

Focus on Fire Safety in Homes...  
*From Voices That Know...*

## MEDIA KIT

*Your Complete Resource for  
Community Education and Outreach*



*Making a Difference... Turning Tragedy to Advocacy.*

[www.fireadvocates.org](http://www.fireadvocates.org)  
*Fire Sprinklers Save Lives*



Our voices have joined to share our first-person real life stories... our hope is that future tragedies may be prevented by our sharing with you.



# Dear Fire Safety Advocates,

On behalf of Common Voices, we are happy to share our newest PSAs and a complete media relations kit that will help you educate stakeholders about community fire protection and how to build fire safe homes. By partnering with allied organizations, we're working to advance efforts that support the installation of home fire sprinklers and build upon collaboration between our respective organizations.

No one understands the effects of fire better than those who have personally experienced it. Within these pages, we will introduce you to the six Common Voices advocates and provide a Media Kit with the latest information regarding the promotion of residential fire sprinklers. We believe that we all need to become fully involved in encouraging policymakers to adopt current national building codes that include fire sprinklers.

Common Voices partners with the National Fallen Firefighters Foundation and the Everyone Goes Home initiative. Vina Drennan, a founding advocate of Common Voices, also serves on the NFFF Board and does a fantastic job of helping all of us understand why residential sprinklers are so important to saving firefighter lives. We ask that you reinforce the 16 Firefighter Life Safety Initiatives included in this kit, and utilize the new PSAs to highlight perspectives that connect to the EGH Initiatives.

Please remember that we're here to help. If you're looking for a speaker who can bring the fire problem to life in a meaningful way, please contact us via e-mail or phone. We will do everything within our power to meet your needs and help you convince community stakeholders about the importance of building fire safe homes that include fire sprinklers.

We also encourage you to become a part of our fire safety team! Visit us at [www.fireadvocates.org](http://www.fireadvocates.org) for the latest news and coalition membership information.

Respectfully,

*Vickie Pritchett*

Vickie Pritchett  
Common Voices Facilitator  
615-533-0305  
[vickiepritchett@aol.com](mailto:vickiepritchett@aol.com)



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# The Media Kit...

## SHARING IMPORTANT INFORMATION



We're here to help get out the facts!

We understand that as a fire safety advocate, you are busy. We created this media kit with the thought of simplicity in mind. We wanted to bring you new resources (PSAs) coupled with statistics, talking points, and the latest information that documents the fire problem in America. Within the public education pieces included on the DVD, you will find Fact vs. Fiction, templates for media, Talking Points with the latest statistics incorporated, as well as other outreach materials. Our hope is this will make your outreach and public education easier. Feel free to customize the documents and make them your own.

- Fire Sprinkler Facts
- FAQs
- Overview of NFPA 13D Standard
- Successful Home Fire Sprinkler Activation Report
- Tips for Improving Home Fire Sprinkler Education Outreach to Young Children, Middle School Children, Adult Consumers, and to Homebuilders, Developers, Real Estate and Insurance Professionals
- Tips for Working with Local Media to Raise Awareness of Home Fire Sprinklers
- Educational Quizzes (for various audiences) with Answer Key
- Local Public Relations Tools: Talking Points; News Releases



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Fire Sprinklers Save Lives





# The Media Kit...

## SHARING IMPORTANT INFORMATION

### Home Fire Sprinkler Coalition

The go-to sources for educational materials is the Home Fire Sprinkler Coalition (HFSC), [www.homefiresprinkler.org](http://www.homefiresprinkler.org). We are proud to include an order form which includes all of the educational materials available via HFSC at the time of publication. We encourage you to send in this form to request additional copies of the resources that will help you the most. Also, pay special attention to the documents that provide information on how to build and conduct a live side-by-side sprinkler demonstration. This can be an important tool for education within your community – there is nothing like seeing an actual sprinkler demonstration, and also seeing flashover first-hand in the non-sprinklered room.



Home Fire Sprinkler Coalition  
**EDUCATIONAL MATERIALS**  
YOUR COMPLETE RESOURCE FOR COMMUNITY EDUCATION AND OUTREACH  
**Material Order Form** Orders can also be placed online at [HomeFireSprinkler.org](http://HomeFireSprinkler.org)



**EDUCATIONAL MATERIALS**

- BUILT FOR LIFE Builder Kit**  
The kit includes a brochure and 16-minute DVD with details about the design and installation of a home fire sprinkler system installed in a single-family home. Ron Hazleton walks through a home under construction after the fire sprinkler system is installed, but before the home is built so builders can see the system when it's complete.  
*Recommended for builders of single-family homes.*
- MARKETING HOMES PROTECTED BY FIRE SPRINKLER SYSTEMS Brochure**  
Explains home fire facts, home fire information, a graphic description of how sprinklers operate, cost information and answers to common misconceptions.  
*Recommended for real estate professionals.*
- SELLING HOME PROTECTED BY FIRE SPRINKLERS DVD Video**  
The video provides real estate professionals with important information about the life-saving benefits home protected by them.  
*Recommended for real estate agents.*
- PROTECT WHAT YOU VALUE MOST Consumer Brochure**  
Explains home fire facts, home fire information, a graphic description of how sprinklers operate, cost information and answers to common misconceptions.  
*Also available in Spanish.*
- A QUICK & EASY GUIDE TO HOME FIRE SPRINKLERS DVD Video**  
This guide to fire sprinklers was designed to provide easy to understand information in an entertaining way. The most video segments walk through the basics: why fire sprinklers are needed, how they work and how they are installed.
- UNDERSTANDING WATER SUPPLY FOR HOME FIRE SPRINKLER SYSTEMS Guide**  
Includes a brochure and 30-minute video with details about water connections, supply and storage design of stand-alone and multi-riser systems, community improvements and environmental benefits of home fire sprinklers.  
*Recommended for water purveyors & local officials.*
- THE FUTURE OF FIRE SAFETY HERE TODAY Consumer Brochure**  
Provides detailed information about fire sprinkler protection for homes, home fire sprinkler work, advantages of a home with and without a fire sprinkler system, and why home fire sprinklers are a smart choice. Also includes home fire sprinkler facts and commonly asked questions and answers.
- SPRINKLER SMARTS Brochure for Children**  
A great brochure to introduce children to fire safety and the sprinkler technology. The focus is on the basics of fire safety for young children, while older students also learn the engineering behind sprinklers. The brochure includes the engineering behind sprinklers, activities and downloadable worksheets on [SprinklerSmart.org](http://SprinklerSmart.org).  
*Recommended for children in grades K-5 & 6-8 students.*
- LIVING WITH SPRINKLERS Kit for Consumers Living in Homes with Fire Sprinklers**  
The kit is for homeowners who already have fire sprinklers in their homes or have recently moved into homes with fire sprinkler protection. The kit DVD and brochure provide a better understanding of fire sprinklers and how to properly maintain them. Also included is a laminated hanging to put by the fire riser to residents will have ready access to simple sprinkler maintenance and proper usage tips and a window decal.  
*Sprinkler services available for download at [HomeFireSprinkler.org](http://HomeFireSprinkler.org).*
- HOME FIRE SPRINKLER PUBLIC EDUCATION KIT**  
At the basic to help public educators in the fire service increase awareness of the benefits of home fire sprinklers, includes a DVD with three educational videos for consumers and members of the fire service. Includes an additional educational materials, background information and public relations tools.  
*Recommended for members of the fire service. Also available in Spanish version.*
- FIRE AND SPRINKLER BURN DEMONSTRATION KIT**  
One of the best ways for a fire department to raise awareness about home fire safety is to host a live fire demonstration. The CD/DVD kit contains all the information you need to build a fire and sprinkler burn demonstration to educate firefighters, neighbors, and the public.

### The HFSC Fire and Sprinkler Burn Demonstration Kit



**A COMPLETE GUIDE TO BUILDING AND USING A DRAMATIC LIVE FIRE DEMONSTRATION IN YOUR COMMUNITY**

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**EDUCATIONAL MATERIALS**  
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<b>HOME FIRE SPRINKLER PUBLIC EDUCATION KIT (U.S.) or Canadian version available</b> At the basic to help public educators in the fire service increase awareness of the benefits of home fire sprinklers, includes a DVD with three educational videos for consumers and members of the fire service. Includes an additional educational materials, background information and public relations tools. <i>Recommended for members of the fire service. Also available in Spanish version.</i>	10000
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Please allow 4-6 weeks for processing and shipping. Please indicate the quantity you would like above and enter a brief description of how the material will be used in your community. If you have any questions, please contact us at [info@homefiresprinkler.org](mailto:info@homefiresprinkler.org).

Complete this form and mail to: HFSC, 2000 S. LaGrange Road, Suite 300, Frankfort, IL 60423  
or fax to: (815) 464-8040 or scan and email to: [info@homefiresprinkler.org](mailto:info@homefiresprinkler.org)

For more information: [HomeFireSprinkler.org](http://HomeFireSprinkler.org) or Toll-Free: 877-550-HFSC





## The Phoenix Society for Burn Survivors

Common Voices is proud to partner with The Phoenix Society for Burn Survivors. We believe that many times it is the burn survivor who is able to be the unexpected messenger who can break through to community stakeholders. Their first-hand experience and survival story can be powerful as you work to educate regarding the benefits of home fire sprinklers. Common Voices and The Phoenix Society for Burn Survivors are working together on a daily basis to improve the advocate database, and we stand ready to assist you as your work toward building a safer community.



**Phoenix Society**  
for burn survivors

[www.phoenix-society.org](http://www.phoenix-society.org)



THE PHOENIX SOCIETY'S

**world burn congress**

## SURVIVAL, COURAGE AND PERSONAL GROWTH

The Phoenix Society's World Burn Congress is an annual international conference that brings together more than 650 burn survivors, their families, care givers, burn care professionals and firefighters. It is a forum in which we encourage and facilitate the sharing of stories, provide support and increase knowledge of burn recovery. For many it is the first opportunity to meet and share with others who have experienced a burn trauma.



*WBC... Personal Growth*



*WBC... Survival*



*WBC... Courage*



# The Media Kit...

## SHARING IMPORTANT INFORMATION

### Everyone Goes Home®

Recognizing the need to do more to prevent line-of-duty deaths and injuries, the National Fallen Firefighters Foundation has launched a national initiative to bring prevention to the forefront.

In March 2004, the Firefighter Life Safety Summit was held in Tampa, Florida to address the need for change within the fire and emergency services. Through this meeting, 16 Life Safety Initiatives were produced to ensure that Everyone Goes Home®.

The first major action was to sponsor a national gathering of fire and emergency services leaders. Organized by the National Fallen Firefighters Foundation, the held in Tampa, Florida, in March 2004 produced 16 major initiatives that will give the fire service a blueprint for making changes.

The National Fallen Firefighters Foundation will play a major role in helping the U.S. Fire Administration meet its stated goal to reduce the number of preventable firefighter fatalities. The Foundation sees fire service adoption of the summit's initiatives as a vital step in meeting this goal.



## Sprinklers Save Lives ... Including Firefighters

Just a few of the recent line-of-duty death report headlines indicate how dangerous modern residential fires are for firefighters:

- Career firefighter dies and two are injured when forced from three-story residence
- Volunteer firefighter dies after falling through floor at residential structure fire
- Career lieutenant and firefighter found unresponsive at structure fire
- Basement fire claims the life of volunteer firefighter

And earlier this year, the fire service mourned when two Bridgeport, Conn., firefighters died fighting a residential fire.

By reducing fire spread and intensity, residential sprinklers can save firefighters as well as homeowners. This is why fire sprinkler advocacy is one of the 16 Firefighter Life Safety Initiatives.

Throughout the history of the fire service, we've always come together to find the will and the funding to implement changes that can increase firefighter safety. Fire sprinklers are the next major step in reducing firefighter LODDs.

Learn more:

[www.EveryoneGoesHome.com](http://www.EveryoneGoesHome.com)





## 16 Firefighter Life Safety Initiatives

- 1 Define and advocate the need for a cultural change within the fire service relating to safety; incorporating leadership, management, supervision, accountability and personal responsibility.
- 2 Enhance the personal and organizational accountability for health and safety throughout the fire service.
- 3 Focus greater attention on the integration of risk management with incident management at all levels, including strategic, tactical, and planning responsibilities.
- 4 All firefighters must be empowered to stop unsafe practices.
- 5 Develop and implement national standards for training, qualifications, and certification (including regular recertification) that are equally applicable to all firefighters based on the duties they are expected to perform.
- 6 Develop and implement national medical and physical fitness standards that are equally applicable to all firefighters, based on the duties they are expected to perform.
- 7 Create a national research agenda and data collection system that relates to the initiatives.
- 8 Utilize available technology wherever it can produce higher levels of health and safety.
- 9 Thoroughly investigate all firefighter fatalities, injuries, and near misses.
- 10 Grant programs should support the implementation of safe practices and/or mandate safe practices as an eligibility requirement.
- 11 National standards for emergency response policies and procedures should be developed and championed.
- 12 National protocols for response to violent incidents should be developed and championed.
- 13 Firefighters and their families must have access to counseling and psychological support.
- 14 Public education must receive more resources and be championed as a critical fire and life safety program.
- 15 **Advocacy must be strengthened for the enforcement of codes and the installation of home fire sprinklers.**
- 16 Safety must be a primary consideration in the design of apparatus and equipment.

### Leadership, Accountability, Culture and Knowledge (LACK) Training

Is your department on the path to a line-of-duty death? This compelling presentation by the National Fallen Firefighter Foundations examines the root causes of LODDs and the role of Leadership, Accountability, Culture and Knowledge as it impacts the end result. Many fire departments across the United States “LACK the Right Stuff” to prevent them from being on a path to a line-of-duty death. Leadership, Accountability, Culture and Knowledge are the elements that need to be addressed and managed in those environments. Through education and training, those departments can improve their survivability by understanding the root causes of firefighter fatalities and tackling these four elements with special emphasis on understanding fire service culture. This program will provide information on how to incorporate this learning into instructional presentations.



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*Fire Sprinklers Save Lives*



# The Next Step is Up To You...

## PLEASE HELP US SPREAD THE WORD –

Get involved, make a difference, share our stories and raise awareness.  
Lives will be saved as a result of our efforts!

### ACTION ITEMS – OUR LIFE SAFETY “TO DO” LIST...

- Become involved in your local city, county, and/or planning meetings.  
Decisions about the inclusion of fire sprinklers involve policy makers.  
You can help to educate these stakeholders.
- Become involved in your state organizations that support and promote fire safety. Are you a member of your State Fire Chiefs Association? Public Educator Association? Fire Marshals Association? Building Officials Association? Become an active member of the appropriate groups!
- Become involved in national organizations that have missions that support the cause. On our list:
  - Common Voices
  - The Phoenix Society for Burn Survivors
  - Home Fire Sprinkler Coalition
    - Are you a Built for Life Fire Department?
  - International Association of Fire Chiefs (IAFC)
  - IAFC Fire & Life Safety Section
  - National Fallen Firefighters Foundation
    - Everyone Goes Home Program
    - Identify your state Advocate, offer to assist
  - Home Safety Council Expert Network
  - NFPA & ICC
    - Be engaged in the family of codes that your community adopts
  - U.S. Fire Administration
    - Check out the Fire Prevention courses available at the National Fire Academy
    - Utilize USFA resources

*Remember, you are the one who has the power to decide what to do with the material in your hand. Our hope is that you will use it to help make your community a safer place to live, work, play, and grow! We believe that fire sprinklers are a smart public policy choice, and that quality of life is improved when both citizens and firefighters are protected. Please join us today and let's build momentum for Fire Safe Homes that include home fire sprinklers!*

Other appropriate organizations that you know of – the more the better!



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