

Fire is Everyone's Fight™

COMMUNITY OUTREACH GUIDE



Fire is Everyone's Fight™ is a national effort led by the U.S. Fire Administration (USFA) to lower the number of home fires and home fire injuries in America. Along with USFA and partner organizations across the country, the fire community is speaking out with a unified message of fire prevention and safety to the public. The goal is to change how people think about fire and fire prevention using social marketing strategies to address the broadest possible audience.

As firefighters and emergency responders, you work every day to keep our families and homes safe. Fire is Everyone's Fight™ not only supports your vital mission to protect lives and property, but it also seeks to keep you and the men and women you serve with safer as well. As you and thousands of other members of the fire and emergency services community across the country spread Fire is Everyone's Fight™ to your communities, people will begin to recognize and understand the importance of taking small steps to make their homes and families safer from fire.

There are dozens of ways you can use Fire is Everyone's Fight™ to help teach people in your city or town to be safer. This guide shares just a few ideas to help you get started. It offers suggestions for engaging people in the community. This guide will help you:

- Integrate Fire is Everyone's Fight™ content into your existing media and community outreach programs.
- Reach out to organizations to arrange speaking opportunities.
- Use social media to get the word out about fire safety and prevention.
- Know what to say and how to say it simply and effectively.
- Put together an event that attracts the audience you want to inform.
- Create opportunities to get the word out.

We hope you will use this guide as a springboard to find creative ways to spread the word about Fire is Everyone's Fight™ and the important messages of safe cooking and working smoke alarms, along with other topics that address specific priorities and fire risks in your community. Together, we can help reduce the number of deaths, injuries and property losses across the country, and in the process, we will keep you and your fellow firefighters and emergency responders out of harm's way.

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COMMUNITY OUTREACH

FINDING AND CREATING EDUCATIONAL OPPORTUNITIES

With all your other responsibilities around the fire station, it can be a bit challenging to think about going out and speaking to people about fire safety. Here are some tips on how to reach out to your community and find opportunities to tell people about Fire is Everyone's Fight™.

Identify your audience. Deciding whom you want to talk to is the first and most important step. This will help guide your next steps. Do you want to reach parents? Low-income families? Older adults? Review the number and types of fires happening in your community, and think about the best ways to communicate with those most often affected by fire. While Fire is Everyone's Fight™ is designed to reach all members of society, it is very important to deliver the message to those at highest risk. The primary audience for this initiative is adults/caregivers.

Think about potential partners. Depending on the audience you want to address, there are a number of different ways you can go about reaching them. You don't have to do it alone. Many clubs and organizations in your area speak to the same kinds of groups you want to reach. Contact representatives from groups like the PTA (parents and families), nonprofit organizations, community event organizers, and clubs/member organizations such as the Elk's Lodge or Rotary Club, and tell them you have an important message to share with their groups.

Go where the people are. Most towns or cities already have events like state/county fairs, health expos or farmers markets with an audience that can be delivered to you. Look into community events where large crowds are expected, and ask about booth and/or workshop or speaking opportunities. Many of these organizations will often offer free or discounted booth space for a group like the fire department, so don't be afraid to ask.

Reach out to the media. Any time you have an event or speaking opportunity, reach out to your local media to let them know what you're doing. Getting a reporter to cover your event only adds to the number of people you'll be able to reach. Call your local TV stations and newspapers, and establish a relationship with reporters in your area who are assigned to cover community events. Getting your message out through the media may even lead to future speaking or educational opportunities.

EXAMPLES OF EDUCATIONAL OPPORTUNITIES

Open House

An open house is an excellent opportunity for members of your community to see what a real fire station is like; it's also a great time for you to have information and educational material available to give away. Set a date and time for your open house, and then spread the word to your community contacts. Issue a press release and distribute it to the local media. Include the kinds of activities and information that will be available, as well as times and contact information. You can even offer quick educational classes during your open house to share some of the safe cooking and smoke alarm messages provided as part of Fire is Everyone's Fight™.

Neighborhood Canvass

One of the challenges in getting the message out is trying to reach people, so why not go right to their doorsteps? A neighborhood canvass puts you in direct contact with the very people who need to hear the message. Have a handout with the Fire is Everyone's Fight™ graphic, as most people won't be able to remember everything you say when you're on their doorsteps. If possible, focus on the areas of your community at highest risk of fire, offer to install free smoke alarms, and provide fire safety information as part of your visit.

Club or Organization Event

Many clubs and organizations happily invite guest speakers; they just need to be asked. Whether it's the Elk's Lodge, the Rotary Club, your local PTA, or other large groups that hold meetings in your area, fire safety awareness often starts with a simple conversation with community residents. Make sure to ask ahead of time what kind of audiovisual equipment you'll have access to or if you'll need to bring your own. Plan your presentation accordingly. Make handouts available to people as they walk in or are leaving, so they'll have something to remind them about the information you presented. You can also use these settings to meet people who can make a difference in your community.

UTILIZING SOCIAL MEDIA TO ENGAGE WITH THE PUBLIC

Social media is one of the most powerful ways to reach a large number of people in your community. It can be one of the most cost-effective, too. Here are some tips for using social media to educate your community about fire safety and prevention. You can also check out the Resources section of this guide to find the Fire is Everyone's Fight™ Sample Social Media Posts, which you can use and adapt to your community.

- Use your social media platforms to ask questions or get feedback instead of just posting information. Social networks are for interaction, so open a conversation with the people who follow you. On Facebook, the more that people interact with your page (i.e., comment on, share, or "like" your posts), the more often your posts will show up in their news feed. For example, instead of simply saying "Cooking is the main cause of home fires and injuries," put it in the form of a quiz or question. Encourage people to respond with their best guesses, and then give the answer later.

- Use graphics and/or photos as much as possible. Research shows that people are more likely to read and/or interact with your post or message if it has a graphic or photo attached to it. Remember, they're not expecting you to be an expert photographer or an amazing artist. The more genuine, the better. The Fire is Everyone's Fight™ graphic is available and formatted for you to post on your page or even set as your cover photo. Visit www.usfa.fema.gov/FireisEveryonesFight for a full set of graphics.
- Watch for events or happenings in your community or around the country to which you can tie your messages on social media. Make your posts timely. Tie them to what is going on around you, and people will be more likely to read them and interact. For example, talking about safe cooking and cooking fires during the weeks leading up to Thanksgiving is always sure to get a lot of discussion. Many people associate daylight saving time with changing the batteries in their smoke alarms, so sending out posts reminding people to test their smoke alarms and replace old alarms with new ones would be timely.
- Connect with other organizations in your community to help cross-promote your posts and information. Call and coordinate with social media managers of organizations that represent the target audiences you'd like to reach. This will increase the number of people you're able to contact with your messages.
- Encourage participation and user-submitted content. Invite your followers to send you content that encourages the use of the Fire is Everyone's Fight™ graphic. People like to be noticed. Encourage your followers to send in photos or videos of how their family practices fire safety and prevention, and then share them across your social media channels.

WHAT TO SAY AND HOW TO SAY IT

You've got a captive audience; now what do you say to them?

USFA developed core messages for safe cooking and smoke alarms that you can use when you speak to your audiences. We worked with experts in the fire and life safety and adult literacy fields to ensure that they are accurate, to the point, and easy to understand and remember. The goal was not to say **everything** we know about smoke alarms and cooking safety; doing so can be overwhelming and confusing to the public. Instead, we focused on the most important points, repeating them often and in different ways so our audience hears and understands them.

ADAPTING THE MESSAGE

Remember that every audience is different. You wouldn't speak the same way to child care providers as you would to someone walking up to you at a booth at the fair. While the messages are appropriate for most adult audiences, your delivery should vary somewhat depending on your audience. Here are some tips for adapting the message:

Know the messages. It helps a lot to read through and fully understand the messages and what they're saying ahead of time. This will allow you to make slight changes as you're speaking to each audience.

Talk with the group organizer beforehand. Ask if there is anything you should know about your audience to help you adapt your message to them. For example, do they live alone? Do they care for young children?

Vary your delivery. People learn differently. Some learn best and will remember what you say if you present it visually. Others learn best by hearing information. Since everyone is different and your audience will usually be made up of different kinds of people, mix it up and use a combination of visual and spoken/ audio presentations.

Interact. While you're there to present information, you don't want to make it feel like you're just giving a speech. Rather than talking the whole time, prepare questions that will help create a discussion. Interaction helps in the learning process. People may also have questions or want you to explain more, so leave time at the end of your presentation for a brief Q-and-A session. Finally, after you have completed your presentation, make yourself available for additional questions and/or feedback.

Below are several core messages that you can use when talking with people about safe cooking and smoke alarms.

CORE COOKING MESSAGES

Cooking is the main cause of home fires and fire injuries. You can prevent cooking fires. Take these steps to keep your family safe!

Keep an Eye on What You Fry

Most cooking fires start when someone is frying food. Hot oil and grease can burn people and start fires.

Always do these things when you fry food:

- Stand by your pan. If you leave the kitchen, turn the burner off.
- Watch what you are cooking. Fires start when the heat is too high. If you see any smoke or the grease starts to boil, turn the burner off.

Be a Safe Cook

- Stay awake and alert when you are cooking. Alcohol and some drugs can make you sleepy.
- Wear short sleeves or roll them up so they don't catch on fire.
- Keep your hair and clothes away from the burner.

Be Prepared When Cooking

Make the cooking area safe.

- Keep children and pets at least 3 feet away from a hot stove.
- Clean and clear the area around the stove before you turn on the heat.
- Turn pot handles toward the back of the stove so that no one can bump them or pull them over.
- Keep a pan lid or a cookie sheet nearby. Use it to cover the pan if it catches on fire. This will put out the fire.
- Move things that can burn away from the stove. This includes dish towels, bags, boxes, paper and curtains.

What to Do if Your Pan Is on Fire

Act fast.

- Keep the pan where it is. Do not move it!
- Slide the pan lid or a cookie sheet on top of the pan. This takes away the air. The fire goes out.
- Turn off the heat.
- Keep the lid on the pan until it is cool.
- Never try to stop a grease or oil fire with water. Water will make the fire bigger.

When in doubt, just get out. Call the fire department from outside.

- Get everyone outside. Get out fast.
- Go to your outside meeting place and call 911.
- After you get out, stay out. Never go back inside a burning building.

Oven Fires

- Turn off the oven.
- Keep the oven door closed.
- Call 911 so that firefighters can make sure the fire did not get in the walls.

Microwave Fires

- Keep the microwave door closed.
- Unplug the microwave if you can.
- Don't use the microwave after a fire until someone checks it.

Preventing Burns in the Kitchen

- Use oven mitts to take food out of the oven and microwave.
- Open food from the microwave slowly. Keep your face away from the hot steam.
- Keep hot food and drinks away from the edges of tables and counters.

If You Burn Your Skin

Cool a burn.

- Put the burn in cool water immediately.
- Keep it there for three to five minutes. This helps stop the burning.
- Cover it with a clean, dry cloth. If the burn is bigger than your palm, get medical help.

If Your Clothes Are on Fire

Stop, drop and roll.

- Stop where you are immediately.
- Drop to the ground, and cover your face with your hands.
- Roll over and over, or roll back and forth. Keep doing this until the fire is out.
- Put the burn in cool water for three to five minutes, and get medical help.

CORE SMOKE ALARM MESSAGES

Almost 2,500 people die in home fires every year in the United States. Most of these people live in homes that do not have working smoke alarms. Smoke alarms save lives. Keep your family safe. Put working smoke alarms in your home. Keep them working.

Put Smoke Alarms in Your Home to Keep Your Family Safe

- Smoke is poisonous. It can kill you.
- Smoke alarms make a loud noise when there is smoke in your home.

- Smoke alarms wake you up if you are sleeping.
- Put a smoke alarm on every level of your home and outside each sleeping area.
- Put a smoke alarm inside every bedroom.
- Smoke goes up. Put smoke alarms on the ceiling or high on the wall.

Make Sure Your Smoke Alarms Work

- Your family is not safe if they can't hear the smoke alarms.
- Test your smoke alarms. Push the test button. You will hear a loud noise. If you don't hear the noise, you need a new battery or a new alarm. Fix this immediately.
- Make sure the smoke alarm always has a good battery. Most alarms will need a new battery every year.
- Smoke alarms with long-life batteries will work for up to 10 years. You do not change the battery.
- Smoke alarms do not last forever. Get new smoke alarms every 10 years.

Know What to Do if Your Smoke Alarm Makes a Loud Noise

When you hear a smoke alarm, you have about three minutes to get everyone outside and safe.

- Make an escape plan.
 - Tell your family what to do if they hear the smoke alarm.
 - Make an escape plan so everyone knows how to get out fast.
 - Pick a meeting place outside your home where everyone will meet.
 - Some children and older adults cannot hear the smoke alarm when they are sleeping. Make a plan for how to wake them up and help them get out.
 - Practice your home escape plan with everyone in your family two times each year by having family fire drills.
- Use your escape plan if there is a fire.
 - Go to your outside meeting place immediately.
 - Call 911 or the fire department from outside.
 - Never go back inside a burning building.

WORKING WITH THE MEDIA

Your local media can be a great tool for getting the word out about Fire is Everyone's Fight™. One of the most effective means for getting information to target audiences is by working with print and broadcast editors and reporters to gain editorial coverage or coverage that you do not pay for as you would an advertisement.

In this section, we will explain what to do if you receive a call from the media. Additionally, we will explain how to prepare for a media interview and provide consistent, clear and succinct responses.

THE INTERVIEW REQUEST

Members of the media may contact you directly to request an interview. The best way to work with the media is to think like they do and be prepared. Please consider the following tips when you receive a call from the media:

The Inquiry

- **Stay calm.** Write down the reporter's name, position, publication or station, and telephone number, and ask for their deadline. Politely ask for background on the story and any specific questions the reporter will want to ask.
- **Prepare.** Before talking to the reporter, prepare a list of the key messages that you want to deliver about the topic.
- **Respond quickly.** Reporters often have only a few hours to research topics, conduct interviews, and write their stories. While you can take a half hour or so to get ready, try not to wait too long, as tomorrow may be too late. Return the call immediately to acknowledge the request, and give them a time by which you will provide a response. Then follow through!

The Interview

- **Stick to the point.** During the interview, stay focused and speak in brief sentences using everyday (not technical) language.
- **Be clear.** Try to avoid acronyms and jargon, which are common in the fire and emergency services fields.
- **Identify yourself.** Give your full title and provide biographical background information as appropriate.
- **Use examples and anecdotes, especially from within your community.** Good real-world examples can simplify complex subjects and make them more interesting. Few reporters can resist them.
- **Ask questions.** If you suspect that a reporter doesn't understand what you're saying, ask a question. Get him or her to repeat what you've said.
- **Avoid saying anything "off the record."** There is really no such thing. It's better not to tell a reporter anything you don't want to see in print or on television. Remember, going off the record isn't retroactive. You can't tell a reporter something and then take it back.
- **Use humor carefully.** A funny remark often seems sarcastic or negative on the air or printed page.
- **Offer to fact check.** Always offer to review factual information and quotes for accuracy. Some news outlets have rules against sharing their stories or even quotes in advance. If the reporter declines to let you review the copy but you are concerned about being misquoted, ask the reporter what he or she intends to quote from what you have said during the interview.
- **Provide informational materials.** Never send a reporter away empty-handed. Provide news releases, photos, handouts, etc.

The Follow-up

- **Confirm placement date.** Ask a reporter when the story will air or be published.
- **Recognize a job well done.** If the story is good, write a note to let the reporter know. It can help build a positive relationship.
- **Address mistakes.** If the reporter gets something wrong, decide on a course of action to pursue. This includes overlooking the error if it is minor or calling the reporter and requesting that a correction be made.

IDEAS FOR GETTING THE MEDIA INVOLVED

Print/Television Media

- Adapt the sample press release included in this guide to your organization. Be sure to include your contact information.
- Send the press release to the assignment desks of all newspapers and radio and television stations in your area. Email is the preferred means of sending releases. Call the newspaper, or check its website to find the appropriate email address.
- Call local TV and radio stations and speak with the assignment editor (TV) or news director (radio). Offer to fax or email the information, and send the news release again if necessary.
- Make similar calls to the newspaper editors and reporters who cover fire and personal health and safety stories and offer to email, fax or deliver materials in person.

Radio Stations

- Adapt the radio public service announcement (PSA) scripts included in this guide to your organization. Call the station managers of local radio stations in your area, and ask them to put the PSAs in their advertising rotation as a public service. Don't forget to include your local cable and community access stations. These stations are often looking for good content and will sometimes repeat stories over and over.
- Make sure to follow up after sending and ask when they plan on airing the PSAs. A little follow-up can make all the difference!
- You can even offer to provide a representative from your organization to visit the station and record the radio PSA. Leave the decision up to the discretion of the station manager.



WE WANT TO HEAR FROM YOU

Fire is Everyone's Fight™ is in your hands. Its success depends on what you do with it, so we want to hear from you. Please let us know about the successes you're seeing, the stories you're creating, and the lives you're changing so we can share them with your peers. Send your stories to FEMA-FireisEveryonesFight@fema.dhs.gov.

Follow us on Facebook (www.Facebook.com/USFA) or on Twitter (@usfire), and let us know what you're doing to get the word out about Fire is Everyone's Fight™.

RESOURCES

FIRE IS EVERYONE'S FIGHT™ GRAPHIC USAGE

One of the main goals of Fire is Everyone's Fight™ was to create a graphic that people recognize and associate with things they can do to keep their families and homes safe from fires. Displaying the graphic in as many places as possible will help us accomplish this goal. That's where you come in.

Here is a list of ways you can use and incorporate the graphic and theme in the work you do:

- Add the graphic and/or tagline to all educational handouts produced by your department.
- Create a banner with the graphic to place on your fire station.
- Create a decal to display prominently on your fire apparatus.
- Place the graphic in multiple places on your website, especially on the pages devoted to public awareness and education.
- Use the graphic as your Facebook cover photo or Twitter header image for a week.
- Tweet the graphic to your Twitter followers along with fire safety messages (see examples on page 15).

- Use the graphic on all of your official correspondences (letterhead, envelopes, business cards and tent cards for meetings and conferences).
- Create a flag of the graphic to fly on your fire apparatus for parades and other events.
- Create a vehicle wrap to affix to your department vehicles.
- Put the graphic in your email signature.
- Create refrigerator magnets featuring key messages and the graphic.
- Hand out inexpensive key chains, pencils, Frisbee discs and other promotional items at events that feature the graphic and/or tagline.
- Promote the graphic and/or tagline on electronic signage in front of your fire station.
- Meet with the manager of your local sports stadium, cinemas, etc. to ask them to display the graphic and/or tagline.
- Add them to your official biography when making presentations, for example, “_____ is working with the _____ Fire Department to support an exciting national initiative led by the U.S. Fire Administration called Fire is Everyone’s Fight™.”

For permission to use the Fire is Everyone’s Fight™ graphic, visit www.usfa.fema.gov/FireisEveryonesFight. We invite you to send photos of your own creative uses of the Fire is Everyone’s Fight™ graphic to FEMA-FireisEveryonesFight@fema.dhs.gov so we can post them online.

FIRE IS EVERYONE’S FIGHT SAMPLE MEDIA POSTS

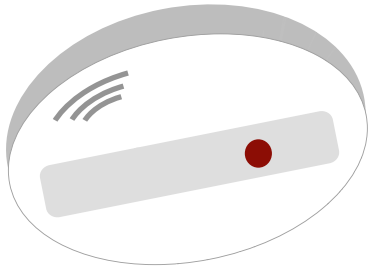
Below are a few suggested social media posts for your use across your organization’s social media platforms. While these posts are a great place to start, personalizing them for both your organization and your audience is key. Adapt the messages based on what’s going on in your community or the conversations occurring across your social media channels and your followers.

Twitter

- Cooking is the main cause of home fires and injuries. Learn how you can prevent cooking fires to keep your family safe! (Insert link to your organization’s website or USFA’s website.)
- Smoke alarms save lives. When was the last time you tested your smoke alarms? (Insert link to your organization’s website or USFA’s website.)

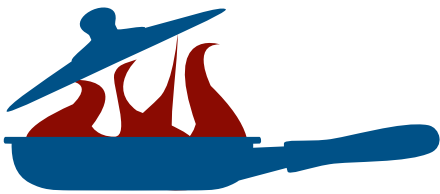
- We all have a role in stopping fires before they start. Fire is Everyone's Fight™. Here's how you can help: (Insert link to your organization's website or USFA's website.)
- **Fact:** Almost 2,500 people die in U.S. home fires every year. Here's how you can keep your family safe: (Insert link to your organization's website or USFA's website.)

Facebook



- Smoke alarms save lives. Put smoke alarms in your home, and test them monthly. Learn more here: (Insert link to your organization's website or USFA's website.)

- My best fire safety tip is _____.



- **Fact:** Cooking is one of the main causes of home fires and the main cause of fire injuries. You can prevent cooking fires! (Insert link to your organization's website or USFA's website.)



- Most home fires can be prevented. You only need to follow a few safety tips. We all have a role in making sure fires don't start. Fire is Everyone's Fight™. (Insert link to your organization's website or USFA's website.)



- Did you know that most home fire deaths happen when people are asleep? Don't let this happen to you. Keep your family safe by installing smoke alarms on every level of your home and inside each sleeping area. Test the alarms once a month. Replace your alarms every 10 years.

FIRE IS EVERYONE'S FIGHT™ WEB TEASER VIDEOS

USFA created web-based video teasers that you can share on your social media channels. You can find these videos on the Fire is Everyone's Fight™ Resource Page.

These videos show people doing their part to practice fire safety and prevention while reinforcing the message of "Fire is Everyone's Fight™." USFA encourages you to share these videos across your social media channels.

You can also encourage your followers to create and submit their own simple, short videos showing how they are taking steps toward fire safety and prevention. Please share them with us on USFA's Facebook page or Twitter feed (@usfire), or email them to FEMA-FireisEveryonesFight@fema.dhs.gov.

SAMPLE NEWS RELEASE

Note: Place news release on your organization's letterhead. Substitute information for words in blue.

(Insert organization logo)

CONTACTS: (Insert name of organization contact)

(Insert date)

(Phone number)

(NAME OF ORGANIZATION) JOINS U.S. FIRE ADMINISTRATION'S FIRE IS EVERYONE'S FIGHT™

(Insert city, state) — The U.S. Fire Administration (USFA) recently introduced Fire is Everyone's Fight™, an initiative to raise public awareness about the importance of fire prevention and fire safety. (Insert organization name) is supporting this important national effort to help save lives by sharing lifesaving messages with residents of _____.

Fire is Everyone's Fight™ is designed to unite the fire community and the public. Most fires can be prevented, and we all have a role in preventing them.

(Insert quote from organization's representative. Example: "(Organization) is proud to be a partner with USFA in this initiative. Far too many people in America have been killed or injured in fires that could have been prevented by taking simple steps such as replacing smoke alarm batteries or practicing safe cooking. It is time for us to realize that one person killed or injured in a preventable home fire is too many," said (representative's name and organization). "Firefighters battle the blaze once it occurs, but fire is really everyone's fight.")

According to USFA, 81 percent of all fire deaths and three out of every four fire injuries occur in the home. Cooking is the main cause of home fire injuries, and most of these injuries occur when people are frying food.

"In direct response to the home fire problem in the United States, USFA is announcing Fire is Everyone's Fight™, a national movement designed to make fire prevention a social norm," said U.S. Fire Administrator Ernest Mitchell. "Practicing safe cooking and installing and maintaining smoke alarms and residential fire sprinklers will reduce the risk of deaths, injuries and property loss due to fires."

(Insert description of how organization is already or will support Fire is Everyone's Fight™. Example: (Organization) is supporting USFA in this initiative by distributing posters and brochures at its annual Open House. (Organization) also plans to conduct workshops at local community centers and smoke alarm/fire sprinkler demonstrations at local retailers, where they will answer questions.)

For more information on Fire is Everyone's Fight™ and other fire prevention information, please visit www.usfa.fema.gov/FireisEveryonesFight. To learn more about (organization's) local campaign activities, please feel free to contact (name, phone number and/or email address of local organization).

SPEAKER'S GUIDE FOR PRESENTING ON FIRE IS EVERYONE'S FIGHT™

The speaker's guide is designed to help you prepare for and successfully present the themes, concepts and messages of Fire is Everyone's Fight™ to virtually any audience.

It contains:

- Tips for preparing for your presentation.
- Presentation Appearance Request Form.
- Sample PowerPoint presentations are available on the Fire is Everyone's Fight™ Resource Page.

Preparing for the Presentation

What's in it for me?

- All audiences want to know, "What's in it for me?" and all speakers must answer that question if they want to communicate successfully with their audiences. This doesn't mean that the key messages have to be changed for each audience, but each key message needs to be supported with information that is relevant to that audience.

Relate personal experience.

- People respond to emotional as well as factual information, so we encourage you to draw on your own personal experience with fire safety to support key messages. This will enhance your sense of "ownership" of the materials in the speech, while making it more interesting to the audience. Without using names, describe some of the fire and burn incidents that have happened in your community and the impact they had on families, neighborhoods and the community as a whole.

Be conversational and passionate.

- Although the materials you discuss may seem like just a checklist at times, many people respond to emotional appeals rather than a set of facts. Help people understand that fire safety is about keeping their family safe. This is a point to which everyone in the audience can connect. Also, as firefighters, you are highly respected for your bravery and heart, powerful tools to which audiences respond.

Props can work.

- Ask for background information on the audience in advance of your presentation. For example, having a working smoke alarm on hand that you can test in front of the audience could enhance your presentation and your message about the importance of testing their smoke alarms.

Repetition is critical, so repeat, repeat, repeat.

- Repetition is key to retention in any spoken communication. Most audiences have forgotten 90 percent of what they have been told within a week of the presentation. It's important to repeat a key message to ensure that it is remembered. At the end of your presentation, reinforce the three things you most want your audience to remember and do.

For example:

- When you get home today:
 - Push the test button on all your smoke alarms. If they do not sound, fix or replace them immediately.
 - Have a family fire drill to make sure your loved ones can wake up and get to your outside meeting place in three minutes or less.
 - Keep an eye on what you fry. Remember to stay in the kitchen whenever you are cooking with high heat on the stove.

Use your body and your voice.

- Body language and vocal tone are critical to ensuring that an audience listens to you and remembers what you say. Studies have shown that a relaxed, confident manner is even more important than the messages themselves to ensure that an audience is on your side at the end of a presentation. If possible, leave plenty of time for Q-and-A, and offer to address personal questions and issues one-on-one after you leave the podium.

Use and personalize the PowerPoint presentation.

- Make the PowerPoint presentations on the Fire is Everyone's Fight™ Resource Page your own! Insert your own photos and information specific to your area in order to connect with your audience. To do so:
 - Save the image in the same folder as your PowerPoint presentation.
 - Open the presentation to the slide where the image will go and click Insert > Picture.

- PowerPoint will ask you to select the photo from its folder.
- Click Insert and position the image as you desire on the slide.

Practice makes perfect.

- Don't just wing it! Prepare your remarks at least two days before your presentation. Take time to practice giving the presentation out loud. You can do this in the privacy of your office with the door closed or with a colleague to get his or her feedback. By saying the words out loud, it will help you remember the information during the actual presentation so you can maintain eye contact with your audience as much as possible. Plus, it is important to time your presentation so that you know how long it is.

This form is designed to help you gather background information on the event at which you have been asked to speak, such as the type of audience, themes and format.

PRESENTATION APPEARANCE REQUEST FORM

Requested speaker: _____

Topic: _____

Event(s): _____

Event theme: _____

Presentation format (panel, speech, roundtable, etc.): _____

If panel or roundtable, please list other invited participants: _____

Date: _____ Time: _____

Location: _____

Sponsor: _____

Sponsor Contact Information:

Name: _____

Position: _____

Phone/Fax: _____ Email: _____

Address: _____

Approximate size of audience: _____

Who is in the audience? _____

Approximate duration of speech/event: _____

Will there be media coverage of the event? If so, please list expected media: _____

Audiovisual options (microphone, laptop, projector, etc.): _____

COOKING AND SMOKE ALARM PUBLIC SERVICE ANNOUNCEMENTS

Cooking

30 seconds:

- Did you know that cooking is the main cause of home fires and fire injuries? Keep your family safe, and stay in the kitchen when cooking, especially when using high heat like when you're frying, grilling or broiling food. And make sure children and pets stay at least 3 feet away from a hot stove. Remember, keep an eye on what you fry, and be a safe cook because Fire is Everyone's Fight™. (Include your web address here.)

15 seconds:

- Cooking is one of the main causes of home fires. Keep an eye on what you fry. Remember, Fire is Everyone's Fight™. (Include your web address here.)

Smoke Alarm

30 seconds:

- Almost 2,500 people die in home fires each year in the U.S. Most of these people lived in homes that didn't have working smoke alarms. Keep your family safe by putting smoke alarms in your home and making sure they work. Remember, Fire is Everyone's Fight™. (Insert your web address here.)

15 seconds:

- Working smoke alarms save lives. Keep your family safe by putting them in your home. Remember, Fire is Everyone's Fight™. (Insert your web address here.)

