

Fire Prevention Week Virtual Toolkit - 2020

Utah State Fire Marshal's Office

OCTOBER 4TH – 10TH

State of Utah – Department of Public Safety

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Fire Prevention Week 2020

The theme set out by the National Fire Protection Association (NFPA) for Fire Prevention Week 2020 is:

“Serve Up Fire Safety in the Kitchen.”

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
- Letter templates, proclamation templates, & press releases

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 2020 by sharing your successes with the Utah State Fire Marshal's Office.



Ready-to-go Education Ideas

(The following content is provided by NFPA).

Fire Prevention Week (FPW) might look a bit different for educators this year. The NFPA has put together some “Out of the Box” ideas to help you reach your community with life-saving messages in the event that traditional open houses, school and community visits aren’t able to be held. For more ideas, watch a recording of our [“Out of the Box” Fire Prevention Week Webinar](#).

1. Create a media campaign

Whether you work with your local media regularly or you have a Facebook, Twitter, Instagram or Tik- Tok account, take advantage of all the easy-to-grab resources at www.fpw.org with spot-on messaging around kitchen fire safety. Here’s just a few things you will find in the [FPW toolkit](#); fill-in-the-blank proclamations, press release (English, French, Spanish), and easy-to-use talking points for interviews.

Tip: Use the hashtag **#firepreventionweek** to keep the messages rolling. Check out the live social media feed on FPW.org to share, get ideas and see what others are doing for FPW.

2. 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-thrus to hand out [goody bags filled with FPW swag](#) and [free customizable printables](#).

3. Get it delivered

Partner with home-delivery services operating in your community to share FPW resources. Whether it's restaurant take-out, 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!

Tip: This is a great way to reach Generation Z with targeted cooking safety messages. Young adults aged 20–34 are at the highest risk of non-fatal cooking injury. Work with local take-outs restaurants and social media channels to spread the word: Order take out when tired or under the influence.

4. Make a big splash on the small screen

All you need is a smartphone, some ingenuity, and a bit of Instagram TV (IGTV) savvy to create a FPW message aimed at a specific audience – those hard-to-reach teens and young adults! IGTV supports videos up to 60 minutes but it's best to keep these productions fast-paced and brief, and use humor (even though cooking safety is a serious subject!). Use the fire-hall kitchen to demonstrate how to smother a small grease fire in a pan, keep combustibles away from the burners, and cook only when you are alert and have not consumed alcohol or drugs!

Tip: Consistent messaging is key. [NFPA's Safety tips sheets](#) are easy to print and customizable. If you plan on creating your own materials, [use EMAC messaging](#) as your guide.

5. Online shopping . . . with a dash of FPW messaging

Most major grocery chains are reaching customers through e-newsletters. Providing safe-cooking tips is a natural fit! Partner with your local grocer or neighborhood market during FPW and provide safe- cooking tips, [and links to www.fpw.org](#). [Make it easy and insert your fire department's logo on this print ready cooking tip sheet \(English, Spanish, French and easy-to-read\) and ask them to include in their materials for the month of October.](#)

TIP: most grocery chains are providing online delivery and/or curbside pick-up. We know these consumers are cooking; why not include [FPW brochures and other swag](#) with orders! Ask the market to help provide funding!

6. Become a YouTube star

Record yourself teaching [NFPA's 10-minute lesson plan on cooking safety](#) and, for extra entertainment, schedule a guest appearance by [Sparky the Fire Dog®](#)! Don't forget to check out [NFPA Kids' YouTube channel](#) for loads of fire safety videos.

7. Reaching teachers/students virtually

If visiting schools is not an option, we have a few ideas. Plan something with your schools each day. Share on your social media channels or work directly with the school administration.

Ask schools to include the cooking family checklist ([English](#), [Spanish](#) and [French](#)) in their email communications. The checklist is form fillable and can be customized with your department's logo. Record yourself reading [The Story of Sparky](#) and provide a video link to the school. The new [Story of Sparky Educator's Set](#) comes complete with a large format story book, 30 small books and a Sparky Stuffie.

If you are camera shy, we have you covered. Watch fourth-grade school teacher, Nichole Watson, delightfully [read the story to her class](#). Provide teachers with story lesson plan or ask to "Zoom" in and teach the lesson yourself!

Tip: [Share 5 days' worth of fun grade-level-aligned, standard based activities](#) that teachers can do during the week.

8. A new type of truck tour

Set a time and invite community members to “observe from the curb” as you do a drive-by to celebrate FPW! Use [Fire Prevention Week in a Box](#) materials to create drop-off bags to deliver fun and educational materials, from [adult brochures and FPW News to activity books stickers and posters](#).

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

9. Crayons at the ready

NFPA’s new “Stay Away from Hot Things” coloring sheet ([English](#), [French](#) and [Spanish](#)) is sure to inspire creativity! Have parents and caregivers (safely) submit photos of their completed creations online (or email [them to you](#)) – [along with their family’s home fire escape plan](#).

Tip: Offer a [FPW prize pack](#) for a few of the participants, and curbside dropped off in a big, red truck! Wow!

10. Reaching older adults

More and more people are discovering that coloring is an effective stress reliever and mood booster. Make copies and deliver the cooking themed [adult coloring sheet](#) to your local senior centers and assisted living homes. If they are not accepting visitors, connect with administrators and send the PDF via email. Why not “Zoom” in and talk to residents for [15 mins about cooking safety](#)?

Tip: Ask a local retailer to donate colored pencils or [crayons](#).

Cooking Safely in the Kitchen

Cooking is the number one cause of home fires and home fire injuries. Unattended cooking is the leading cause of fires in the kitchen. This year Fire Prevention Week will “Serve Up Fire Safety in the Kitchen!” Help get this message out to your community. Find resources, videos and other ways to share with the links below.

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.

Tip: Connect with your community by making your own personalized versions of these documents. Your community would be thrilled to see your version of the Grease Fire video, or a recipe book from your firehouse.

- [How to manage a grease fire Video file \(courtesy of Vancouver FD\)](#)
- [Cooking safely checklist PDF file \(1 MB\)](#)
- [Fire safety in the kitchen PDF file \(879 KB\)](#)
- [Home escape plan PDF file \(4 MB\)](#)
- [Kids cooking safely in the kitchen PDF file \(3 MB\)](#)
- [Sparky's recipes for kids PDF file \(1 MB\)](#)

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

Kitchen Safety Lessons for Schools

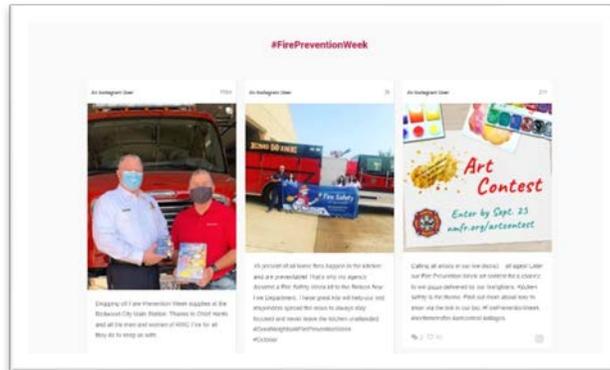
Create content teachers can present in their classrooms

Under normal circumstances, classroom visits are an essential and engaging way to teach fire safety to kids. During COVID-19, classroom visits are not safe.

Because of the kitchen safety theme, consider pairing your lesson plans with a nutrition lesson. Students would love to hear what firefighters eat to stay healthy!

- [Mini-Lesson on Fire Safety](#)
- [Sparky Recipes for classrooms and students](#)
- [Kitchen Safety “Hidden Pic” worksheet](#)
- [Kitchen Fire Safety Brochure](#)
- [1 burn safety package for students/parents PDF file \(215 KB\)](#)
- [Sample Letter to teachers](#)
- [Teacher feedback form PDF file \(437 KB\)](#)

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>