

# SMOKE ALARMS



# Make Them WORK For You!™



FIRE PREVENTION WEEK™

fpw.org

NFPA is sharing ideas provided by fire- and life-safety educators across North America to inspire creativity and help you reach your community with potential life-saving messages for Fire Prevention Week™ (FPW™).

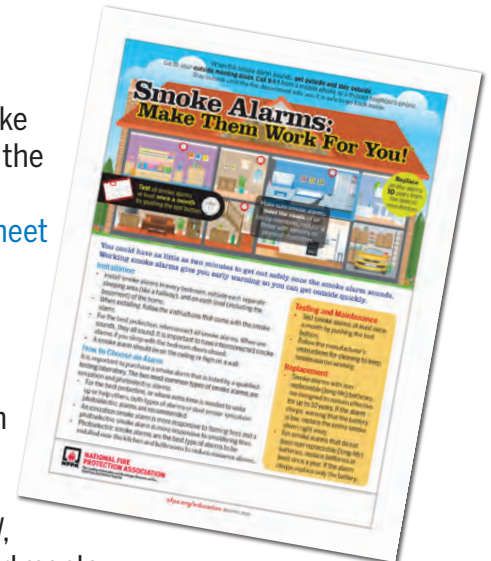


## Make It BIG with the Kids in Your Community!

Print a poster-sized version of [Smoke Alarm Hidden Picture](#) and get it laminated. Use metal washers or dry erase markers and challenge kids to search and find. Send them home with their own booklet of [Fire Safety Hidden Pictures](#).

## Spread the Message

Partner with stores that sell smoke alarms. Set up a table or provide the stores with the [Smoke Alarms: Make Them Work For You™ Tip Sheet](#)

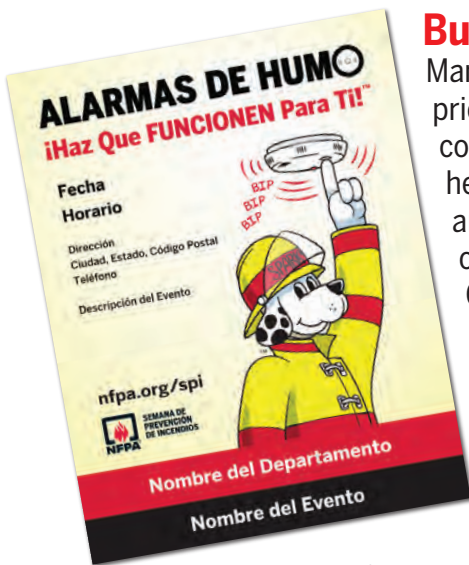


and the [Smoke Alarms for People Who Are Deaf or Hard of Hearing Tip Sheet](#).

## Build Community Partnerships

Many businesses and organizations place a high priority on safety, from insurance and protection companies to community-based groups that help support families. Lots of establishments are interested in opportunities to endorse FPW, or simply collaborate with their local fire departments. Often, businesses have budgets to promote fire-safety messaging. Purchasing [FPW products](#), co-branding materials, and [social media posts](#) are just a few ideas.

Materials are available in different languages to distribute in your community. Download a zip folder of all the [FPW materials](#) in either Spanish or French. Or, browse our tip sheets in a variety of languages.





## Fairs and Community Events

Print the [FPW Selfie Frame](#) and help spread the message that working smoke alarms save lives! Post your pictures on social media and tag [#firepreventionweek.org](#). If your department has a [Sparky the Fire Dog®](#) costume, have him join the fun and help pass out [brochures](#).



## Burning Questions

Solicit questions about fire safety from your community via social media. Ask in your social media posts, “What’s your burning question?”

Ask families to submit their questions via email or direct message, then have crew members, Fire and Life Safety Educators, or your fire chief answer the questions on video. Post the answer videos at a particular time each day during FPW, or each week for the duration of your campaign. FLSEs should approve the questions, create the scripts, and edit the videos—with help from tech-savvy colleagues!

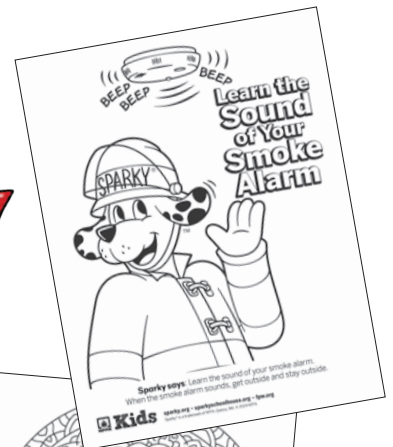
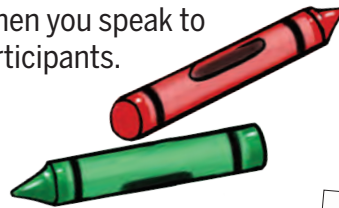
When crafting your answers, use messaging from the [NFA Educational Messages Desk Reference](#). This document provides the fire service and fire and life safety educators with consistent language to use with the public.

## Ready, Set, Color!

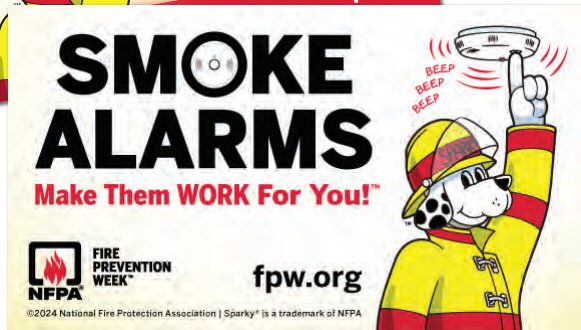
The new NFA [Learn the Sound of Your Smoke Alarm](#) coloring sheet (in English, Spanish and French) is sure to inspire creativity. Have parents and caregivers submit photos of kids’ completed creations online or by email. Pass out the [mindful coloring sheet](#) to reinforce your lesson on smoke alarms when you speak to an older crowd. Offer an FPW prize pack for a few of the participants.



Use your [Banner](#) as a table top to get people’s attention.



Make an impression by displaying the colorful FPW Banner outside your fire station or on your truck!



[Download](#) different sizes of the high-resolution FPW campaign art files on [fpw.org](#). We encourage fire departments to use the FPW logo/artwork to promote the campaign on a local level.