



CITY OF NEW ORLEANS

Mitchell J. Landrieu
Mayor

DEPARTMENT OF FIRE CITY OF NEW ORLEANS

OFFICE OF THE SUPERINTENDENT



Timothy A. McConnell
Superintendent

Project: S.A.F.E. - "Smoke Alarms For Everyone" **How To Implement This Initiative**

Dear Educators,

Firefighters are asking for your assistance in protecting our youth from the preventable loss of life due to fires in the home. In partnership with the Louisiana State Fire Marshal and the American Red Cross, the New Orleans Fire Department (NOFD) has begun a safety initiative with the primary objective of putting 10yr smoke alarms in every home. **"Smoke Alarms For Everyone"**, or **Project: S.A.F.E.** for short, will focus on students and challenge them to identify and practice easy steps that will dramatically increase fire safety in the student's home and answer 3 very simple questions:

- "Is your home **S.A.F.E.** if a fire happens there?"
- "Is your family **S.A.F.E.**, does every member know what to do in case of fire?"
- "Are you **S.A.F.E.**, have you made an escape plan and practiced it?"

We've created a brochure, specifically designed for children, with helpful fire safety planning information. Most importantly, this brochure contains a picture-graph on which kids are asked to draw their house showing all of its rooms. The student is then instructed to take it home, test each smoke alarm and draw, in red, the location of each **"WORKING SMOKE ALARM ONLY"** on the diagram of their home. **Do not draw smoke alarms that do not work when tested.**

The brochure also contains a parental consent portion for families in need of **FREE Smoke Alarms**. This section should be completed, signed and returned to the school. The school should then forward the completed form to the NOFD. The fire department will then contact the family to arrange a date and time for on duty NOFD firefighters to install **FREE 10-year Smoke Alarms** at the parent or guardian's convenience.

The program detailed above should be presented to every student from 1st through 12th grade.

However, for older students in 5th through 12th grade, there is a link below to a 6 minute YouTube video produced by the National Fire Protection Association (NFPA) which explains that the majority of fire fatalities are due to smoke and not fire. It also demonstrates how quickly a fire spreads allowing occupants only about 2 minutes to escape safely from a home once a fire starts. The video will drive home the point that the early detection provided by a working smoke alarm is critical to saving lives if a home fire occurs. **(OVER)**

"Seeking Opportunities To Serve"

317 Decatur Street • New Orleans, LA 70130 • (504) 658-4720 • Fax (504) 544-5282



CITY OF NEW ORLEANS

Mitchell J. Landrieu
Mayor

DEPARTMENT OF FIRE CITY OF NEW ORLEANS

OFFICE OF THE SUPERINTENDENT



Timothy A. McConnell
Superintendent

This video may be too frightening for younger children but, will hopefully get the attention of the older students and encourage them to participate in **Project S.A.F.E.**

Below is the link to the NFPA “flashover video” on YouTube. If you search the word flashover, you will also find several others. <https://www.youtube.com/watch?v=qwQRetH81Rg> The NOFD can also provide this video on a CD if needed.

The NOFD and our partners have been offering free 10-year smoke alarms for quite some time now and over the past few years we’ve seen thousands of our neighbors take advantage of this life saving service. To attain our goal of protecting the entire community we need to reach every single residence.

Talking points:

- In America a citizen loses their life due to fire approximately every 3 hours.
- Here in New Orleans in November 2014 five family members lost their lives in a fire in the Broadmoor neighborhood, including three school children.
- In just three months eight New Orleans residents lost their lives in four separate house fires.
- Each of the four fires shared one thing in common; none of the homes had working smoke alarms.

These deaths may have been easily preventable through the use of working smoke alarms. We are requesting that you become a partner with us to ensure that no one loses his or her life in a fire. The NOFD is dedicated to protecting the **LIVES** and property of this community. Our mission remains incomplete until every home, every family and every citizen of Orleans Parish is S.A.F.E.

Thank you in advance for your commitment to making our community S.A.F.E.

Sincerely,

Timothy McConnell
Superintendent of Fire

“Seeking Opportunities To Serve”

317 Decatur Street • New Orleans, LA 70130 • (504) 658-4720 • Fax (504) 544-5282