



Why is it important?

Home fires are the greatest disaster threat to American families. Seven people die *every day* from home fires. A fire-related injury is reported every 40 minutes. Annually, home fires cause 2,500 deaths and roughly \$7 billion in property damage.¹

What is our goal?

The Home Fire Preparedness Campaign aims to save lives, reduce injuries and build more resilient communities through raising awareness, facilitating preventative actions, and fostering community participation. *The national goal is a 25% reduction in home fire deaths and injuries in the next five years.*

How will we achieve it?

Working together in communities across the country, the Red Cross and partners are establishing local coalitions of fire departments, houses of worship, businesses, schools, social service agencies, neighborhood leaders and others to mobilize resources and volunteers in support of local home fire preparedness. Focused especially on supporting at-risk neighborhoods, coalitions will develop and carry out numerous activities over the course of the five year campaign, including three campaign cornerstone activities:

- Door-to-door installation of smoke alarms and completion of home-safety checklists and plans in vulnerable 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 the country - here are a variety of ways to help:

- Join the Red Cross and other local organizations as part of a coalition committed to improving fire safety in your community.
- Sign on to volunteer with a coalition-planned home fire preparedness activity in your area, such as neighborhood canvassing, a smoke alarm installation rally or a youth-education activity.
- Connect with your local coalition to learn how you can help support preparedness in at-risk neighborhoods in your community.
- Take steps to become more prepared at home and help your neighbors do the same (*download the Team Red Cross App to learn how*).
- Donate to support national safety and preparedness efforts.

How can I learn more?

Contact your local Red Cross: Susan Morris, susan.morris@redcross.org

Visit <http://www.redcross.org/prepare/disaster/home-fire>

Download the "Team Red Cross" app from your smartphone app store

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