



## Department of Commerce

Division of State Fire Marshal  
John R. Kasich, Governor  
Jacqueline T. Williams, Director

September 22, 2015

RE: Fire Safety Campaign

Dear fellow fire service member,

As you may know, there was an increase in fire fatalities in Ohio in 2014 and we are approaching similar increases this year. I know that this topic is important to everyone in Ohio's fire service and believe we will best fight this trend when we work together. That is why we are launching the *Safe and Sound* campaign to educate Ohioans on how to prevent and prepare for fires, especially those fires caused by heating sources.

We know fire safety and prevention messages work when they are actively communicated, so please join us in ramping up your fire prevention messaging during the winter months.

Our campaign will succeed with your help. While we are asking you to take on a large task with these initiatives, please know that our office will be there to assist you. Know also that the Ohio Departments of Development Services and Aging, the Division of Real Estate & Professional Licensing, the American Red Cross and others are working with us as well.

We have produced a guidance packet of recommendations to aid you in introducing and sustaining this program. Our packet has many elements we know that work, but be creative with your outreach efforts and generate your own ideas that fit your community's needs.

Let us know what is working for you. We will share your successes with other fire departments who may benefit from these best practices. You can contact Lindsey Burnworth at (614) 995-5791 or [lindsey.burnworth@com.state.oh.us](mailto:lindsey.burnworth@com.state.oh.us) with any updates, as well as if you have any questions about this packet or the campaign itself. If you need help with an event or program, please contact Fire Prevention Bureau Chief Frank Conway at (614)-752-7103 or [frank.conway@com.state.oh.us](mailto:frank.conway@com.state.oh.us).

Sincerely,

A handwritten signature in black ink, appearing to read "Larry L. Flowers".

Larry L. Flowers  
State Fire Marshal



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***Safe & Sound***  
***Fight fire deaths***

# *Safe & Sound Campaign*

The Safe & Sound campaign will educate Ohioans about the dangers of heating season fires and ways to protect themselves.

- Use this phrase any time you are doing outreach for optimized recognition.
  - Statewide use will give the slogan added power.
  - It will give local sponsors more recognition.



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# *Safe & Sound Campaign*

There are two main points of the campaign that are encompassed into our slogan:

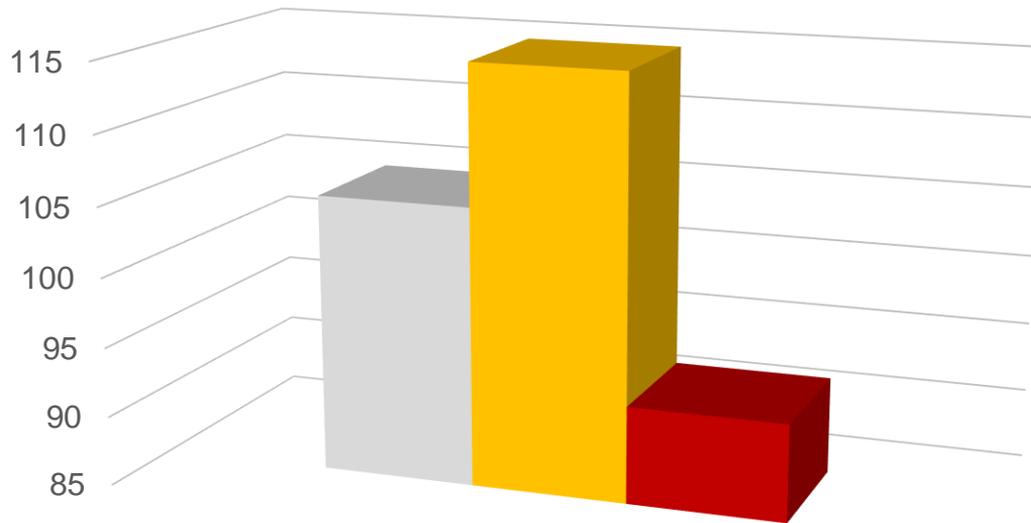
- **Safe:** Refers to all preventative safety measures including following manufacturer's instructions for heating equipment, not overloading outlets, using candles safely and checking your home for any potential fire risks.
- **Sound:** Represents the phrase "sound the alarm." Refers to the areas of protection in case of a fire, including having a working smoke alarm and a fire escape plan with two ways out.



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# Safe & Sound saves lives



There was an increase in fire deaths in 2014. This year, we are on a pace to be even higher.

Fire Deaths in Ohio*	
■ 2013	105
■ 2014	115
■ 2015, as of 9/14/15	92

\*These numbers are gathered through media reports, fire department reports and investigations conducted by the State Fire Marshal's office.



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# How can you help?

Talk to your neighbors!

Safe & Sound  
your fire safety  
message!

Get community  
leaders and  
media involved!



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# Make Safe & Sound a team effort

## Local retailers

- Conduct short safety classes near smoke alarms or space heaters in stores.
- Invite the public to attend through local media, schools and service clubs.
- Invite local media to the event and see if the retailer will advertise.
- Ask the retailer to run a special on smoke alarms. Then you can hand out coupons or flyers detailing the deal.



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# Make Safe & Sound a team effort

## Organizations and events

- Get out and about at fairs, festivals, local sporting events and door-to-door to talk about fire safety.
- Attend meetings of local organizations including Kiwanis Clubs, Rotary Clubs, Elks Clubs, Lions Clubs, Boy Scouts, Girl Scouts and others.
- Work with local churches to conduct fire safety classes.



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# Create a presence in your local schools

- Visit classes or school assemblies to talk about fire safety.
- Ask all students to complete a home fire safety escape plan.
- Create a campaign for students to participate in, based on their ages.
  - Younger students
    - Sponsor an art contest for the best fire safety poster.
  - Older students
    - Sponsor a pledge campaign that students take home to have family, friends and neighbors sign, pledging to be fire safe.
    - Encourage students to help with this outreach as part of their Senior project.



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# Create a presence in your local schools

- Offer rewards for completed escape plans and/or for the top poster creators and top pledge getters.
  - Coupon for or free smoke alarm.
  - Free item at a local store (team up with a local retailer!)
  - Tour of your fire department.



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# Supplement your outreach

Use the fire safety literature in this packet to support your messaging.  
*This allows people to take the messages home and see it more than once!*

### Heating Fire Safety

Follow these heating tips to help maintain a fire-safe home this winter.



**Space Heater**

- Keep anything that can burn, such as bedding, clothing, and curtains, at least 3 feet away from the heater.
- Make sure the heater has an automatic shut off, so if it tips over, it shuts off.
- Turn heaters off when you go to bed or leave the room.
- Plug portable heaters directly into outlets, and never use an extension cord or power strip.
- Only use portable heaters from a recognized testing laboratory.



**Fireplace**

- Keep a glass or metal screen in front of the fireplace to prevent embers or sparks from jumping out.
- Do not burn paper in your fireplace.
- Put the fire out before you go to sleep or leave your home.
- Put ash in a metal container with a lid, outside, at least 3 feet from your home.



**Wood Stove**

- Make sure your wood stove is 3 feet from anything that can burn.
- Do not burn paper in your wood stove.
- Put the fire out before you go to sleep or leave your home.
- Have your chimney inspected and cleaned each year by a professional.



**Furnace**

- Have your furnace inspected each year.
- Keep anything that can burn away from the furnace.



**Kerosene Heater**

- Only use kerosene heaters from a recognized testing laboratory.
- Make sure the heater has an automatic shut off, so if it tips over, it shuts off.
- Do not use candle-like kerosene heaters.

For more information and free resources, visit [www.usfa.fema.gov/prevention/outreach](http://www.usfa.fema.gov/prevention/outreach).

U.S. Fire Administration FEMA

### FOCUS ON FIRE SAFETY Winter Fire Safety Heating Your Home Safely



Follow these heating tips to help prevent winter fires and to stay safe this winter season:

- Keep anything that can burn at least 3 feet from all heat sources including fireplaces, wood stoves, radiators, space heaters or candles.
- Never use an oven to heat your home.
- Turn space heaters off when leaving the room or going to bed.
- Maintain heating equipment and chimneys by having them cleaned and inspected annually by a qualified professional.

Home fires occur more in the winter months than any other time of the year.

FEMA U.S. Fire Administration

### Department of Commerce Division of State Fire Marshal Home Fire Escape Drill



State of Ohio Department of Commerce  
Division of State Fire Marshal

Ohio State Fire Marshal  
Department of Commerce  
1700 East Broad Street  
Columbus, Ohio 43260  
614.467.1234  
[www.ohiofire.com](http://www.ohiofire.com)



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# Supplement your outreach

Add fire safety messaging to your social media lineup.

- Safe & Sound, pass it on.
- The U.S. Fire Administration has drafted tweets and Facebook posts along with stock photos and videos you can use.
- <http://www.usfa.fema.gov/prevention/outreach/heating.html>



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# Work with media

- Getting the media on board with this initiative is a great opportunity to spread the word quickly to a broad audience.
- Visit the local editor or station manager to ask for help with Safe & Sound.
- If you have not engaged local media much before this, it can be a great way to build relationships with those covering your area.



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# Reach out

Let the media know about this campaign and any events associated with it.

- Reporters will appreciate extending the offer to cover this topic and may be more likely to do so. Invite them to all events, and chances are, they'll be at at least one.

It is important to include all media. Each can reach a broader audience than just utilizing one.

- TV stations
- Newspapers
- Radio stations



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# Know your message

Once you set up an interview, it is important to know the Safe & Sound message you are delivering.

- Use the talking points in the provided packet as a reference point.
- Stick to a clear, concise message and repeat it throughout the interview.
  - Emphasize key points: “Having a working smoke alarm can be the first sound in case of a fire in your home.”



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# Mutual aid pact

## *Team up with neighboring fire departments*

Offer to provide more than one expert on fire safety.

- For example, if there is an AM talk radio station that covers your county, reach out to the station and offer to have a panel of several area fire chiefs/firefighters on air to talk about fire safety. (This works for TV and newspapers as well.)



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# Mutual aid pact

## *Team up with neighboring fire departments*

Work with other fire departments to cover all media in the area.

- Think not only of the territory your department protects, but also the surrounding communities with which you have a mutual aid agreement and work with them as a team.
- If there are several newspapers in your county, have different departments reach out to different papers. That way, you are reaching all newspaper readers in your county, rather than just subscribers to one specific newspaper. (This works for radio and TV as well.)



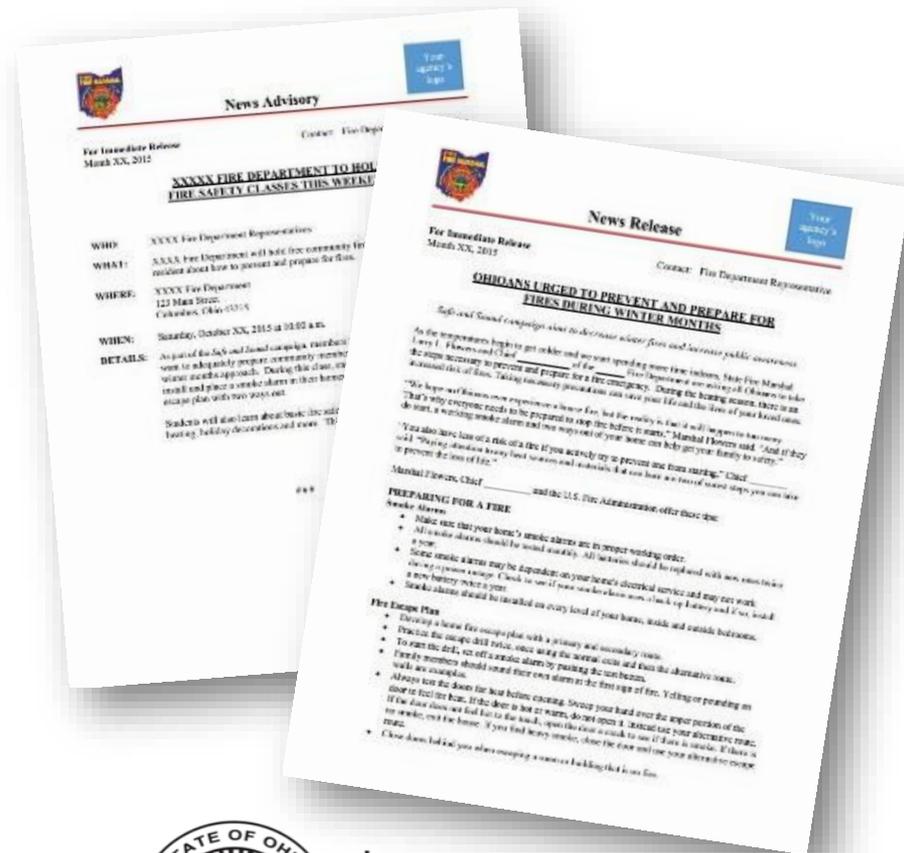
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# More maximizing your reach

Use the drafted news advisory and release included in this guide to let media know about what you are doing.

- Include contact information in the case that they would like an interview.
- Include pictures, sound bites, video (when possible) - they're more likely to run the story if you help them construct it.
- Always include this information: who, what, when, where and why.



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# More maximizing your reach

## *Watch the weather!*

This campaign is aimed at the heating season. If you know it is going to be extremely cold or snowy, send media the drafted release on fire safety. Reporters are always looking for different angles of weather coverage and are likely to appreciate the suggestion.



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# We stand behind you!

State agencies and other organizations are standing behind you, and are ready to help. Contact local state offices to join forces on this campaign. If they haven't heard of our campaign, reach out to us, and we will contact them!

Here is a list of our partners, and we are adding more each day:

- Ohio Development Services Agency
- Ohio Department of Aging
- Ohio Division of Real Estate & Professional Licensing
- American Red Cross



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# Questions?

***We are here to help!***

If you have questions about any materials or the campaign, or if you would like to share a successful outreach event, contact **Lindsey Burnworth** at (614) 995-5791 or [lindsey.burnworth@com.state.oh.us](mailto:lindsey.burnworth@com.state.oh.us)

If you need help for an event, please contact **Frank Conway** at (614) 752-7103 or [frank.Conway@com.state.oh.us](mailto:frank.Conway@com.state.oh.us)



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## Drafted Reference Points – Interviews

*So, you've set up a media interview. Now what do you do? Use these talking points as references! They're a great resource for fire safety tips!*

### Safe and Sound Campaign

- The campaign will educate Ohioans about the risks of heating related fires and also how to protect themselves in the case of a fire.
- The goal is to decrease the number of winter fires and increase public awareness for fire safety and prevention.
- There are two main points of the campaign that are encompassed into our slogan.
- *Safe* refers to all preventative safety measures including following manufacturer's instructions for heating equipment, not overloading outlets, using candles safely and checking your home for any potential fire risks.
- *Sound* is representative of the phrase "sound the alarm." It refers to the areas of protection in case of a fire, including having a working smoke alarm and a fire escape plan with two ways out.

### Space Heaters/Heating

- According to the U.S. Fire Administration, from 2008-2010, an average of 50,100 home heating fires occurred in the United States each year and resulted in an annual average of approximately 150 deaths, 575 injuries and \$326 million in property loss.
- Heating was the second leading cause of home fires following cooking.
- Home heating fires peaked in the early evening hours between 5 and 9 p.m. with the highest peak between 6 and 8 p.m. This 4-hour period accounted for 30 percent of all home heating fires.
- Home heating fires peaked in January (21 percent) and declined to the lowest point during the summer months from June to August.
- Confined fires, those fires confined to chimneys, flues or fuel burners, accounted for 87 percent of home heating fires.
- Thirty percent of the non-confined home heating fires occurred because the heat source was too close to things that can burn.

### Safety Tips:

- Use kerosene heaters and space heaters according to the manufacturer's instructions.
- Alternative heaters need their space. Keep anything that can burn at least three feet away.
- Make sure your alternative heaters have 'tip switches.' These 'tip switches' are designed to automatically turn off the heater in the event they tip over.
- Do not use the kitchen oven range to heat your home. In addition to being a fire hazard, it can be a source of toxic fumes.
- Never refill a space heater while it is operating or still hot.
- Only refuel heaters outdoors.
- Make sure wood stoves are properly installed, and at least three feet away from anything that can burn. Ensure they have the proper floor support and adequate ventilation.

## **Cooking**

- Unattended cooking was by far the leading contributing factor in these fires across the nation from 2006-2011, according to the U.S. Fire Administration.
- Two-thirds (67%) of home cooking fires started with the ignition of food or other cooking materials.
- Clothing was the item first ignited in less than 1% of these fires, but these incidents accounted for 16% of the cooking fire deaths.
- Ranges accounted for the largest share (58%) of home cooking fire incidents. Ovens accounted for 16%.
- More than half (57%) of reported non-fatal home cooking fire injuries occurred when the victims tried to fight the fire themselves.
- Frying poses the greatest risk of fire.
- Thanksgiving is the peak day for home cooking fires.

### **Safety Tips:**

- Stay in the kitchen when you are cooking on the stovetop so you can keep an eye on the food.
- Stay in the home when cooking your Thanksgiving or holiday turkey and check on it frequently.
- Keep children away from the stove. The stove will be hot and kids should stay 3 feet away.
- Make sure kids also stay away from hot food and liquids. The steam or splash from vegetables, gravy or coffee could cause serious burns.
- Keep the floor clear so you don't trip over kids, toys, pocketbooks or bags when handling hot food.
- Be sure electric cords from an electric knife, coffee maker, plate warmer or mixer are not dangling off the counter within easy reach of a child.

## **Decorations**

- Purchase lights that have the label of a nationally recognized testing laboratory, such as Underwriters Laboratories (UL), and use the lights according to the manufacturer's instructions.
- Outdoor lights are specifically labeled for outdoor use. Outdoor lights should be fastened securely and placed on a ground fault interrupter circuit.
- Do not connect too many light sets together and never use extension cords that are worn or cracked. Do not run them under rugs or over sharp objects.
- Turn off lights when you go to bed or leave the house.
- Live Christmas trees should be as fresh as possible. Make a fresh cut at the base of the trunk, and place the tree in a sturdy stand; water it daily. When the tree becomes dry, discard it promptly.
- One in five holiday fires occur because a heat source is too close to the tree. Locate the tree as far away from heat sources as possible. Never place lighted candles on or near the

- tree, or where the tree may fall if knocked over by a pet or child.
- Do not block your primary or alternative escape routes with a tree, decorations or presents.

## **Additional Tips**

- Be careful when using candles. Keep the flame away from objects that can burn and out of the reach of children.
- If the power goes out, make certain that all electrical appliances, such as stoves, electric space heaters and hair dryers, are in the OFF position.
- Keep matches and utility lighters out of the reach of children — up high in a locked cabinet.
- Make sure that your home's smoke alarms are in proper working order.
- All smoke alarms should be tested monthly and batteries replaced twice a year.
- Some smoke alarms may be dependent on your home's electrical service and may not work during a power outage. Check to see if your smoke alarm uses a back-up battery and if so, replace those twice a year.
- Smoke alarms should be installed on every level of your home, inside and outside bedrooms.
- If there is a fire hydrant near your home, keep it clear of snow, ice and debris for easy access by the fire department.



## Winter Fire Safety Heating Your Home Safely

**Follow these heating tips to help prevent winter fires and to stay safe this winter season:**

- Keep anything that can burn at least 3 feet from all heat sources including fireplaces, wood stoves, radiators, space heaters or candles.
- Never use an oven to heat your home.
- Turn space heaters off when leaving the room or going to bed.
- Maintain heating equipment and chimneys by having them cleaned and inspected annually by a qualified professional.

*Home fires occur more in the winter months than any other time of the year.*



**FEMA**



**For more information:**  
[www.usfa.fema.gov/winter/](http://www.usfa.fema.gov/winter/)

# Heating Fire Safety



Follow these heating tips to help maintain a fire-safe home this winter.



## Space Heater

- Keep anything that can burn, such as bedding, clothing and curtains, at least 3 feet away from the heater.
- Make sure the heater has an automatic shut-off, so if it tips over, it shuts off.
- Turn heaters off when you go to bed or leave the room.
- Plug portable heaters directly into outlets and never into an extension cord or power strip.
- Only use portable heaters from a recognized testing laboratory.



## Fireplace

- Keep a glass or metal screen in front of the fireplace to prevent embers or sparks jumping out.
- Do not burn paper in your fireplace.
- Put the fire out **before** you go to sleep or leave your home.
- Put ashes in a metal container with a lid, outside, at least 3 feet from your home.



## Wood Stove

- Make sure your wood stove is 3 feet from anything that can burn.
- Do not burn paper in your wood stove.
- Put the fire out **before** you go to sleep or leave your home.
- Have your chimney inspected and cleaned each year by a professional.



## Furnace

- Have your furnace inspected each year.
- Keep anything that can burn away from the furnace.



## Kerosene Heater

- Only use kerosene heaters from a recognized testing laboratory.
- Make sure the heater has an automatic shut-off, so if it tips over, it shuts off.
- Refuel your **cooled** heater outside.

For more information and free resources, visit [www.usfa.fema.gov/prevention/outreach](http://www.usfa.fema.gov/prevention/outreach).

# HOME FIRE ESCAPE DRILL

## Home Fire Escape Tips

- Install a smoke detector on each level of your home and inside of each bedroom.
- Check your smoke detector monthly to make sure it is working properly. Change the batteries at least twice a year. Doing it in the fall and spring when you change your clocks is a good way to remember. Change your clocks - Change your batteries.
- Plan to assist family members who are unable to escape on their own.
- Practice both your primary and alternative escape routes.
- Check to make sure all windows open easily.
- Yell or pound on walls to notify other family members of the fire.
- Never waste time getting dressed or gathering valuables.
- Always test doors for heat before opening.
- Crawl on the floor or stoop low to avoid smoke.
- Exit quickly and calmly. Get out and Stay Out.
- Go to the designated meeting place outside.
- Make sure everyone is out of the house.
- Call for help from a neighbor's house.



# Home Fire Escape Drill



John R. Kasich, **Governor**  
Jacqueline T. Williams, **Director**

8895 East Main Street  
Reynoldsburg, Ohio 43068  
1-800-243-0305  
TTY/TDD: 1-800-750-0750

[www.com.ohio.gov/fire](http://www.com.ohio.gov/fire)

# HOME FIRE ESCAPE DRILL

MISTAKES COST LIVES.

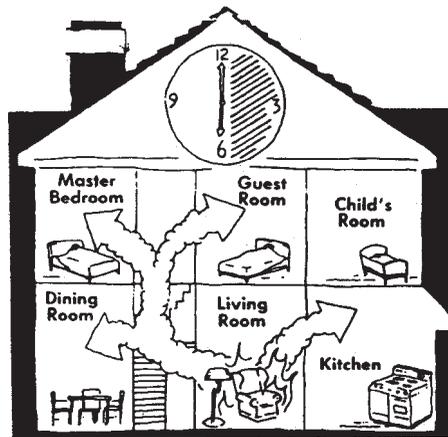
PLAN AHEAD.

## Home Fire Escape Drill

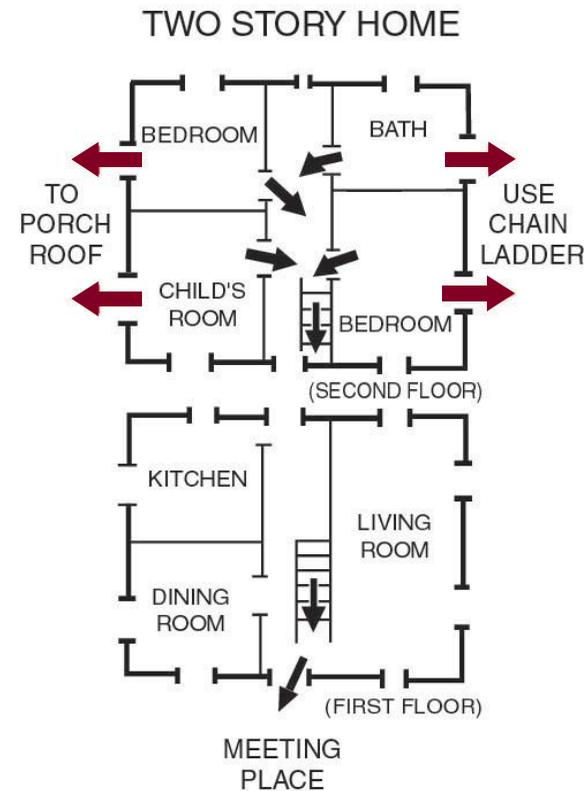
Every household should practice the Home Fire Escape Drill. If a fire should occur, this drill can help you and your family escape.

The Home Fire Escape Drill is designed to help families practice two escape routes out of the house if a fire should occur. Planning and practicing two escape routes – one normal route through hallways and stairways; and an alternative route through windows or onto the roof – will help save the lives of you and your family. The alternative escape route is vital because most home fires start in areas of the house that may block the usual hallway and stairway exit routes.

Please join the State Fire Marshal's office and your local fire department in helping to save lives by completing this Home Fire Escape Drill.



## Sample Escape Plan



### Remember, in an actual fire:

- Once outside, never re-enter the house.
- Call the fire department from a neighbor's house.

## Draw Your Escape Plan

- On the diagram below, draw an outline of your home, identify each room and label them. Locate windows, doors, hallways and stairways.
- Draw black arrows to show

the normal escape route through hallways and stairways.

- Draw red arrows to mark an alternative escape route in case fire blocks exits through hallways and stairways. Identify

bedroom windows that will be used to escape and exits to the roof.

- Identify a meeting place for family members outside of the house.

## Practice Your Plan

- Practice the Home Fire Escape Drill twice, once using the normal exits and then the alternative route.
- Close all of the bedroom doors.
- Set off the smoke detector by pushing the test button.
- Family members should sound their own alarm at the first sign of fire. Yelling or pounding on walls are examples.
- Always test the doors for heat before opening. Sweep your hand over the upper portion of the door to feel for heat. If the door is hot or warm, do not open it. Instead use your alternative route. If the door does not feel hot to the touch, open the door a crack to see if there is smoke.
- If there is no smoke, exit the house. If you find heavy smoke, close the door and use your alternative escape route.
- Go to the designated meeting place outside.

