



**Chapter 8:**  
**Messages for Holidays, Special Circumstances, and Safety Campaigns**  
**Pages 169-178**



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**Objectives** (1 of 3)

- Identify seasonal fire and life safety messages and campaigns (NFPA 4.1.1, 4.4.1). (pp. 169–170)
- List important monthly campaigns that have relevance to your community (NFPA 4.4.1). (pp. 170–172)
- Conduct a program for school fire and emergency drills (NFPA 4.4.1, 4.4.2). (p. 174)

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**Objectives** (2 of 3)

- Identify businesses and places of assembly in your community that need assistance with a fire safety plan. (pp. 174–175)
- Conduct a fire safety program for tenants of a high-rise building (NFPA 4.1.1). (pp. 172–173)

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### Objectives (3 of 3)

- Recognize successful national safety campaigns and use them for your community (NFPA 4.4.1). (pp. 176–177)
- Recognize and select additional safety messages based on risks and activities specific to your community (NFPA 4.2.4, 4.4.1). (pp. 172–177) – **Community Risk Assessment**

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### Introduction

- Holidays:
  - Present their own risks and dangers
    - Celebrations, traditions, and decorations
- Structural challenges
  - High-rise buildings and schools
  - Overcrowded places of assembly
- National campaigns
  - Provide safety messages useable by all

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### Seasonal and Holiday Messages and Campaigns (cont'd.)

- Safety and prevention considerations are specific to the risks of specific holidays and seasons
- Monthly safety observances
- Educators can use the resources of these awareness campaigns
  - Direct public attention to topics of concern
    - Refer to Page 172 – Table 8-1 – months and resources

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## Halloween

- Preventive messages include:
  - Wearing fire-resistant costumes
  - Using flashlights instead of candles
  - Placing decorations away from heat sources and paths of egress
  - Reminding children to stop, drop, and roll
  - Talking to children about the dangers of choking and running with food in mouth
  - Reinforcing pedestrian and driver safety messages

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## Christmas, Chanukah, and Kwanzaa

- Christmas tree fires and fall-related injuries are most common during Christmas.
- Candle-lighting during Hanukkah and Kwanzaa
- Preventive measures include:
  - Placing trees at least 3 ft from sources of heat.
  - Taking down fresh trees as soon as possible after the holidays.
  - Ensuring candle safety.

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## Fourth of July (1 of 2)

- The laws concerning the use of fireworks differ from state to state.



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## Fourth of July (2 of 2)

- Preventive measures include:
  - Educating the public about the codes and dangers concerning fireworks
  - Providing information about upcoming community fireworks displays
  - Encouraging people to attend these displays
  - Including other safety messages as well

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## What do you currently do in your town for holiday safety?

### • Share ideas

- What should we be doing
- at a minimum?
- Who can we partner with?



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## Audience-Specific Messages and Programs

- Youth Firesetter Intervention Specialist (YFIS)
  - Youth firesetting annually results in:
    - 300 deaths
    - Over \$300 million in property damage
  - Fireplay versus fire setting
    - Fireplay is not maliciously inspired
  - Youth Firesetter Intervention Handbook
    - Outlines steps to creating a YFIS program
    - Chapters 21 and 22 in Giesler text for more information

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## Youth Firesetter Intervention

- Elements
  - Understand personality profiles
    - Firesetters and their families
  - Identify and assess at-risk youth
  - Identify levels of firesetting risk
    - Little, definite, and extreme
  - Develop a community network
  - Coordinate the program



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## In Illinois, classes to become a Youth Firesetter Interventionist are offered by the

### Office of the State Fire Marshal

Note: It is no longer appropriate to refer to these programs as Juvenile Firesetter Programs - It is now Youth Firesetter Intervention

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## High-Rise Evacuation

- High-rise buildings
  - Over 75 feet above lowest fire department access level – **now changed to 55 feet!**
  - Present unique difficulties
    - Occupants
    - Fire departments
  - Older buildings
    - Less protection,
    - Protect in place?
    - **How do we promote?**



**If you have high rise buildings in your jurisdiction, does your department conduct training?**

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### High-Rise Evacuation (1 of 2)

- Human behavior can compromise the safety provided by any protective system.
- Safety educators need to develop a relationship with the property manager and:
  - Be familiar with the high-rise buildings
  - Work together to develop a fire prevention plan
  - Develop an **emergency action plan**
  - Discuss methods to educate occupants about the importance of both

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### High-Rise Evacuation (2 of 2)

- **Emergency action plan drills** should be conducted regularly.
- Evacuation messages should include:
  - Understand fire prevention importance
  - Familiarize yourself with your building
  - Know the fire evacuation policy
  - Understand **staged evacuation** procedures if this is your building's plan.
  - Stay to the right in stairwells
    - Do not rush
  - Provide specific evacuation instructions
    - Especially for those with disabilities

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### Messages for High-Rise Evacuation (cont'd.)

- Use a system of accountability
  - Define roles
- Develop outside meeting places
  - Away from the building
- Designate a specific person and back-up
  - To report to the fire department

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## School Fire Drills and Crisis Reaction Planning

- Form a partnership composed of the:
  - Entire school district
  - Police and fire departments
- Important considerations
  - Relationships (e.g., task force)
  - Communications – to **everyone** involved
  - Develop Information
  - Provide Training and practice



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## Places of Assembly

- Fire and life safety educators must work closely with fire inspectors to ensure that messages are delivered.
- Messages include:
  - Comply with prevention codes.
  - All electrical equipment should be from a reliable source.
  - Regular inspection is required by staff.
  - Enforce occupancy loads.
  - Emphasize *get out and stay out* as first reaction.
  - Call 9-1-1.

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## Restaurants, Nightclubs, Businesses, and Other Places of Assembly

- Some of the most deadly fires in history
  - Codes help ensure a safer environment
    - Do not guarantee safety
- Messages for these occupancies
  - Prevention: comply with codes
  - Reaction: provide training
  - Preparedness: develop an evacuation plan
- **How does this help firefighters?**

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## Rural Messages

- Fire death rate
  - 35% higher in rural areas
    - Served by volunteer fire departments
    - Higher travel distances
    - Poverty and education challenges
- Most common fire causes
  - Outdoor: open flames
  - Inside: heating

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## Rural Messages

- Topics to emphasize
  - Heating, woodstove, and fireplace safety
  - Smoking and fire-safe cigarettes
  - Electrical safety and outdoor burning
  - Visible street addresses
  - Smoke alarms
  - Evacuation planning
  - Multi-hazard surveys with follow-up
  - NFPA and FEMA have a separate 5-Step Process for Rural Fire Safety

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## Rural Communities

- Factors that make educating the public even more challenging:
  - Fewer rural fire service personnel trained in delivering messages
  - Greater distance between residents
  - Poverty
- Effective ways to deliver safety messages:
  - Door-to-door campaigns
  - Through existing community organizations

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## Fire Prevention Week

- Fire Prevention Week
  - Established to commemorate the Great Chicago Fire
    - Always the week in which **October 9th** falls
  - 1920: President Woodrow Wilson
    - First National Fire Prevention Day proclamation
  - 1925: President Calvin Coolidge
    - First National Fire Prevention Week

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## National EMS Week

- Emergency Medical Services Systems Act of 1973 turned into law in November 1973.
- President Gerald Ford signed the first official National Emergency Medical Services Week proclamation in 1974.
- National EMS Week honors the contributions of EMS providers and provides an opportunity to promote the prevention of medical emergencies.
- Celebrated in the month of May.

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## Smokey Bear

- Smokey Bear (It's not Smokey the Bear!)
  - Fire prevention icon – one of the most successful fire prevention messages over time
    - Example: The nationally recognized mascot for the fire service for many years.
- His mission: to raise public awareness to protect American forests.
- His name is inspired by "Smoky" Joe Martin, a New York City Fire Department hero of 1922.
- The unique characteristics of his message: simple, direct, easy to remember, and strong.
  - "Only YOU Can Prevent Forest Fires"



Courtesy of Marsha Giesler.

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## Change Your Clock, Change Your Battery

- Encourages people to change their smoke alarm and carbon monoxide detector batteries twice a year.
  - Time to change coincides with changing clocks back to standard time and again when setting clocks forward for Daylight Savings Time.
- The simple, straightforward campaign started in 1987.
- With 10-year lithium batteries, message could be modified to “Change your clock, *check* your battery!”

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## Working on new one – Fire is Everyone’s Fight

### - FEMA

This is a nationally recognized initiative designed to unite the fire service and many other partnering organizations in a collaborative effort to reduce home fire injuries, deaths, and property loss.



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## Summary (1 of 4)

- Many large life-loss fires and serious injuries are the result of holiday traditions and celebrations.
  - Safety educators need to be aware of these risks and plan to promote safety messages before and during these occasions.
- As with all community risk reduction programs, the first step to prioritizing messages is for educators to examine their district and determine which buildings and occupants are at the highest risk.

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### Summary (2 of 4)

- Associations and agencies pool resources to unify messages and advance the public’s awareness of safety topics, statistics, current research, prevention measures, and precautions to be taken.
  - Educators can capitalize on awareness campaigns by using the resources provided by the professionals and creating local proclamations, press releases, and programs to reinforce the messages.

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### Summary (3 of 4)

- Educators must also be aware of the *high-risk, low-probability* situations that exist for high-rise buildings, schools, and places of assembly.
  - The best way to prepare these facilities for emergencies is to develop emergency safety plans and programs that involve stakeholders and experts for their populations.

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### Summary (4 of 4)

- Educators should direct outreach efforts at the high-risk target facilities and populations rather than on easier, familiar programming.
- Educators who avail themselves of national prevention campaigns and their tested information and materials will be providing useful and professionally developed programs for their communities.
  - As with all other messages, these messages will be most useful when used in conjunction with local fire and injury data.

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