



Smoke Alarm Education and Installation Program:

Implementation Guide for the Trauma Regional Advisory Council Injury and Violence Prevention Grant

Program Description:

A residential structure fire occurs every 79 seconds. More than 3,000 people die in home fires each year in the U.S. Most of these fires occurred in homes without a working smoke alarm. From 2003 to 2006, almost two-thirds of home fire deaths resulted from fires in homes with either no smoke alarms or installed smoke alarms that did not work. The risk of dying in a fire is reduced by 82 percent in homes equipped with working smoke alarms and automatic fire sprinklers, when compared to homes without either.

The **Install. Inspect. Protect. Campaign** is part of the United States Fire Administration’s effort to reduce fire deaths and injuries across the nation. Order the free campaign toolkit disc from the [USFA Publications Center](#) or by calling (800) 561-3356. The **Install. Inspect. Protect Campaign** fire safety program will help encourage community members to practice fire safety, to protect themselves and their families, and to protect the firefighters who work each day to save lives. Research has shown that the following fire safety practices work:

- Installing and maintaining smoke alarms and residential fire sprinklers
- Practicing fire escape plans
- Performing a home safety walk-through to remove fire hazards from homes

Projected Costs:

Description	Cost
Product expenses*	\$1,500
Materials	\$300
Signage	\$200
Total:	\$2,000

*Smoke alarms equipped with a 10-year lithium battery cost approximately \$16 each

Venue: Costs will vary

Promotional media: If you are interested in using media to promote a community-wide Smoke Alarm Safety/Installation event, costs will vary greatly. Some examples of media costs include:

- Billboards: \$300 per month
- Newspaper ads: \$100-\$200 based upon ad size and geographic market area
- Note: TV, Radio, and Newspaper PSA’s could possibly be acquired through “in kind” donations. Discuss this option with your local media services.

Vendor Information:

Smoke alarms may be obtained from the vendor listed below. Also, smoke alarms may be obtained from local retail outlets such as Wal-Mart, Target, Lowe’s and Home Depot. Pricing will vary (see cost above).

BRK Brands, Inc. (smoke alarms)
Contact: Sue Ferguson
SFerguson@firstalert.com
Phone (630) 851-7330

Training Needed:

A one hour Smoke Alarm Program Coordinator workshop is provided by the Statewide Injury Prevention Program. To register for the workshop, please contact the Home Safety Analyst at 501-364-3442.



Curriculum:

The **Install. Inspect. Protect. Campaign** has copyright-free tools, such as fact sheets, posters, print, radio, and TV PSAs, a “Name Your Smoke Alarm” coloring sheet for kids, and talking points. All materials are free to print, hand out, and present to people and fire departments throughout the community, and are available in English, Spanish, and 508 compliant versions. Materials can be downloaded at www.usfa.dhs.gov/smokealarms (English) or www.usfa.dhs.gov/detectoresdehumo (Spanish). Campaign toolkit discs with all campaign materials are available from the USFA Publications department at www.usfa.dhs.gov or by calling (800)561-3356. For assistance or additional information, please contact the SIPP Home Safety Analyst at 501-364-3442.

- The number of community individuals receiving smoke alarm education.
- The number of individuals receiving a properly installed smoke alarm

For more information: Call the SIPP Home Safety Analyst at 501-364-3442

Implementation:

- Secure a venue. Most community events can be held at local centers such as city community meeting rooms, bank community rooms, senior citizen centers, school facilities, or other public venues, either free or at a nominal rate. Costs will vary based upon the type of venue desired.
- Planning for large community events may require preparation several months in advance (venue selection, ordering of smoke alarms, etc.)
- Smoke alarm installation can be best accomplished by partnering with local fire departments and other public safety providers who may already be trained in proper smoke alarm installation, or other interested groups who would like to participate in the installation component of the program.
- DO NOT simply give out smoke alarms. Research has shown that many of the alarms that make it to the home are never properly installed. Please make arrangements to have a member of the program install the alarm in participant’s homes.

Note: When adopting the **Install. Inspect. Protect. Campaign**, you should NEVER install smoke alarms without providing the appropriate educational components of the program to the participants.

Evaluation:

Program evaluation will be achieved through an initial pretest and posttest completed by the trained coordinators to assess course effectiveness. Follow-up surveys will be emailed to the trained coordinators at intervals of 1 month, 3 months, and 1 year to determine: