

Red Cross Proposal { }

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Abstract

Brooklyn is the most fire region in America. Among fire cases, children cause a lot of fire. Also, children are exposed to the danger of home fire. In addition, children are not well educated about preventing fire. So, by producing a PSA, educate children about understanding of prevention home fire. It will help children to get understanding of fire's danger, and change their habits.

**UNDERSTANDING A DANGER OF FIRE THROUGH VIDEO FOR
CHILDREN**

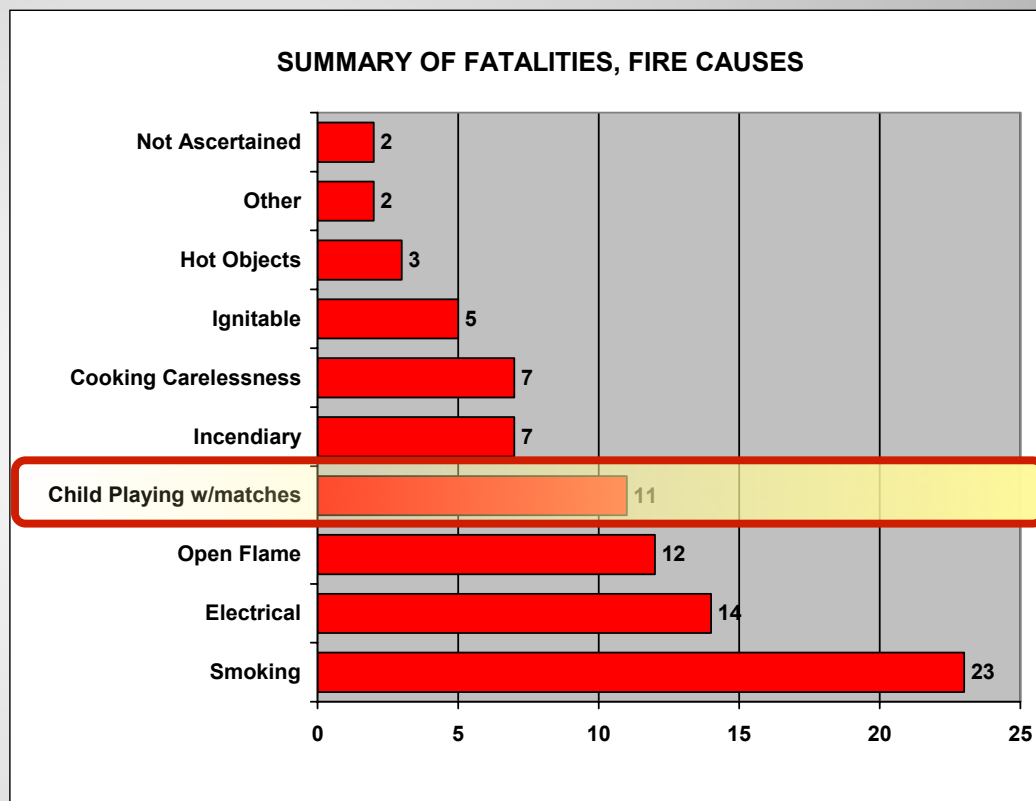
Situation

Brooklyn is the most fire region in America



Problem

One of the four main fires is because of children

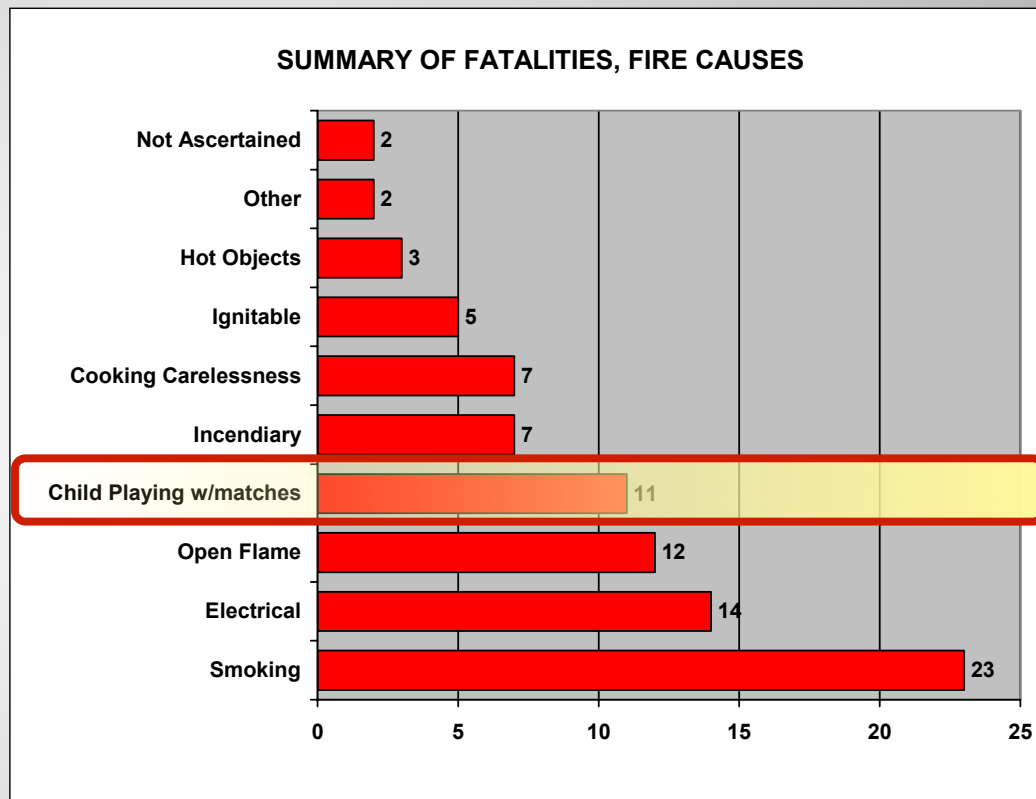


FDNY Research
Period: January 1, 2008 through December 31, 2008

Problem

Most children have a natural curiosity about fire

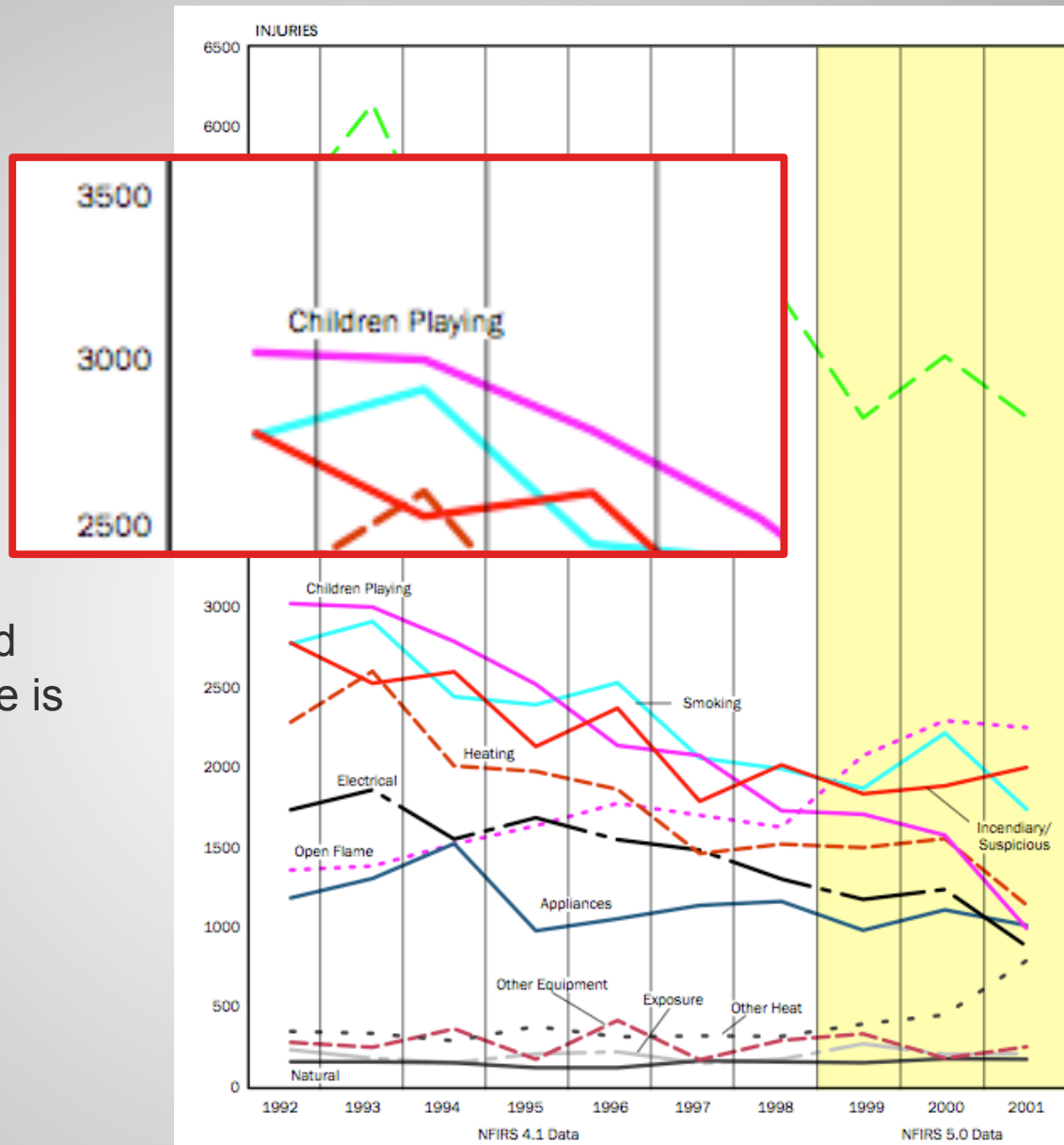
Children, including toddlers cause thousands of home fires each year by playing with matches, lighters or candles



FDNY Research
Period: January 1, 2008 through December 31, 2008

Problem

The second high rated cause of injuries by fire is children playing



Idea

Not only do parents need to protect their children,
But children also should understand the danger of fire, and
prepare to protect themselves from fire

Idea

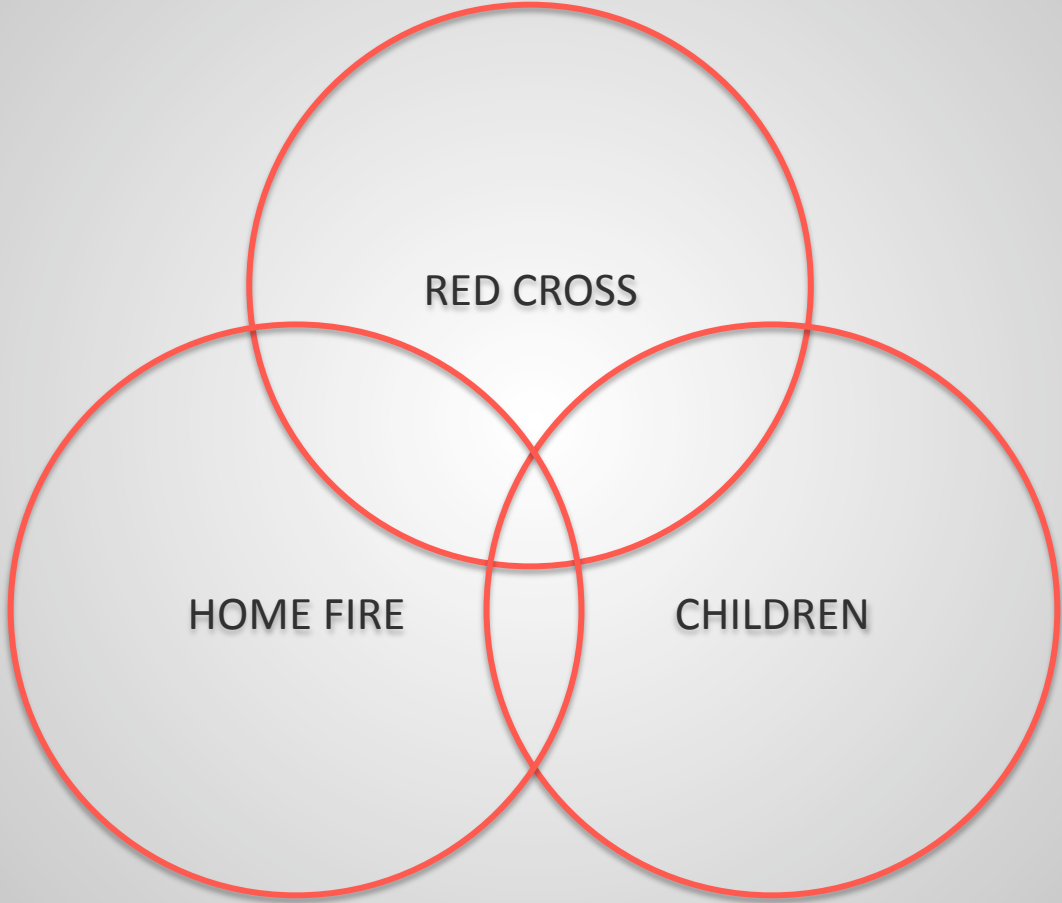
A PSA, which is intended to modify public attitudes by raising awareness about specific issues, helps children's understanding and habit



How the Red Cross helps

The Red Cross is committed to teaching people the skills they need to prevent home fires, and helping people recover after a fire happens. At any time of day or night, trained Red Cross volunteers respond to the scene of home fires and provide food, shelter and emotional support, free of cost to those affected.

Diagram



Problem



CHILDREN AND HOME FIRES

Fast Facts

- Children under the age of five are twice as likely to die in a home fire than the rest of the population, and child-playing fires are the leading cause of fire deaths among preschoolers.***
- About 300 people per year are killed and \$280 million in property is destroyed in fires attributed to children playing with fire.***
- Just over half of child-playing fires in the home start in a bedroom, and bedding material is most often the first item ignited.**
- About two out of every three child-playing fires – and three out of every four associated deaths and injuries – involve matches or lighters.**
- Children also start fires by playing with candles, fireworks, stoves, and cigarettes.**
- Only twenty-six percent of families have actually developed and practiced a home fire escape plan.*

Preparedness Tips

- ✓ Keep matches, lighters and other ignitable substances in a secured location out of the reach of children, and only use lighters with child-resistant features.
- ✓ Practice your home fire escape plan with your children several times a year. Also practice stop, drop and roll and low crawling.
- ✓ Familiarize children with the sound of your smoke alarm and what to do when they hear it.
- ✓ Teach your children not to be scared of firefighters. Take them to your local fire department to meet them and learn about fire safety.
- ✓ Teach your children to tell you or a responsible adult when they find matches or lighters at home or school.
- ✓ Smoke alarms save lives. Install a smoke alarm near your kitchen, on each level of your home, near sleeping areas, and inside and outside bedrooms if you sleep with doors closed. Use the test button to check it each month. Replace all batteries at least once a year. Having a working smoke alarm reduces the risk of dying in a home fire by nearly half.
- ✓ Visit www.redcross.org/homefires for more information on children and fire safety.

Problem

Children and Home Fires - Preparedness Tips

They are for parents

‘Teach your children ... ’

‘Keep matches ... out of the reach of children, ... ’

‘Practice your home fire escape plan with your children ... ’



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Problem

Children and Home Fires

- Preparedness Tips

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‘Keep matches ... out of the reach of children, ... ’

‘Practice your home fire escape plan with your children ... ’

Target

Under 10 years old children

Contents

Familiarize children with the sound of smoke alarm

Don't be scared of firefighters

What matches and lighters are