

Iowa State Fire Marshal **SMOKE DETECTOR PROJECT**

"Smoke Detectors Save Lives"



*Are **YOU** a member of our team?*



Iowa State Fire Marshal

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"Early detection and early warning is the single greatest tool for saving lives when a home fire erupts. The fire service in Iowa aims at covering 100% of Iowa students currently in grades Kindergarten through Sixth Grade with residential smoke detectors by the end of 2011."

Dear Fellow Iowan,

Every year thousands of Americans die in home fires where there was no working smoke detector. It's a tragic story investigators see over and over again every day. If only those parents or children had received warning of the smoldering danger within their walls, they may have been able to escape their deadly fate.

As the 100 year anniversary of the Office of the State Fire Marshal approaches, firefighters from across the state are coming together to safeguard Iowa homes with the siren sound of smoke detectors. The "100 Years/100%" Smoke Detector Project seeks to check for and install at least two working smoke detectors in the homes of Iowa school children grades K-6 by the end of calendar year 2011. With this project, the fire service hopes to eliminate the nearly 20% of Iowa fire fatalities that are children.

But the fire service can't do it alone. We need partners across the state to help us reach this ambitious goal. Please take time to consider how you can take part in this program. Indeed, your corporation has valuable resources to contribute. From enthusiastic employees to shipping capabilities to the all important financial support for the purchase of life-saving smoke detectors, you can help us protect the lives of children all across Iowa.

Please join us!

Raymond Reynolds, Director
State Fire Marshal's Division

Your partners in fire prevention and safety education

Ellen Hagen, President
Iowa Firefighter's Association

Ted Jefferson, President
Hawkeye State Fire Safety Association

Rick Scofield, President
Iowa Association of Professional Firefighters

Brian Arnold, President
Iowa Fire Chief's Association

John Grier, President
Iowa Fire Marshal's Association

Mark Regenwether, President
Iowa Association of Professional Fire Chiefs



The Story of Patrick and Tyler



On Friday, January 22, 2010, firefighters in Clinton, Iowa responded to a house fire in their community. It was a relatively small fire. In fact, it took just 20 gallons of water to douse the flames. And yet, the heat and smoke were powerful enough to take the lives of four people - including two little boys: brothers Tyler Wade, 6, and Patrick Molitor, 3.

Autopsy reports revealed that both Tyler and Patrick died of smoke inhalation. The investigation by the local Fire Marshal revealed the fire started in a chair on the home's first floor. Though the exact cause of the fire will likely never be determined, there is one thing investigators do know: Tyler, Patrick, their mother and grandmother never received the critical warning they needed to escape the home fire. The smoke detector on the second floor of the house was not working because the battery had been removed.

Because of a simple 9-volt battery, another Iowa family suffered an incredible loss and the citizens of Clinton saw first-hand the devastating effects a fire can have on a community. Teachers and students at Bluff Elementary School struggled with the loss of their classmates.



The Clinton Smoke Detector Project

After the death of Patrick and Tyler, community leaders in Clinton, Iowa felt compelled to help prevent injury and loss of life to children in their community. Firefighters, business leaders, school officials, and civic organizations began working on a project to install smoke detectors in the un-detected homes of each elementary school child in their school district.

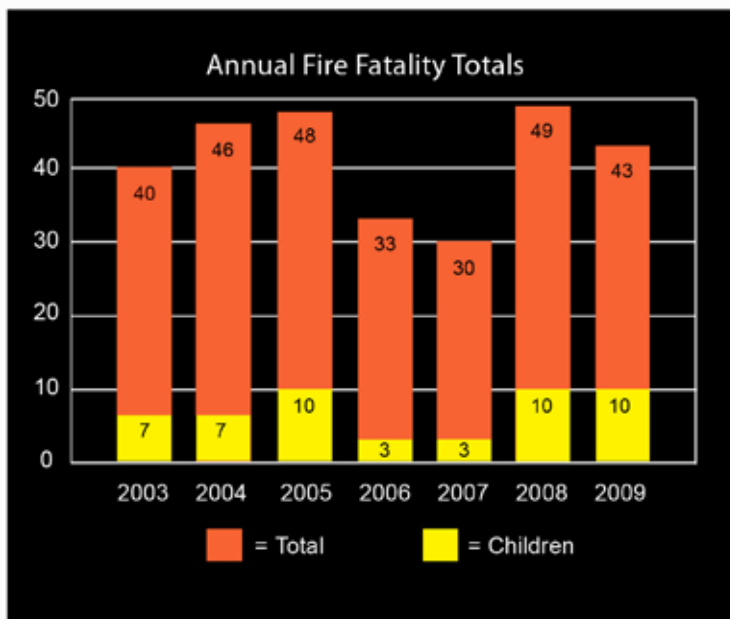
In just a few short months, funds were raised, detectors were purchased, surveys were conducted, and installations began. To date, over 500 homes in Clinton have been updated with new smoke detectors, or fresh batteries in detectors that had been disabled.

The smoke detector project in Clinton has been such an outstanding success, the Office of the State Fire Marshal and Fire Service Organizations across the state are eager to expand this project to all communities in Iowa. The life of every child is important to its community. That's why firefighters in Iowa want to help families protect their kids from fire with life-saving smoke detectors. The state Department of Education estimates there are just over 270,000 students in the 911 public and non-public elementary schools across the state. Making sure each of these students has working smoke detectors in their home is a huge task, but it's not insurmountable!



SMOKE DETECTORS SAVE LIVES!

Iowa Statistics



In Iowa, nearly 20% of fire fatalities over the past several years have involved children. We have also seen an increase of approximately 60% of total fire fatalities over the past several years.

Source: NFIRS, State Fire Marshal Division, Iowa Department of Public Safety.

National Statistics

- From 2003-2006, only two thirds (69%) of all reported home fires had smoke detectors.
- Of these homes reporting fires, less than half (47%) had working smoke detectors.
- 40% of all home fire deaths resulted from fires in homes with no smoke detectors. Of the homes with smoke detectors, 27% of fire deaths were in homes with non-working smoke detectors.

Source: Marty Ahrens, *Smoke Alarms in U.S. Home Fires*, National Fire Protection Association, Quincy, MA, 2009.



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- Beginning in October 2010, during Fire Prevention Week and continuing through local parent teacher conferences, elementary schools will ask parents to fill out a quick survey on the number of working smoke detectors in their home.
- Teachers and administrators will work with local firefighters to collect and organize these surveys. Based on the results of the surveys, local firefighters will know how many homes need updating.



- Firefighters can then begin working with their local civic organizations to schedule installation times with families.
- Throughout 2010 and 2011, firefighters and any trained volunteers will begin installing smoke detectors, or installing batteries in disabled detectors, for families that indicated on the survey their homes needed an update!



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**This project will not be possible without your help!
Please join our team, and help **SAVE LIVES!****

Short Term Needs

- Financial Support for 100,000 smoke detectors.
- Financial Support for 50,000 replacement batteries (for existing smoke detectors).
- Commitment from school districts to conduct, collect and organize surveys.
- Commitment from local civic organizations to assist with scheduling and installations.

Long Term Needs

- Commitment from fire departments to work with schools on surveys, and scheduling and installing detectors for families of area school children.
- Transportation support to assist in distributing smoke detectors to fire departments across Iowa.
- Financial Support for additional smoke detectors and batteries based on need.

Benefits of Participation

**Any corporation, organization or agency that agrees to assist with the
"100 Years/100 %" Smoke Detector Project will benefit in a number of ways:**

- All financial and in-kind contributions are tax deductible.
- Press releases, media kits, and press conferences will include mention of agency partnership to include logo and descriptions as appropriate.
- Year-long publicity of the campaign will include agency logo, including promotional brochures and posters.
- Your corporation can gain brand loyalty through your community support and involvement.

For additional information, or to join our team, please contact:

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Randy Novak, Project Manager
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Thank You!

to our **Partners...**



State Farm



Bettendorf Firefighters Association

Bremer County Mutual Insurance Association

Cedar Rapids Claims Association

Central Iowa Claims Association

General Mills

Hawkeye State Fire Association

Home Builders Association

**International Code Council -
Iowa Association of Building Officials**

Iowa Department of Education

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Iowa Firefighters Association

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NCMIC Group, Inc.

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