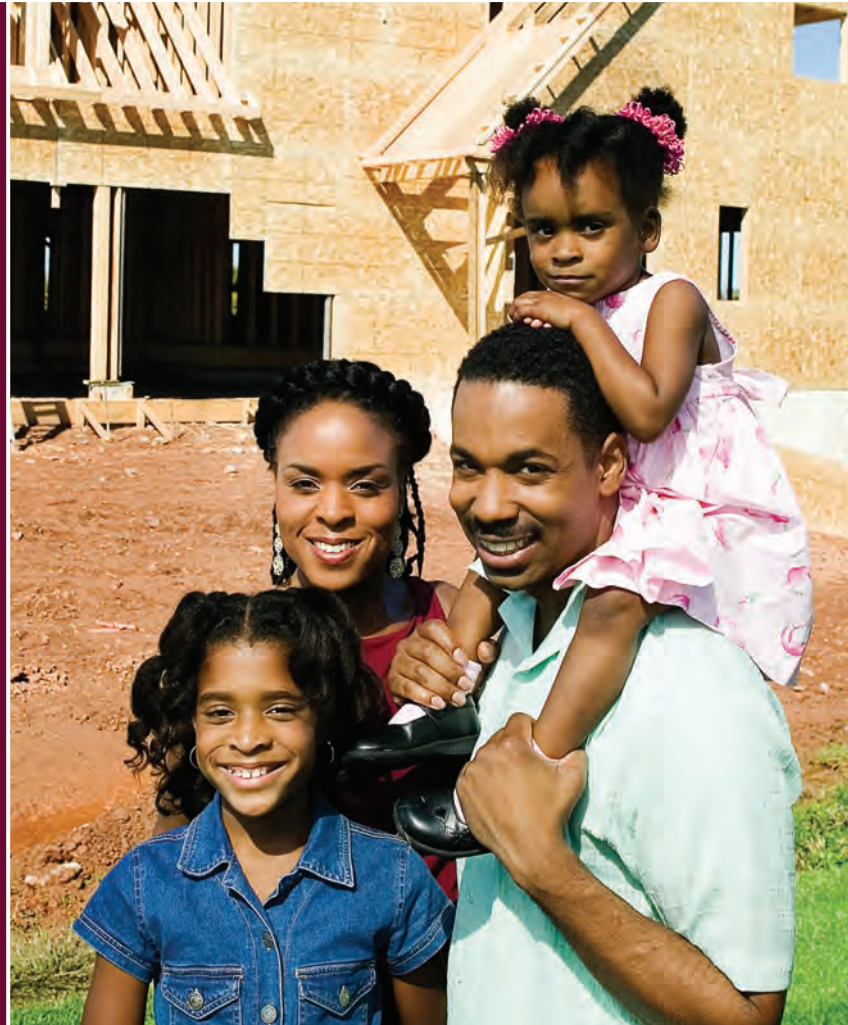


**SAVING LIVES
THROUGH EDUCATION**

**HOME FIRE
SPRINKLER PUBLIC
EDUCATION KIT**

**Your Complete Resource for
Community Education and Outreach**

All key messages, all audiences, all you need.



HOME FIRE SPRINKLER PUBLIC EDUCATION KIT



WHO NEEDS FIRE SPRINKLER EDUCATION?

Every community needs a home fire sprinkler education program. National fire and building codes require fire sprinkler systems in new construction of residential structures, including one- and two-family homes. As cities and towns upgrade local codes in coming years, more communities will require residential fire sprinklers to meet national codes.

And where sprinklers are not yet required, savvy builders are now offering the life-saving technology as an option to increase the value of the homes they build.

Whether or not your jurisdiction has a residential fire sprinkler ordinance in place, your community deserves to know the facts about this life-saving technology. Fire sprinkler education is for everyone. Use HFSC materials to reach:

- Prospective New Home Buyers
- Residents and Tenants of Sprinklered Homes
- Students and Teachers
- Community Officials, Water Purveyors, and Other Key Decision-makers
- Home Builders and Developers
- Real Estate Professionals
- Property and Casualty Insurers
- Mortgage Lenders
- Local Media Representatives

HOME FIRE FACTS*

- Eight out of ten fire deaths in the U.S. occur in the home.
- Every 79 seconds, a residence burns.
- Sprinklers and smoke alarms together cut your risk of dying in a home fire by 82% relative to having neither – a savings of thousands of lives a year.

*NFPA

For the latest information and tools visit
HomeFireSprinkler.org



HFSC FIRE SPRINKLER EDUCATION RESOURCES



JUST WHAT YOU NEED

HFSC has the tools you need to help all members of your community understand the risk of injury and death from home fire and appreciate the tremendous benefit of having an installed home fire sprinkler system.

HFSC's awareness and education tools are varied so you can target your safety messaging appropriately. Many of these tools are customizable to help you meet your community's unique needs. HFSC educational materials are available in hard copy and in downloadable formats on www.homefiresprinkler.org. Best of all, these tools were specifically designed for easy integration into your existing outreach activities.



PUBLIC EDUCATION CD-ROM

HFSC has created a CD-ROM packed with awareness and education tools you can download and print for local use.

WHAT'S ON THE CD-ROM

For Public Educators

- 5-Step Community Education Planning Guide
- Overview of NFPA 13D Standard
- Tips for Improving Home Fire Sprinkler Outreach to Varied Audiences
- Presentation Material
 - Power Point Presentation
 - Quizzes for Pre-schoolers through Adults
 - Flashover Chart
 - FAQ's
 - Home Fire Timeline (Flash: download)
 - Sprinkler vs Fire Hose (Flash: download)
 - How Fire Sprinklers Work (Flash: download)
- Public Relations Tools
 - Tips for Working with Local Media
 - Sprinkler Talking Points to Use in Media Interviews
 - How to Communicate Successful Sprinkler Stories
 - News Releases to Customize
 - Fire Sprinkler Fact Sheet
 - Print Advertisements to Customize
- Material Order Form

For Consumers

- *Protect What You Value Most* brochure PDF
- *The Future of Fire Safety Here Today* brochure PDF
- *Living with Sprinklers* informative riser hangtag for use in sprinklered homes PDF

For Home Builders/Developers

- *Built for Life* brochure

For Real Estate Professionals

- *Marketing Homes Protected by Fire Sprinkler Systems* brochure

For Home Insurers

- *What You Need to Know About Insuring a Home With Fire Sprinklers* brochure

For School Children

- *Sprinkler Smarts* interactive games

HFSC FIRE SPRINKLER EDUCATION RESOURCES

“...fires today seem to burn faster and kill quicker because the contents of modern homes (such as furnishings) can burn faster and more intensely.”

- RICHARD BUKOWSKI, NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY RESEARCHER

PUBLIC EDUCATION DVD

HFSC's public education DVD has special tools created to help you enliven your community presentations and turn complex information into easily understood and recalled messages. Use the DVD for local use.

WHAT'S ON THE DVD

For Consumers

- *Protect What You Value Most* video
- *Living with Sprinklers* video for use in sprinklered homes

For Home Builders/Developers

- *Built for Life* video

For All Audiences

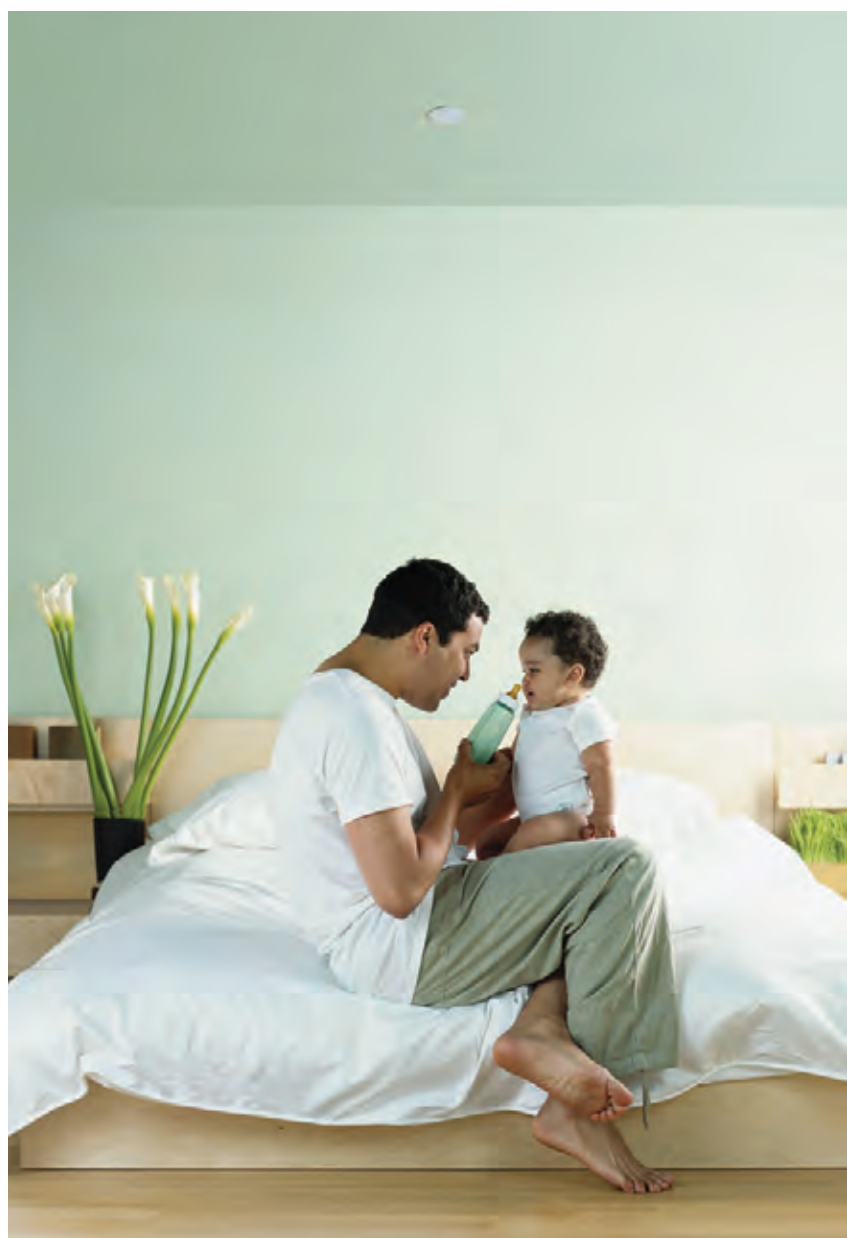
- Dramatic Home Fire Timeline Comparing Home Fires with and without Sprinklers
- Water Flow Animation: *Fire Sprinkler vs Fire Hose*
- Fire Sprinkler Animation: *How Fire Sprinklers Work*

HomeFireSprinkler.org

HFSC's Web site is continuously updated with new research, information and educational materials. A dedicated Fire Service section of the Web site guarantees you can quickly and easily find what you need, when you need it.

Most of the materials in this kit are available for free download on HFSC's Web site on demand. You'll also find these valuable resources online:

- Links to Residential Fire Sprinkler Contractors
- HFSC Solutions Newsletter
- Built for Life Game
- Updated List of Successful Sprinkler Activations





Sidewall Sprinkler

Concealed Sprinkler

Pendent Sprinkler

“I believe education is the most effective firefighting tool we have and I want it to be done right in Libertyville. That’s why I count on the Home Fire Sprinkler Coalition (HFSC) for high quality residential sprinkler safety education tools.” - BOB KLEINHEINZ, LIBERTYVILLE FIRE DEPARTMENT, ILLINOIS

WE’VE GOT YOU COVERED

HFSC provides public educators with a wealth of resources to help plan and carry out community home fire sprinkler education and outreach. We have the key messages you need to convey, made simple. Have a need for large quantities? Use the order form in the back pocket.

So what are you waiting for?



NATIONAL SURVEY SAYS...

According to a 2005 U.S. HFSC/Harris Interactive® Survey:

- 38 percent of homeowners say they would be more likely to purchase a new home with fire sprinklers than without them.
- 45 percent say a sprinklered home is more desirable than an unsprinklered home.
- Homeowners who believe sprinklered homes are more desirable most often cited the added safety provided by the sprinklers (51 percent).
- 63 percent of homeowners are aware fire sprinklers are available for home use.
- 39 percent of homeowners said they would be more likely to hire a builder who offers sprinklers as a standard feature to build their house over a builder who does not.
- 43 percent of homeowners said they would be more likely to have home fire sprinklers installed if they are included in the mortgage.
- 85 percent of homeowners say they completely trust the fire department as a source for information about fire sprinklers.

HFSC MEMBERS



Additional Support From:
API Fire Protection Group

SPRINKLER MANUFACTURERS INDUSTRY FUND

Central Sprinkler Corporation
GEM Sprinkler Company
Globe Fire Sprinkler Corporation
Reliable Automatic Sprinkler Company
Star Sprinkler Corporation
Victaulic Fire Safety Company, LLC
The Viking Group



This program is supported by Fire Prevention and Safety Grant funding through the U.S. Department of Homeland Security



Home Fire Sprinkler

COALITION

Protect What You Value Most™

HomeFireSprinkler.org