

# Home Fire Campaign Help Save Lives



## What is the Home Fire Campaign?

The Home Fire Campaign aims to save lives, reduce injuries and build more resilient communities through raising awareness, facilitating preventative actions, and fostering community participation. The Red Cross installs free ionization, 10-year battery smoke alarms and provides home fire safety education to homeowners and renters nationwide.

## How will we achieve it?

Working together in communities across the country, the Red Cross aims to build partnerships with local fire departments and other community organizations to mobilize resources and volunteers in support of local home fire preparedness. Focused especially on supporting neighborhoods most vulnerable to experiencing home fires, coalitions will develop and carry out numerous activities over the course of campaign, including three campaign cornerstone activities:

- Door-to-door installation of free smoke alarms and completion of home-safety checklists and plans in neighborhoods
- Engagement of youth in classrooms and after school with technology, challenges and science-based education
- A marketing and public relations campaign to motivate

people to take action to save themselves, their families and their neighbors by checking smoke alarms and practicing evacuating when the alarm goes off

## How can we work together?

Take action in your home, in your community and across Washington State:

- Volunteer with a Red Cross sponsored home fire preparedness activity in your area, such as neighborhood canvassing, a smoke alarm installation rally or a youth-education activity.
- Partner with your local Red Cross chapter to install alarms and engage residents in fire safety education. We provide the smoke alarms and necessary training!

## Interested? How can I learn more?

- Email the Red Cross Northwest Preparedness Team at [NWHomefire@redcross.org](mailto:NWHomefire@redcross.org)
- Visit [SoundtheAlarm.org](http://SoundtheAlarm.org)

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<sup>1</sup> Ahrens, M. (2013). *Home structure fires*. Quincy, MA: National Fire Protection Association, Fire Analysis and Research Analysis.