



# Smoke Alarms Save Lives

**Seven times a day**, someone in this country dies in a home fire. The American Red Cross has launched a nationwide campaign to reduce this number. Our partners and volunteers want to help you, your family and our community save lives and prevent injuries.

To schedule an appointment for Red Cross to install **FREE** smoke alarms in your home, please call **1-844-216-8286**.



**American Red Cross**  
West Virginia Region



**American Red Cross**  
West Virginia Region

Partnership Opportunities

## Home Fire Campaign— Help Save Lives

A home fire can strike anywhere, anytime—devastating families. On average, more lives are lost to home fires every year than to all other major disasters combined. But, *collectively*, we can change that.

Working together in communities across the nation, the Red Cross, fire departments, houses of worship, businesses, schools, nonprofits, social service agencies, neighborhood leaders and others are forming coalitions to mobilize resources and volunteers to stamp out needless fire deaths.

Your organization can become a part of this community-wide Home Fire Campaign. Possibilities include:

**Make households more safe.** Just one working smoke alarm can reduce the risk of dying in a home fire by half, yet about 25% of homes lack even one working alarm. Join the door-to-door community effort to conduct in-home safety visits in one or more ways:

1. identify volunteers or resources to help residents learn home fire safety and create fire escape plans, install life-saving smoke alarms, and document services provided and additional needs;
2. provide expertise about community groups that will most benefit from these services; and
3. lead smoke alarm installation rallies to provide large numbers of homes with in-home safety visits through day-long events.
4. facilitate the installation of smoke alarms and fire safety education for at-risk people your organization serves

**Spread the word.** Surveys show that many people have misunderstandings about fire safety. Join the community effort to be sure that everyone knows how to be safe in one or more ways:

1. encourage your family and your neighbors to practice fire drills at home—and keep practicing until everyone can get out in under 2 minutes;
2. make sure everyone knows the importance of working smoke alarms on every level of a home, and that alarms need to be replaced every 10 years.

**By working together on this important issue, we will help save lives and reduce injuries; ultimately strengthening our community's ability to be resilient in the face of any disaster—large or small.**



On average, 7 people die every day from a home fire.



60% of home fire deaths occur in homes that lack working smoke alarms.



190 times a day, Red Cross workers help a family affected by a home fire or other disaster.



Every year, the survivors of nearly 70,000 disasters rely on the Red Cross for immediate help—the vast majority of these are home fires.

**To learn more about the Home Fire Campaign, please call Justin Lovejoy at 304-340-3650 ext 1825 or email [justin.lovejoy@redcross.org](mailto:justin.lovejoy@redcross.org).**