

Fire Prevention Month 2021



October is **Fire Prevention Month**! The goal of Fire Prevention Month (and week October 3rd – 9th) is to raise fire safety awareness and help ensure your home and family is protected. In 1922, the National Fire Protection Association (NFPA) named the second week of October Fire Prevention Week in commemoration of the Great Chicago Fire in 1871. Today, we celebrate Fire Prevention Week and Month by raising fire safety awareness and educating families, students and communities across the United States. During this month, fire departments provide education to their communities, and encourage parents and loved ones to practice fire prevention and whole home safety.

The NFPA's 2021 campaign for Fire Safety Month is "Learn The Sounds of Fire Safety." At First Alert, we are proud to support their mission and this year's theme. For Fire Safety Month this year, First Alert is urging families to protect your whole home with "Safety You Can Trust." First Alert is the #1 brand in fire safety by providing homeowners fire safety products that have been trusted by generations. Help protect and keep your home safe today by installing smoke and carbon monoxide alarms, as well as having fire extinguishers at home. First Alert is dedicated to helping protect what matters most because a home emergency can happen at any time. Did You Know?

Fire Prevention week is the perfect time to educate and talk with your whole family about fire safety – include testing alarms, **changing the batteries** or upgrading to 10-year sealed battery alarms, **how to use a fire extinguisher** and escape route planning.


- **3 of every 5** home fire deaths resulted from fires in homes with no working smoke alarms
- Less than **50%** of homeowners have an escape plan
- Carbon monoxide (CO) is the **#1** cause of accidental poisoning in the US
- **60%** of consumers do not test their smoke and CO alarms monthly*
- Only **47%** of people report having CO alarms in their home
- Just **43%** of homeowners have an escape plan*
- Unattended cooking is the **#1** cause of home fires

Help Protect Your Whole Home

First Alert has been educating and protecting homes and families since 1958. We urge you to practice whole home safety, so you and your family are prepared not only during Fire Prevention Week and Month, but throughout the entire year. Having functioning alarms installed throughout your home is the first line of defense for fire prevention. They work around the clock to provide your family an early alert in the event of an emergency, providing you time to safely escape. Smoke and CO alarms should be placed on every level of the home, including the basement, as well as inside and outside each bedroom to keep your home and family safe. Fire extinguishers should also be placed on every level of the home, especially in the kitchen and garage.



 **Smoke Alarm**
One on every level and in every bedroom

 **Carbon Monoxide Alarm**
One on every level and in every bedroom

 **Fire Extinguisher**
One on every level, plus kitchen and garage