

Fire Prevention Week Virtual Toolkit - 2021

Utah State Fire Marshal's Office

OCTOBER 4TH – 9TH

State of Utah – Department of Public Safety



Fire Prevention Week 2021

The theme set out by the National Fire Protection Association (NFPA) for Fire Prevention Week 2021 is:

“Learn the Sounds of Fire Safety.”

Find out more about Fire Prevention Week from the [National Fire Protection Association](#) .

Visit www.fpw.org for an extensive catalogue of ideas for Fire Prevention Week.

With the challenges of COVID-19 affecting all aspects of our lives, The Utah State Fire Marshal’s Office and NFPA are working to greatly extend the reach of fire prevention efforts virtually. In this toolkit you will find:

- Online resources
- Ready-to-go educational ideas
- Videos
- Social media content: memes, flyers, and messaging
- FPW Partners

Connecting with your Community

Last year the State Fire Marshal’s Office asked for stories from departments about their successful Fire Prevention Week Programs. Check out the past successes by Utah departments at a special section on [our website](#). Use the efforts of our neighbors to inspire your ideas, find partnerships, or utilize communities you may not have known about.

Celebrate the success of your Fire Prevention Week 2021 by sharing your successes with the Utah State Fire Marshal’s Office.



Ready-to-go Education Ideas

(The following content is provided by the NFPA).

Fire Prevention Week (FPW) continues to provide opportunities to engage in fire safety education in your communities in person or virtually. Please conduct classroom lessons, firehouse open houses, and other in-person activities with careful concern for not spreading the COVID-19 virus. Below are some ready-to-go lesson plans you can start right now:

Chalk One Up to Fire Safety!

Encourage families via social media to participate in a community- or municipality-wide Chalk One Up to Fire Safety campaign!

Have participants create chalk drawings and fire safety messages within a certain time frame and submit photos or post them on your department's Facebook page. (In some regions, aim to hold this activity in or before September before the weather gets too cool.)

Choose "winners" based on age groups, themes, etc. Or draw names from a hat once a day during FPW. Develop partnerships with local businesses for prizes. Make sure to have some Sparky® stuffed dolls on hand for prizes, too!

Two options:

1. Deliver chalk and swag bags filled with FPW activities and goodies to drop-off points (e.g., parks at a designated time) for families to pick up. (Be sure to check safety protocols in your area.)
2. Have participants use their own chalk and run the campaign entirely online.

Burning Questions

Solicit questions about fire safety from your community via social media. Ask in your social media posts, What's your burning question?

Ask families to submit their questions via email or direct message, then have crew members, FLSEs, or your fire chief answer the questions on video. Post the answer videos at a particular time each day during FPW, or each week for the duration of your campaign.

FLSEs should approve the questions, create the scripts, and edit the videos—with help from tech-savvy colleagues!

Tips from one department: "It's important to have a consistent script, with the same format and intro and ending always the same. Always introduce the initiative and always conclude with where to find more information and how to submit your question. Finally, drive people to the website." Be sure there is public-education messaging in every answer, even if the question is, Why are fire trucks red (or yellow!)?

Include your department logo in all the campaign assets, consider closed captioning, and record using the languages spoken in your community. Firefighters and FPOs are wonderful in front of a camera—use them!

When crafting your answers, use messaging from NFPA's Educational Messages Desk Reference. This document provides the fire service and fire and life safety educators with consistent language to use with the public.

Why not Embrace TikTok?

If TikTok is allowed in your fire department, spend some time perusing hashtags such as #firesafety, #fireprevention, and #firepreventionweek. See what other departments are doing, learn how the TikTok algorithm works, and then start making videos. All you need is a smartphone and a brainstorming session with a crew or other FLSEs in your region to come up with ideas for short, educational TikToks!

Build Community Partnerships

Many businesses and organizations place a high priority on safety, from insurance and protection companies to community-based groups that help support families. Lots of establishments are interested in opportunities to endorse FPW, or simply collaborate with their local fire departments. Often, businesses have budgets to promote fire-safety messaging. Purchasing FPW products, co-branding materials, and shared media spots are just a few ideas, and NFPA has created a fundraising letter that you can use to help reach out!

Tip: Partner with local restaurants and have fire department personnel stationed outside drive-throughs to hand out goody bags filled with FPW swag and free, customizable printables.

Get it Delivered

Partner with home-delivery services operating in your community to share FPW resources. Whether it's restaurant takeout, grocery delivery, or even newspapers or real-estate publications delivered by mail, reach out to businesses that can help you get important FPW information to everyone!

Online Shopping ... With a Dash of FPW Messaging

Partner with your local hardware store, or even a national chain, during FPW to provide tips about smoke and CO alarms and the sounds of fire safety. You can help get the message out with in-store displays and by posts via the store's social media! Include inks to www.fpw.org.

A New Type of Truck Tour

Set a date and time and invite community members to "observe from the curb" as you do a drive-by to celebrate FPW! Use FPW in a Box™ materials to create drop-off bags to deliver fun and educational materials, from adult brochures and FPW News booklets to activity books, stickers, and posters.

Tip: Make an impression by displaying the colorful FPW banner outside your fire station or on your truck!

Ready, Set, Color!

NFPA's new Learn the Sounds of Fire Safety coloring sheet (in English, French, and Spanish) is sure to inspire creativity. Have parents and caregivers submit photos of kids' completed creations (and their family's home fire escape plan) online or by email.

Tip: Offer a FPW prize pack for a few of the participants, and even curb-side drop-off in a big, red truck. Wow!



Earth Friendly?

Partner with recycling programs in your community to highlight proper disposal of smoke and CO alarms. People want to be good stewards for the environment when they replace their alarms or batteries. Contact your community's recycling facilities to ensure local guidelines are followed.



Birthday Drive-by Spin

Many fire departments are delivering birthday greetings by driving by the home on this special day and dropping off a goody bag. How about for FPW the fire truck blows its siren as it drives by homes, as a reminder to families to test their smoke alarms? A win-win for both!

Fire Prevention While They Wait

Use the time in which people are waiting in their cars during rapid Covid testing or Covid vaccinations to distribute brochures, tip sheets, magnets, or other FPW materials. If someone is willing to get tested/vaccinated, they are likely willing to take part in fire safety, too! It's also a great way to get signups for smoke alarm installation programs!

Hear the Chirp – Get to Work!

This is the slogan used by the Washington DC Fire Service to support teachers who reported hearing the “chirps” of alarms in the background of their students' homes during remote learning. Distribute FPW materials through parent-teacher organizations, places of worship, and at local businesses to share with their employees. Consider hosting a community-wide contest to come up with more slogans for the sounds of fire safety that can include making PSAs using the messaging of FPW. Partner with local businesses for prizes to use along with Sparky items!

Don't Shake This One Off!

Partner with your senior centers and agencies to reach older adults and people with disabilities to assure people know about strobe light, low frequency, and bed shaker alarms for people who are deaf or hard of hearing. Add this information to your social media, PSAs, and other outreach efforts!

Fire Safety Rocks!

Get the whole municipality/community involved by developing a Fire Safety Rocks! campaign. Encourage families, daycare centers, schools, and community and senior groups to paint rocks. That's right! Have them paint whatever they like on one side, add fire-safety and FPW-themed messages on the other side, and then hide or place their rocks around town.

Provide your fire-safety and FPW-themed messages on your social media feeds and/or website. People can paint these messages on the backs of the rocks or the messages can be printed out, glued onto the rocks, and then coated for protection.

Encourage people via social media to find the rocks and post photos of them, and then hide or place the rocks somewhere else. Create a hashtag (e.g., #FireSafetyRocksYOURTOWN).

Come up with prizes for finding a certain number of rocks or rocks with certain messages. Finders of the rocks can post on social media, tag you, and include the hashtag. If your crews are crafty, have them paint rocks during down time and then hide or place them on local trails, in parks, outside municipal buildings, or in other locations where people can see them and smile!

Spanish and French versions of most of this information can be found [here](#):

Social Media Messaging

The NFPA and SFMO provides an extensive bank of social messaging you can use to promote fire safety during Fire Prevention Week.

These messages are completed and ready to go, or edit them and make them your own. Alternatively, use the content in the messages to copy and paste into your own format and messaging. Send out them on social media, tag your community, the NFPA, the Fire Marshal's Office, and anyone else who can share and pass on your messages. For the extended library of images, click here:

Tip: send out messages on social media a few weeks leading up to your events during Fire Prevention Week.



Book a Virtual Tour or Safety Lesson

Use a smart-phone or camera to create a virtual station or engine tour. Simple editing software exists on most smartphones or are available on the app store. Quality messaging, creative content, and safety lessons are a brain-storming session away. Pick a team member who likes being in front of the camera. Use a tripod. Utilize a microphone.



Search YouTube for “Virtual Fire Station Tour” to find out what stations across the country are up to.

Here are some links to check out:

Memphis Fire Department Tour

https://www.youtube.com/watch?v=qO6j6oJtK_Q

Shawnee, Kansas Fire Department Tour:

https://www.youtube.com/watch?v=Nvaol8Nz5_M

Learn the Sounds of Fire Safety



2021 Campaign

This year's [FPW campaign](#), "Learn the Sounds of Fire Safety!" works to educate everyone about the different sounds the smoke and carbon monoxide alarms make. Knowing what to do when an alarm sounds will keep you and your family safe. When an alarm makes noises – a beeping sound or a chirping sound – you must take action.

This video (link above) describes the types of sounds we hear everyday and engages audiences to think about the important fire safety sounds we need to know. (1 min 38 seconds).

Share these videos and messages on your social media, website, or via email. You can copy the links here or go to www.nfpa.org for more.



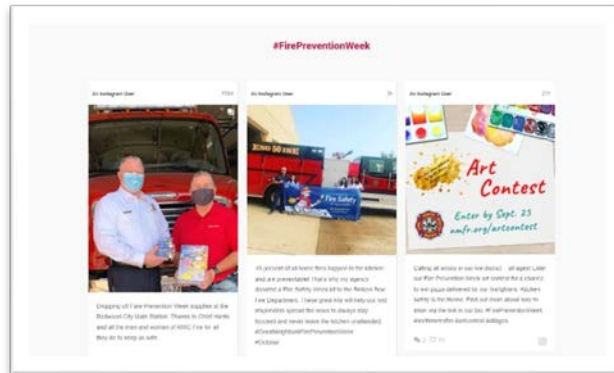
Importance of fire prevention

This [video](#) is a great, simple 1 min and 30 second instructional and animated video on creating a safe escape route in the event of a fire.

Link it to your social media pages or use it as an opening video at a classroom presentation.

You can link to it (above) and watch it on Youtube.

More Resources



Domino's

NFPA and Domino's have teamed up for many years to support local fire departments and Domino's stores in conducting smoke alarm safety checks in their communities during Fire Prevention Week. Learn about modified plans for this October in light of the pandemic.

Legoland

NFPA is the official fire safety partner for LEGOLAND® Florida and LEGOLAND® California Resort. Each year, NFPA works with each park to promote fire safety through interactive activities, messaging and special events for families, including those that recognize FPW.

State Farm

A big THANK YOU to State Farm for providing Fire Prevention Week materials to fire departments throughout the country and actively supporting their fire and life safety efforts.

Utah State Fire Marshal's Website

<https://firemarshal.utah.gov/fire-life-safety-education/>

NFPA

<https://www.nfpa.org/fpw>

FEMA

<https://www.usfa.fema.gov/prevention/outreach/fpw.html>

National Fire Council

<https://nfsc.org/materials>