



MI Prevention

Educating Today for a Safer Tomorrow

Talking Points

- MI Prevention is a statewide, sustainable fire safety campaign working to reduce the high number of fire deaths, injuries and property loss in Michigan.
- Thanks to the hard work of more than 600 Fire Departments and Partnering Organizations for the MI Prevention program initiated by the State of Michigan, Bureau of Fire Services to implement the installation of smoke and CO alarms in at-risk homes statewide.
- Our approach on fire safety includes a Smoke alarm, CO detectors, Disability Alarms, as well as fire safety education and a free home assessment to identify potential fire hazards within the home to reduce future fire fatalities across Michigan.
- We are focusing on the three groups that are affected most by fire fatalities: adults over age 40, Aging in place adults, and children under age nine.
- Nearly 80 percent of Michigan's population are in these high-risk groups and it's where we've seen the greatest number of fire deaths.
- High-risk areas of the state where there's been the highest number of residential fire fatalities in the last two years are Flint, Benton Harbor, and Waterford. Other priority areas are Detroit, Saginaw and Southern Macomb County.
- Over the next few weeks, we are asking that homeowners contact us directly at the **(name of fire department)** to request a fire safety home visit at no charge.
- Fire personnel, along with trained volunteers with **(name a few of the partners)** will be visiting homes, upon the homeowner's request throughout **(city/area)**.
- We're bringing our life-saving message directly to the homeowners -- because we know that fire-related fatalities are largely preventable through education and awareness about fire safety -- and identifying and correcting fire hazards in the home.
- We are ***Educating Today for a Safer Tomorrow***.

- **Educating citizens**, about unsafe behaviors like careless cooking or unattended candles can quickly lead to fire -- or about cutting out bad habits such as smoking in the home.
- **Educating families** about adopting life-saving habits –
 - To “**Push the Button**” on their smoke alarms, every month to make sure they’re working -- and to never disable the alarms by removing the batteries.
 - **Close the door when you doze**” – to keep bedroom doors shut when you go to sleep at night.
 - Have an **evacuation plan** that the entire family knows and has practiced.
 - Have two ways out to escape your home.
 - Make sure the kids **know what a smoke alarm sounds like** and what to do when it goes off.
- We know that today, fires are more deadly and travel faster than ever before. Forty years ago, you had 15-17 minutes or so to escape a home fire. Today, it’s dropped to as little as **TWO** minutes to escape.
- MI Prevention will also be educating the more than 30,000 fire fighters in Michigan to fully understand community risk reduction concepts to maximize fire prevention efforts in their own counties.
- Join us! We invite any public and private organizations to partner with us on MI Prevention. We’re establishing collaborative relationships every day that it will make this program sustainable for many years to come. Fire can affect anyone at any time. We all need to be involved.
- More information about MI Prevention and fire safety can be found on the website at www.MIPrevention.org

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