

ADGP/Disaster Responder Program

Membership Resources

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ADGP/Disaster Responder Program Communications Resources:

Fire Prevention Week

**October 4-10, 2020**

October 4-10, 2020 is Fire Prevention Week. Home Fires—the nation’s most frequent disaster—are most often caused by cooking, according to the National Fire Protection Association, which is sponsoring Fire Prevention Week with the theme, “Serve Up Fire Safety in the Kitchen!”

Home fires haven’t stopped during COVID-19, and neither has the need to prevent fire tragedies. In fact, home fires claim seven lives a day in our country, but most of us aren’t taking the steps to protect ourselves. This risk continues as we spend more time at home during the coronavirus pandemic.

As an ADGP/Disaster Responder Program member, you help the Red Cross prepare for and respond to disasters of all sizes, including home fires. During Fire Prevention Week, the Red Cross will be encouraging people across the country to take simple actions to test their smoke alarms and practice their escape plan. The communications below are designed to help you share these lifesaving messages alongside the Red Cross during Fire Prevention Week, and ensure those important to your organization know how they can protect themselves and their loved ones. Thank you for your support, and your commitment to making communities safer!

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

Refer to the suggested posts below (and accompanying graphics and video provided in the zip file) to share during Fire Prevention Week, October 4-10, 2020. 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).

* Oct. 4-10 is #FirePreventionWeek. Tips like these can help prevent home fires. Learn more from our our disaster partner @RedCross: [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)  #EndHomeFires
* It’s #FirePreventionWeek! Keep these tips from our disaster partner @RedCross in mind to help keep you safe while cooking: [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) #EndHomeFires
* #Firesafety can be as simple as these 2 steps. Learn more from our friends at @RedCross: [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) #FirePreventionWeek #EndHomeFires
* 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. [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) #FirePreventionWeek #EndHomeFires
* Oct. 4-10 is #FirePreventionWeek, the perfect time to practice your escape plan until everyone in your household can get out in less than two minutes. Learn more from our disaster partner @RedCross: [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire)  #EndHomeFires
* Oct. 4-10 is #FirePreventionWeek. Watch this video to learn what you should do in the event of a home fire. Learn more from our friends at @RedCross: [redcross.org/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) #EndHomeFires

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| *Test Smoke Alarms*  *Social Gif* | *Working Smoke Alarms*  *Social Gif* | *Oven Fire*  *Social Graphic 1200x1200*  *(also provided as 1024x512)* | *Pan Fire*  *Social Graphic 1200x1200*  *(also provided as 1024x512)* |
|  |  |  |  |
| *2 Simple Steps*  *Social Graphic 1200x1200*  *(also provided as 1024x512)* | *What to Do if You Have a Home Fire Video* |  |  |

**Customizable Intranet/Employee Email Content**

**Fire Prevention Week is October 4-10, 2020:**

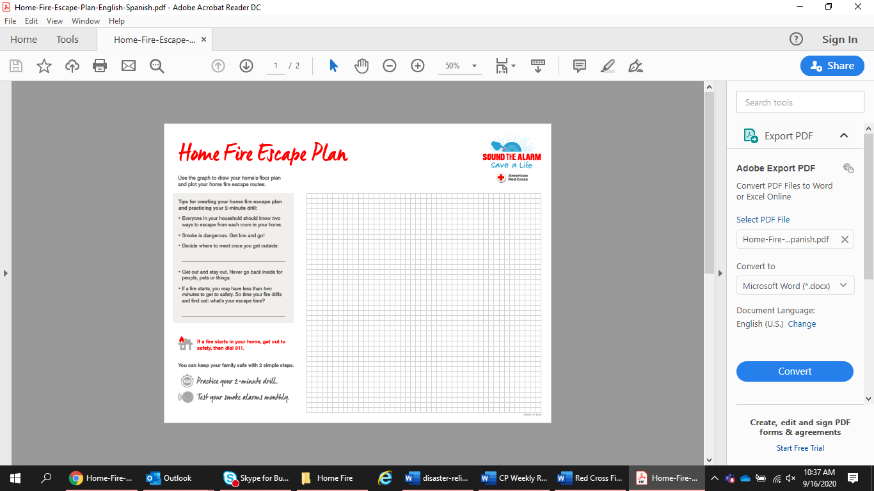
**Test smoke alarms and practice your escape plan!**

Every eight minutes, the American Red Cross responds to a disaster in the U.S.—the vast majority of which are home fires. And tragically, seven people die in home fires each day, most in homes that lack working smoke alarms.

As a member of the Red Cross Annual Disaster Giving Program (ADGP)/Disaster Responder Program, 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 to protect yourself and your loved ones.

A working smoke alarm can cut the risk of death from a fire in half. And escaping in less than two minutes can be the difference between survival and tragedy. Yet according to a recent Red Cross survey, **more than half** of us think we have more time. Home fires are most often caused by cooking, and this risk continues as we spend more time at home during the coronavirus pandemic.

Fire Prevention Week is observed October 4-10, and each year it serves as a timely reminder for us to test our smoke alarms and practice our escape plans.During a fire, early warning from a working smoke alarm plus a fire escape plan that has been practiced regularly can save lives. This week, please take these steps now to help keep your household safe:

1. **Test your smoke alarms now, and every month following.**
   * Place smoke alarms on each level of your home, including inside and outside bedrooms and sleeping areas.
   * Change the batteries at least once a year, if your model requires it.
   * Check the manufacturer’s date of your smoke alarms. If they’re 10 years or older, they need to be replaced because the sensor becomes less sensitive over time. Follow the manufacturer’s instructions.
2. **Practice your** [**escape plan**](https://www.redcross.org/content/dam/redcross/get-help/fire-safety/Home-Fire-Escape-Plan-English-Spanish.pdf) **until everyone can get out in less than two minutes.**
   * Include at least two ways to exit every room in your home.
   * 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 knows to meet.
   * Teach children what a smoke alarm sounds like. Talk about fire safety and what to do in an emergency.

As a COMPANY employee, you too are a member of the Re d 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/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) for more safety tips and free resources, or download the free Red Cross Emergency app (search “American Red Cross” in app stores). If you have any questions about the Red Cross or our ongoing partnership, please don’t hesitate to ask.