

2018 FIRE PREVENTION WEEK

LOOK. LISTEN. LEARN

Be aware. Fire can happen anywhere.™

During Fire Prevention Week this year, the New Rockford Fire Department and Sheyenne Fire Department encourage residents to "Look. Listen. Learn." What does that mean?

Today's home fires burn faster than ever for several reasons, including the materials used in construction and furnishings. In a typical home fire, you may have as little as one to two minutes to escape safely from the time the smoke alarm sounds. Knowing how to use that time wisely takes planning and practice.

Local fire departments are teaming up with the National Fire Protection Association (NFPA), the official sponsor of Fire Prevention Week™ for more than 90 years, to promote this year's Fire Prevention Week campaign, "Look. Listen. Learn. Be aware. Fire can happen anywhere™," which works to educate the public about essential ways to quickly and safely escape a home fire.

NFPA statistics show that the number of U.S. home fires has been steadily declining over the past few decades. However, the death rate per 1,000 home fires that are reported to fire departments was 10 percent higher in 2016 than in 1980.

"These numbers show that while we've made significant progress in teaching people how to prevent fires from happening, there's still much more work to do in terms of educating the public about how to protect themselves in the event of one," said Lorraine Carli, NFPA's vice president of Outreach and Advocacy. "This is particularly critical given the increased speed at which today's home fires grow and spread."

Carli also notes that although people feel safest in their home, it is also the place people are at greatest risk to fire, with four out of five U.S. fire deaths occurring at home. That over-confidence contributes to a complacency toward home escape planning.

"Working in the fire service for many years, we know that people often make choices in fire situations that jeopardize their safety or even cost them their lives," said New Rockford Fire Department Chief Todd Allmaras. "We need to do a better job

of teaching people about the potentially life-saving difference escape planning and practice can make and motivating them to action."

Time is of the essence when a fire breaks. In fact, many of today's homes reach "flash-over" -- the point at which everything in the room is burning -- in less than five minutes, according to researchers at Underwriters Laboratory (UL). In comparison rooms with furnishings and building materials from the mid-20th century -- wood, cotton, wool and fur -- take at least 29 minutes to reach flash-over, per UL's research.

Allmaras said this year's "Look. Listen. Learn." campaign highlights three steps people can take to help quickly and safely escape a fire:

- Look for places fire could start.
- Listen for the sound of the smoke alarm.
- Learn two ways out of every room.

While the educational focus is on home fires, these fire safety messages apply to virtually anywhere.


"Situational awareness is a skill people need to use wherever they go," said Kyle Alfstad of the Sheyenne Fire Department. "No matter where you are, look for available exits. If the alarm system sounds, take it seriously and exit the building immediately."

Go through the checklist at right to make sure you are prepared in the event of a home fire, and review the information with all family members. You can even draw a fire escape plan and display it on a prominent wall in your home for easy access.


This week local fire departments will be conducting educational sessions with students at New Rockford-Sheyenne School. The week ends with a fundraiser meal sponsored by the New Rockford Lions Club. Indian tacos and tacos in a bag will be served at the New Rockford Eagles Club from 5-7 p.m. Friday, Oct. 12. A free will offering will be taken with all proceeds going to the New Rockford Fire Department.

For more information about Fire Prevention Week and home escape planning, visit www.firepreventionweek.org.

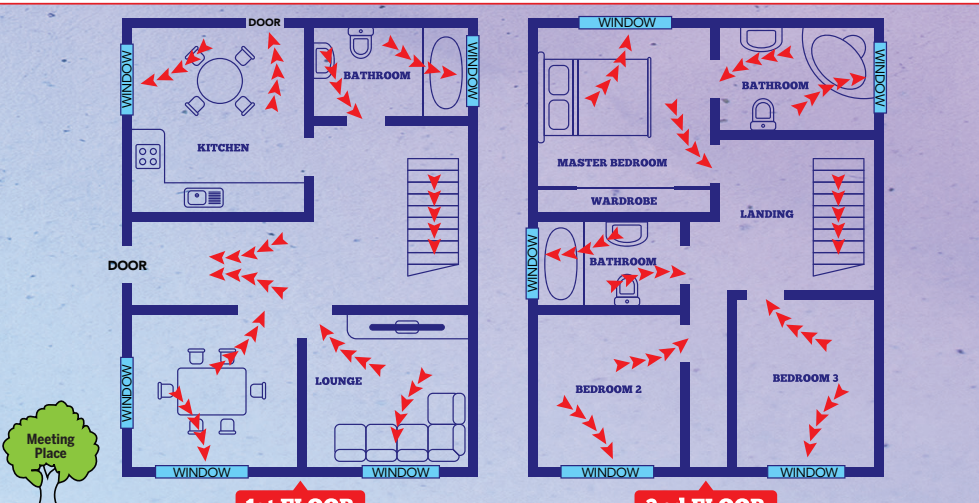
How to make a Home Fire Escape Plan



The Official Sponsor of Fire Prevention Week Since 1922



- Draw a map of your home. Show all doors and windows.
- Visit each room. Find two ways out.
- All windows and doors should open easily. You should be able to use them to get outside.
- Make sure your home has smoke alarms. Push the test button to make sure each alarm is working.
- Pick a meeting place outside. It should be in front of your home. Everyone will meet at the meeting place.
- Make sure your house or building number can be seen from the street.
- Talk about your plan with everyone in your home.
- Learn the emergency phone number for your fire department.
- Practice your home fire drill!
- Make your own home fire escape plan



1st FLOOR **2nd FLOOR**

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Tanner Theis (3)

Neil Backman (3)

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Jake Perleberg (1)

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Sheyenne Fire Department

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Richard Hoffner (39) *David Chenze, Jr. (5)*

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