastic, interested, and impressionable



Trusted messengers into the home and catalysts for change with household members



High demand for preparedness presentations by schools, after-school programs, summer camps, etc.



Generation of future Red Cross volunteers, employees, advocates, and donors



Popular activity for corporate, individual, and foundational giving



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# Results

## (October 2014 – July 2016)



- Documented Lives Saved: 95
- Smoke Alarms Installed: 449,118
- In-Home Visits: 194,184
- People Served: 535,123
- Youth Reached: 567,111
- Cities, Towns Served: 6,752
- Coalition Partners Engaged: 3,125
- Escape Plans Created: 161,187
- Batteries Replaced: 31,657



# Thank You

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