

Membership Resources

ADGP Communications Resources:

“Turn and Test” Smoke Alarms for Daylight Saving Time

Fall 2019

On Sunday, November 3, households across the country will turn their clocks back by one hour as daylight saving time ends. When the clocks TURN, the American Red Cross will again remind people across the country that it’s the perfect time to TEST their smoke alarms to ensure they’re working and help keep homes as safe as possible from home fires.

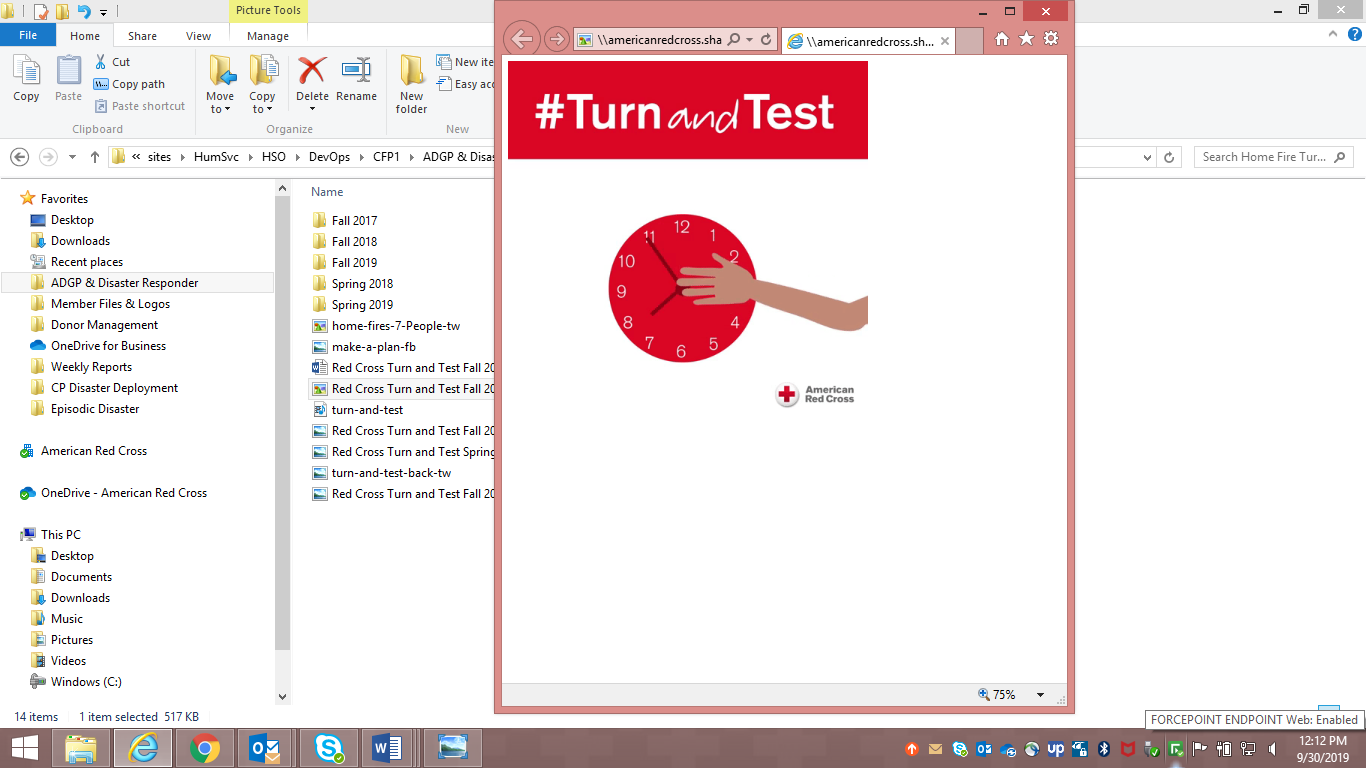
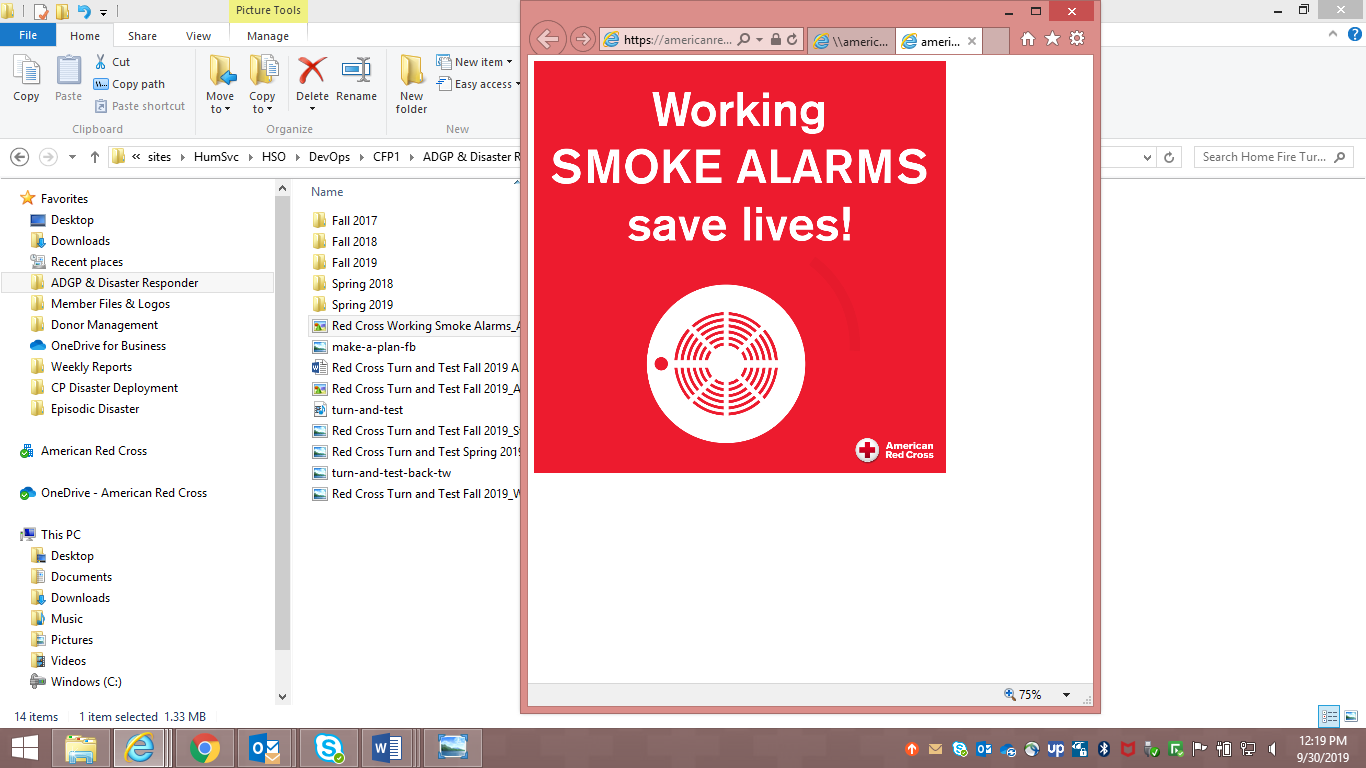
As a valued member of the Red Cross family, we want you—and those most important to your company—to also be as safe as possible. The communications materials below are designed to help you share this important “Turn and Test” message with your employees, customers and social followers, and highlight your year-round commitment to making communities safer. Thank you for your support!

**Customizable Social Content (for Facebook, Twitter or Instagram)**

Refer to the suggested posts below (and accompanying graphics provided in the zip file) to **share ahead of Sunday, November 3**. We encourage you to personalize these messages and tag[American Red Cross](https://www.facebook.com/redcross) on Facebook, [@RedCross](https://twitter.com/redcross)on Twitter or [@AmericanRedCross](https://www.instagram.com/americanredcross/) on Instagram. You may also re-tweet or share any relevant posts from our [national accounts](http://www.redcross.org/about-us/news-and-events/connect-with-us). Additional home fire safety tips may be found at [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire).

* It’s time to fall back this weekend! Our disaster partner @RedCross reminds you to turn your clocks back & test your smoke alarms. #TurnandTest #EndHomeFires [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)
* Time to #TurnandTest! When turning your clocks back this weekend, check your smoke alarms too. #EndHomeFires #RedCross [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)
* Remember to turn your clocks back one hour AND test your smoke alarms. Proud @RedCross disaster partner. #TurnandTest #EndHomeFires [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)
* What are your plans this weekend? Make sure it includes [#TurnandTest](https://www.facebook.com/hashtag/turnandtest?source=feed_text&__xts__%5B0%5D=68.ARAVz1TB97KmUigp36dDZx41DR18ukiclk9RgXQYo8Ln0DwJ0KEGw3LdGw-XHq_GuH5R5PwrVxeVH3nk-lOL6VFJ057UYZ7a9DtpP-Z8qpz7Vcab1dI4DIF8rmeP8OQIo8gSv-hx3UaI6J963xUGJ6ygQRdW6kbWVZXaQjYlMBOC4t3ZIPSRNlA&__tn__=%2ANK-R)! When turning your clocks back one hour this weekend, test your smoke alarms too. It takes less than 5 minutes, and could save lives. [#EndHomeFires](https://www.facebook.com/hashtag/endhomefires?source=feed_text&__xts__%5B0%5D=68.ARAVz1TB97KmUigp36dDZx41DR18ukiclk9RgXQYo8Ln0DwJ0KEGw3LdGw-XHq_GuH5R5PwrVxeVH3nk-lOL6VFJ057UYZ7a9DtpP-Z8qpz7Vcab1dI4DIF8rmeP8OQIo8gSv-hx3UaI6J963xUGJ6ygQRdW6kbWVZXaQjYlMBOC4t3ZIPSRNlA&__tn__=%2ANK-R) #RedCross [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)
* Working smoke alarms cut the risk of dying in a home fire in half. Install smoke alarms on every level of your home and check them monthly. Proud @RedCross disaster partner. [#EndHomeFires](https://www.facebook.com/hashtag/endhomefires?source=feed_text&__xts__%5B0%5D=68.ARAVz1TB97KmUigp36dDZx41DR18ukiclk9RgXQYo8Ln0DwJ0KEGw3LdGw-XHq_GuH5R5PwrVxeVH3nk-lOL6VFJ057UYZ7a9DtpP-Z8qpz7Vcab1dI4DIF8rmeP8OQIo8gSv-hx3UaI6J963xUGJ6ygQRdW6kbWVZXaQjYlMBOC4t3ZIPSRNlA&__tn__=%2ANK-R) [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)

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| *“Red Cross Turn and Test Fall 2019\_StaticSocial1024x512”* | *“Red Cross Turn and Test Fall 2019\_ StaticSocial1200x1200”* |

*“Red Cross Turn and Test Fall 2019\_AnimatedSocial” “Red Cross Working Smoke Alarms\_AnimatedSocial”*

**Customizable Intranet/Employee Email Content**

*[Accompany with “Red Cross Turn and Test Fall 2019\_WebImage”]*

**Turn and Test Your Smoke Alarms when Daylight Saving Time Ends on November 3**

Did you know that **home fires are the nation’s biggest disaster threat**? In fact, every eight minutes, the American Red Cross responds to a disaster. Most of these events are home fires—which, sadly, take an average of seven lives each day in the U.S.

As a member of the Red Cross Annual Disaster Giving Program (ADGP), COMPANY helps the Red Cross prepare for and respond to disasters of all sizes, including home fires. We’re proud to partner with the Red Cross to help make families and communities safer from home fires and other emergencies, and want to make sure you too know how you protect yourself and your loved ones.

A working smoke alarm can cut the risk of death from a fire in half. So, when you “fall back” when daylight saving time ends on Sunday, November 3 and **TURN** your clocks backward by one hour, it’s a perfect time to also **TEST** your smoke alarm batteries and replace them if needed.You should have working smoke alarms on every level of your home, placing them inside and outside bedrooms, and sleeping areas.

*“Red Cross Turn and Test Fall 2019\_WebImage”*

Fire experts agree that people may have as little as two minutes to escape a burning home before it’s too late. This weekend is also a great time for you to take these other steps to make sure you have a [home fire escape plan](https://www.redcross.org/content/dam/redcross/get-help/fire-safety/Home-Fire-Escape-Plan-English-Spanish.pdf) in place:

* **Include at least two ways to get out** of each room in your home fire escape plan.
* **Select a meeting spot** at a safe distance away from your home, such as your neighbor’s home or landmark like a specific tree in your front yard, where everyone can meet.
* **Practice your escape plan** until everyone can get out in two minutes or less.
* **Teach children** what the smoke alarm sounds like when you practice.

As we enter cooler months, keep in mind, too, that heating equipment is a leading cause of home fires. Help keep your family safe by providing at least three feet of space for all heating equipment. If you must use a space heater, place it on a level, hard and nonflammable surface, such as a ceramic tile floor; don’t place it on rugs and carpets, or near bedding and drapes; and turn it off every time you leave the room or go to sleep.

As part of its Home Fire Campaign, the Red Cross works with local fire departments and community groups across the country to install free smoke alarms in homes and help people create home fire escape plans in neighborhoods at high risk for home fires. Since launching the campaign five years ago, at least 642 lives have been saved across the country.

As a COMPANY employee, you, too, are a member of the Red Cross family, and we thank you for joining our commitment to be there for families and communities in their times of greatest need. You can visit [redcross.org/homefires](https://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire/prevent-home-fire.html) for more safety tips and free resources. If you have any questions about the Red Cross or our ongoing partnership, please don’t hesitate to ask.