

Membership Resources

Disaster Responder Program Communications Resources:

“Turn and Test” Smoke Alarms for Daylight Saving Time

Spring 2020

On Sunday, March 8, households across the country will “spring forward” and turn their clocks ahead by one hour as daylight saving time begins. 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 organization—to also be as safe as possible. The communications below are designed to help you share a lifesaving message before daylight saving time by reminding your employees, customers and social followers to test their smoke alarms when they turn their clocks forward. 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 provided in the zip file) to **share ahead of Sunday, March 8**. 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).

* Remember to turn your clocks ahead one hour this weekend 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)
* It’s time to spring forward this weekend! Our disaster partner @RedCross reminds you to turn your clocks ahead & test your smoke alarms. #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 ahead 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.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 Spring 2020\_SocialImage1024x512”* | *“Red Cross Turn and Test Spring 2020\_SocialImage1200x1200”* |

**Customizable Intranet/Employee Email Content**

*[Accompany with “Red Cross Turn and Test Spring 2020\_WebImage”]*

**Spring Forward and Check Your Smoke Alarms on March 8!**

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 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. So, when you “spring forward” when daylight saving time begins on Sunday, March 8 and **TURN** your clocks ahead by one hour, it’s a perfect time to also **TEST** your smoke alarms and replace the batteries if needed.

Did you know that if a fire starts in your home, **you may have as little as two minutes to escape?** During a fire, early warning from a working smoke alarm plus a fire escape plan that has been practiced regularly can save lives. Please take these steps now to help keep your household safe:

*“Red Cross Turn and Test Spring 2020\_WebImage”*

* Install smoke alarms on every level of your home, inside and outside bedrooms and sleeping areas.
* Test smoke alarms every month. If needed, change the batteries.
* Check the manufacturer’s date of your smoke alarms. If they’re 10 years or older, they likely need to be replaced because the sensor becomes less sensitive over time. Follow your alarm’s manufacturer instructions.
* Talk with all family members about a [fire escape plan](https://www.redcross.org/content/dam/redcross/get-help/fire-safety/Home-Fire-Escape-Plan-English-Spanish.pdf) and practice the plan twice a year.
* If a fire occurs in your home, **GET OUT, STAY OUT and CALL FOR HELP**. Never go back inside for anything or anyone.

The commonplace nature of home fires and tragedies caused by them rarely garner significant media attention. That’s why the Red Cross launched the Home Fire Campaign in 2014 to reduce home fire deaths and injuries and educate families about home fire safety. As part of the campaign’s year-round *Sound the Alarm* events, the Red Cross works with local fire departments and community groups across the country to install free home smoke alarms and help people create home fire escape plans in neighborhoods at high risk for home fires. Since the launch of this campaign, some 700 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/fire](http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire) 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.