

(Name of Fire Department) Joins MI Prevention Campaign to Reduce Fire Fatalities (in name of city/area)

Residential Smoke Alarm Installation and Michigander Fire Education Program Funded by State of Michigan Bureau of Fire Services

Date xx, 2019 – (Name of Fire Department) has joined the MI Prevention [statewide fire safety campaign](#) through the State Fire Marshal, the Bureau of Fire Services and Michigan’s fire safety organizations to reduce the high number of fire deaths, injuries and property loss in Michigan. In order to protect the health and safety of high-risk populations in (name of city/area) and other targeted areas, the (name of fire department) is participating in **MI Prevention** by installing smoke alarms in homes free of charge and educating consumers on safety practices.



“Having working smoke alarms in your home and making fire safety a constant priority are the best ways to prevent fires before they start, and stop fire-related deaths and injuries,” said (name of fire chief). “The lives of all Michiganders depend on fire safety, education and awareness.”

“We’re focusing on two groups that are affected most by fire fatalities: adults over age 40 and children under age nine,” said State Fire Marshal Kevin Sehlmeier. “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.”

More than just an alarm give-away program, this campaign is an actual home installation program with an educational component to increase awareness and knowledge about fire safety to achieve a sustained behavioral change. Upon the homeowner’s request, trained [MI Prevention](#) volunteers consisting of fire and emergency personnel from (name of fire department) in (name of city/area) will install the 10-year life expectancy alarms. Homeowners can contact (name of fire department) to request a fire safety home visit at no charge, by calling (insert phone number) or by email at (insert email address).

In addition, the (name of fire department) is working to educate citizens, increase awareness, correct bad habits, and cut down on unsafe behavior in homes across (name of city/area). [MI Prevention](#) is also 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.

Consumers can find more resources and safety information at the MI Prevention website: www.MIPrevention.org

MI Prevention is built around a community risk reduction (CRR) program first introduced in Michigan by the Vision 20/20 and National Fire Protection Association in

2017 and is comprised of representatives from fire service, law enforcement, school officials, and other public and private organization and community leaders.

Special recognition this year goes to community partner Home Depot in Okemos, MI for its invaluable support by providing and distributing alarm orders to fire departments throughout the state.

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