



INJURY PREVENTION PROGRAMS

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MIKE CAUSEY, INSURANCE COMMISSIONER & STATE FIRE MARSHAL
BRIAN TAYLOR, CHIEF STATE FIRE MARSHAL

March 12, 2019

Dear Fire Chief/Marshal:

On behalf of Insurance Commissioner and State Fire Marshal Mike Causey and the Office of State Fire Marshal (OSFM), we are excited to invite your agency to participate in the 2nd annual "Smoke Alarm Saturday 2019" campaign on June 1, 2019. Last year, 134 people lost their lives because of fire related incidents, and that is 134 too many.

"Smoke Alarm Saturday 2019" is North Carolina's one-day, statewide, smoke alarm canvassing event to bring awareness of the need to have working smoke alarms and to help our communities be as safe as possible in case of a fire in their home.

Last year's event was a huge success! By all fire departments coming together, we were able to hold 90 events in 60 counties, installing over 4,000 alarms in homes across North Carolina. The one-day canvassing event brought national media attention to NC emphasizing our campaign and bringing awareness that working smoke alarms do save lives.

The goal of this year's "Smoke Alarm Saturday 2019" campaign is to increase participation from 90 events to having at least 150 fire departments signing on to hold an event. In addition, we would like to have a canvassing event in all 100 counties across the state. This is a large goal but with your help and participation, we can pull this off and help save lives!

The below information should make it easy for any size fire department to hold a smoke alarm canvassing event in their area. Installing smoke alarms in five homes, gets us that much closer to being able to say, "We had zero fire fatalities this year." Please mark your calendar to join us for "Smoke Alarm Saturday 2019" on June 1, 2019.

Sincerely,

Brian Taylor
Chief State Fire Marshal
Assistant Commissioner

OFFICE OF STATE FIRE MARSHAL

1202 MAIL SERVICE CENTER | RALEIGH, NC 27699-1202 | WWW.NCDOI.COM/OSFM

Smoke Alarm Saturday 2019

Each fire department registering their event will receive a packet of information to help with their event which will include: a sample home survey, sample waiver forms, home fire safety educational materials to distribute, door hangers, promotional items and a sample press advisory to promote your event.

Because this is a single day event, separate from our ongoing Smoke Alarm Canvassing grant program, we are asking that you retain the survey and waiver forms. These forms will not need to be entered online. OSFM will require you to call or text in the results of your event by 5 p.m. on June 1, 2019 to the number provided on the results tally sheet. This will give us statewide data to release to media outlets and to evaluate our success.

OSFM will use the below formula, based on the estimated homes to be checked, to determine alarms available to request. Alarms are distributed 6 (six) to a box and fire departments may be required to pick up alarms and information packets in a regional location in order to cut down on shipping charges. OSFM will make every effort to assist your agency with up to 54 alarms for this event, but there is NO guarantee. Supplies are limited, and you are encouraged to seek alarm donations from other sources such as your local Home Depot, Lowes Home Improvement and/or Walmart.

Number of homes to be checked	Smoke alarms available to request
5	18
5-10	30
10-20	42
20 and over	54

To Register Your Event:

http://ncdoi.com/OSFM/Injury_Prevention/Forms/SatAlarmDay.aspx

10 Steps for a Successful Smoke Alarm Saturday Event

1. Decide on the following: time of your event, location(s) of your canvassing area, estimated number of firefighters/volunteers to assist with your event, estimated number of homes to be checked, number of smoke alarms needed to accomplish goal.
2. Go to http://ncdoi.com/OSFM/Injury_Prevention/Forms/SatAlarmDay.aspx to register your event.
3. Review the Smoke Alarm Installation PowerPoint-
https://ncdoi.com/OSFM/Injury_Prevention/Courses/Smoke%20Alarm%20Installation%20Program%20Training/presentation.html and watch the Smoke Alarm Canvassing training videos from the American Red Cross's National Sound the Alarm campaign.
https://www.youtube.com/playlist?list=PLpPGplrS0T3pkUyEY8tVYZ0nfOqNjf5p6&feature=em-share_playlist_user
4. Participate in the OSFM Smoke Alarm Saturday 2019 webinar (TBA)
5. Meet with your canvassing team, to go over canvassing area and plan.
6. Receive alarms from OSFM and/or get alarms donated to your department.
7. Get print materials ready for your canvassing teams.
8. Go out to your planned canvassing area to leave door hangers announcing your event.
9. Designate someone to call or text in results to OSFM by 5 p.m. on June 1st.
10. Hold your "Smoke Alarm Saturday 2019" event and possibly save a family!