



GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LANSING

ORLENE HAWKS
DIRECTOR

October 4, 2019

Re: 2019 Fire Prevention Month Toolkit

Dear Michigan Fire Service and MI Prevention Partners,

Thank you for the opportunity to share some information that MI Prevention is providing to fire departments and our partner organizations for use during the month of October. Since July of 2017, MI Prevention has been working to provide educational information that focuses on three key goals:

- Reducing fire fatalities;
- Reducing fire injuries; and
- Reducing the number of fires.

Our strategic plan is based on four main areas - Education, Engineering, Enforcement and Economics. The Education Work Group has developed an educational package, or Fire Prevention Month Toolkit, that we encourage every fire department in Michigan to use and share during Fire Prevention Month. I would also like to express my appreciation to the MI Prevention members that have worked tirelessly to produce the content in this kit, using the 2019 NFPA Fire Prevention Week theme "Not Every Hero Wears A Cape." Special thanks to Stan Barnes, Kymberly Pashkowsky and Lisa Hoffer for making this educational package a reality for every fire department and our MI Prevention partners to use during the month of October.

The first document I ask you to review is the attached calendar for a schedule to be followed through the month.

- **Week 1 - October 6 through October 12, 2019:** We have purposely not scheduled any materials during the traditional NFPA Fire Prevention Week. We recommend using the NFPA National Fire Prevention Week materials and encourage fire departments to add a local flair or provide your own programs at open houses or community events in your area.

For the rest of the month, we ask that fire departments and our partners share a daily message from the Fire Prevention Month Toolkit following this specific schedule to deliver a consistent message:

- **Week 2 – October 13 through October 19, 2019:** Post images for "Plan."
- **Week 3 – October 20 through October 26, 2019:** Post images for "Practice."
- **Week 4 – October 27 through November 2, 2019:** Post images for "Escape."

To download the Fire Prevention Month Toolkit, follow the instructions listed below.

1. To download the toolkit, [click here](#).
2. Click on the down arrow in the top right corner.

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www.michigan.gov/bfs • 517-241-8847
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3. The file will download to the bottom left side of your screen.
4. Click on file.
5. Double click on the folder to access the files.

A helpful tip for posting on social media - in Facebook as an admin user you can schedule multiple posts in advance by following these simple steps below. We recommend scheduling them to post between 6:00 am and 8:00 am each morning to maximize exposure.

1. Click on "Publishing Tools" at the top the page.
2. Click on "Schedules Posts" in the left-hand column.
3. Click "Schedule" in top right corner.
4. Click on the "Share Now" button.
5. Click "Schedule."
6. Select a date and time.
7. Click "Schedule."
8. Repeat these steps for each image and you're all set!

Key safety messages that MI Prevention has been utilizing throughout our campaign include:


- **Close the Door:** In case of fire, a closed door can isolate the fire's flow, reduce room temperature and keep carbon monoxide levels down. "Close Before You Doze" aims to make closing doors at night part of people's bedtime routine.
- **Push the Button:** Push the button on your smoke alarm each month to test they are working for you.
- **Have Two Ways Out:** Have two ways out of every room in your house.

We hope that you join us and participate in the MI Prevention educational outreach by following the schedule and sharing our information. Our mission is to assist Michigan fire departments to reduce fires, reduce fire injuries and more importantly reduce fire fatalities.

This coordinated educational outreach is part of our strategic plan using a data driven approach to meet our goals. If you have any questions regarding the program, please contact MI Prevention Program Manager Kymberly Pashkowsky at 616-250-4147.

Thanks for everything you do in our communities across Michigan every day.

Be safe,



Kevin J. Sehlmeier
State Fire Marshal
Director, Bureau of Fire Services

MI Prevention - "Educating Today for a Safer Tomorrow."