



Coffee Break Training - Fire Prevention and Public Education

Fire is Everyone's Fight

No. FM-2013-11 September 19, 2013

Learning Objective: The student will be able to explain the purpose of Fire is Everyone's Fight™

The fire problem in the United States is an ongoing and continuous battle for the fire service and the public alike. According to the U.S. Fire Administration (USFA), 82 percent of all fire deaths and 76 percent of all fire injuries occurred in residential buildings. Each year there is an estimated 360,000 residential building fires reported to U.S. fire departments, 2,495 deaths, 13,250 injuries and \$7 billion in property loss.



This is a call to action for USFA, fire and life safety partner organizations, and the American public. We must join together to help reduce the number of home fires and the resulting deaths, injuries and loss of property. We rely on the fire service to fight fires once they occur; however, the prevention of fires is up to all of us ... Fire is Everyone's Fight. Fire is Everyone's Fight is designed to unite the fire service and many others in a collaborative effort to reduce home fire injuries, deaths and property loss. It invites fire departments, safety advocates, community groups, schools and others to rally behind a common and compelling theme. USFA and its partners will communicate and reinforce key lessons across many proven fire safety and prevention initiatives and programs.

USFA recognizes the power of partnership as a critical means of marketing and delivering accurate and consistent safety messages into the community. Fire is Everyone's Fight is based on social marketing research commissioned by the grassroots Vision 20/20 fire safety consortium with funding from an Assistance to Firefighters Grant from the Federal Emergency Management Agency. Based on partners' resources, they may implement a number of strategies, such as sharing information with staff, member organizations, community groups, and other stakeholders. USFA is asking partners to use the Fire is Everyone's Fight tagline. Partners may incorporate the theme Fire is Everyone's Fight into their existing fire prevention materials or create new fire prevention and safety materials with the theme.

USFA will lead an effort to determine what resources are already available to the public as well as fire and life safety organizations, highlighting those that have been evaluated for effectiveness. USFA will include a Fire is Everyone's Fight Web page and a range of trademarked graphics for use on partners' materials. Other resources for partners' discussion and sharing will also be available via the Fire is Everyone's Fight Web page.

Learn how your organization can support the development of this exciting initiative and share your ideas with USFA about ways to help it grow in communities across America. For more information, contact Teresa Neal at 301-447-1024, teresa.neal@fema.dhs.gov, or visit the Web page at www.usfa.fema.gov/FireisEveryonesFight.

For archived downloads, go to:

www.usfa.fema.gov/nfa/coffee-break/