

HFSC Tips for Improving Home Fire Sprinkler Educational Outreach to Varied Audiences

REACHING YOUNG CHILDREN

When presenting about home fire sprinklers to young children (Kindergarten-Grade 2), your primary goal should be awareness. Introducing people to fire sprinkler technology at a young age can be a powerful overall community learning tool. Reaching this young audience will be most effective if there is a “take-home” component and/or if teachers, parents and caregivers are involved in your presentation.

Put sprinklers in context

Fire sprinklers should be presented in context. Include discussion of home fire sprinklers as part of your general home fire safety presentation. Remember that home fire sprinklers are part of an overall system of safety. Every home – even those with fire sprinklers – must have working smoke alarms on each level and regularly practiced fire drills.

Be visual

Children are especially responsive to visual learning, so be sure to bring some simple props with you when you present fire safety topics to young children. Suggested visual aids:

- A battery-powered smoke alarm
- A laminated home fire escape grid
- A residential fire sprinkler

Simple and brief is best

Use easy-to-understand words and concepts. Avoid all technical jargon. Try not to scare your audience. Give just enough information to fully introduce children to home fire sprinklers. Children this age do not need to understand how a fire sprinkler works, or how it is installed. Suggested main messages:

- Fire sprinklers are safety tools
- Sprinklers save lives and protect homes
- Sprinklers work by putting water on the fire while it is still small
- Sprinklers are not play things

Young children can help grown ups by reminding about the importance of regular smoke alarm testing and fire drills. Similarly, they can point fire sprinklers out to parents/caregivers and bring activities home from your presentation.

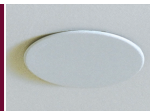
HFSC verbal quiz

Download a free verbal quiz on HFSC’s Web site. This quiz is a fun way to introduce young children to home fire sprinklers and to engage them in a broader discussion of home fire safety.

Age-appropriate activities

In addition to the verbal quiz, there are many ways that you can reinforce the information you’ve presented. Suggested activities:

- Draw a picture of a home fire sprinkler
- Draw a picture showing a home with a fire sprinkler system
- Tell a story about fire sprinklers
- Tell the places where you have seen fire sprinklers



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REACHING MIDDLE SCHOOL STUDENTS

When presenting about home fire sprinklers to middle school students, your primary goal is awareness. However, this age group will likely have curiosity about fire technology so you'll have the opportunity to increase knowledge about home fire sprinkler systems and encourage students to talk about sprinklers at home. Because so much of the false information about fire sprinklers is spread through the media (such as special effects in movies and television), you'll also be able to utilize presentations to dispel myths with facts.

Put sprinklers in context

Fire sprinklers should be presented in context. Try to include home fire sprinklers as part of your general home fire safety presentations.

Key point: Home fire sprinklers are part of an overall system of safety. Every home – even those with fire sprinklers – must have working smoke alarms on each level and regularly practiced fire drills.

Be direct

Use easy-to-understand words and concepts. Avoid all technical jargon. Try not to scare your audience. Be prepared to answer questions as students this age will likely have curiosity about fire sprinkler technology, where it is used, and how it works. Suggested main messages:

- Fire sprinklers are safety tools with a long record of success
- Sprinklers save lives, prevent injuries and protect homes
- Sprinklers work by putting water on the fire while it is still small
- By working so quickly, sprinklers can prevent flashover
- Sprinklers are not play things

Effective teaching tools

HFSC offers a variety of free teaching tools that are ideal for middle school students. Many of these can be downloaded and incorporated directly into your own PowerPoint® presentations or simply printed for handouts. Visit HFSC's Web site to order and/or download these and other helpful educational materials:

- Flashover chart handout
- Home fire timeline FLASH movie for students
- Home fire sprinkler quiz for students
- Animated sequence demonstrating fire hose vs. fire sprinkler
- Animated sequence illustrating fire sprinkler activation

HFSC quizzes

Among the tools HFSC offers is a free quiz handout for middle schools students. This quiz is a fun and challenging learning tool.

"Fire Science"

The Home Safety Council (HSC) has developed an educational program for middle school students in cooperation with HFSC. "Fire Science" helps students understand the concept of time during a fire emergency, the science of fire, and life-saving technologies, such as fire sprinklers. Visit HSC's Web site to download this free program: www.homesafetycouncil.org.

Use props

Visual aids and other props can help you keep the students attentive and help you explain technical concepts. Suggested visual aids:

- A battery-powered smoke alarm
- A laminated home fire escape grid
- Residential fire sprinkler samples
- Mock-up of an installed fire sprinkler (use a ceiling tile to create this visual aid)
- A small piece of CPVC pipe
- Photographs of sprinklers in homes
- Photographs of fires in homes with and without sprinklers

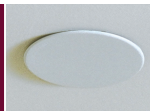
Sprinkler demonstrations

Work with local fire sprinkler contractors to coordinate more dramatic visual aids, such as side-by-side burn demonstrations to illustrate how quickly fire sprinklers put out a fire. If available in your area, a fire sprinkler trailer is another good way to help students and adults appreciate the speed of fire and the power of fire sprinklers.

For students currently living in sprinklered homes

HFSC has created a new educational program entitled "Living with Sprinklers." Targeted specifically at communities with a large number of sprinklered homes, the materials are intended to educate adults about the fire sprinklers in their homes, as well as their simple maintenance. Consider providing "Living with Sprinklers" to parents and caregivers of students who live in sprinklered homes. The program, which is available at no charge from HFSC, includes:

- "Living with Sprinklers" video on DVD
- Riser hangtag illustrating home fire sprinkler system and explaining a flow test



HFSC Tips for Improving Home Fire Sprinkler Educational Outreach to Varied Audiences

REACHING ADULT CONSUMERS

When presenting about home fire sprinklers to adults, your primary goals are awareness and education. Because there is so much false information about fire sprinklers, another goal will be to dispel myths with facts.

Put sprinklers in context

Fire sprinklers should be presented in context. Try to include home fire sprinklers as part of your general home fire safety presentations.

Main messages

Use easy-to-understand words and concepts. Avoid all technical jargon. Be prepared to answer questions and address concerns and myths. Suggested main messages:

- Fire sprinklers are safety tools with a long record of success
- Sprinklers save lives, prevent injuries and protect homes
- Sprinklers work by putting water on the fire while it is still small
- By working so quickly, sprinklers can prevent flashover
- Instruct children that sprinklers are not play things
- Never hang anything from a sprinkler; do not paint sprinklers

Key point: Home fire sprinklers are part of an overall system of safety. Every home – even those with fire sprinklers – must have working smoke alarms on each level and regularly practiced fire drills.

Effective teaching tools

HFSC offers a variety of free teaching tools that are ideal for adult consumers. Many of these can be downloaded and incorporated directly into your own PowerPoint® presentations or simply printed for handouts. Visit HFSC's Web site to order and/or download these and other helpful educational materials:

- Flashover chart handout
- Home fire timeline FLASH movie
- Home fire sprinkler quiz handout
- Home fire sprinkler FAQs handout
- Animated sequence demonstrating fire hose vs. fire sprinkler
- Animated sequence illustrating fire sprinkler activation
- "Protect What You Value Most" brochure
- "Protect What You Value Most" video
- "Living with Sprinklers" materials

Use props

Visual aids and other props can help you keep your audience attentive and help you explain technical concepts. Suggested visual aids:

- A battery-powered smoke alarm
- A laminated home fire escape grid
- Residential fire sprinkler samples
- Mock-up of an installed fire sprinkler (use a ceiling tile to create this visual aid)
- A small piece of CPVC pipe
- Photographs of sprinklers in homes
- Photographs of fires in homes with and without sprinklers

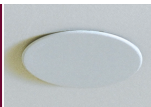
Sprinkler demonstrations

Work with local fire sprinkler contractors to coordinate more dramatic visual aids, such as side-by-side burn demonstrations to illustrate how quickly fire sprinklers put out a fire. If available in your area, a fire sprinkler trailer is another good way to help adults appreciate the speed of fire and the power of fire sprinklers.

For adults currently living in sprinklered homes

HFSC has created a new educational program entitled "Living with Sprinklers." Targeted specifically at communities with a large number of sprinklered homes, the materials are intended to educate adults about the fire sprinklers in their homes, as well as their simple maintenance. The program includes:

- "Living with Sprinklers" video on DVD
- Riser hangtag illustrating home fire sprinkler system and explaining a flow test



HFSC Tips for Improving Home Fire Sprinkler Educational Outreach to Varied Audiences

EXTENDING YOUR REACH TO HOMEBUILDERS, DEVELOPERS, REAL ESTATE AND INSURANCE PROFESSIONALS

HFSC has identified several professional groups related to the new-home construction and purchase process that will specifically benefit from educational outreach. They should be a priority audience because homebuyers interact with them and may be influenced by their support for or opposition to home fire sprinklers.

Just as when presenting about home fire sprinklers to adult consumers, your primary goals with this audience are both awareness and education. This group will be equally susceptible to false information about fire sprinklers, so part of your presentation should focus on dispelling the myths with facts.

Follow HFSC's tips for reaching adult consumers and incorporate the extensions for this audience.

"Built for Life"

HFSC's home builder education program, "Built for Life," is uniquely designed to answer questions of importance to those involved in the new-home process. Visit HFSC's Web site to order and/or download these "Built for Life" educational materials:

- "Built for Life" kit
- "Built for Life" video
- "Built for Life" brochure

"Living with Sprinklers"

HFSC has created a new educational program entitled "Living with Sprinklers." Targeted specifically at communities with a large number of sprinklered homes, the materials are intended to educate adults about the fire sprinklers installed in their homes, as well as their simple maintenance. The program, which is available at no charge from HFSC includes:

- "Living with Sprinklers" video on DVD
- Riser hangtag illustrating home fire sprinkler system and explaining a flow test

HFSC quizzes

Download the free adult quiz handout with "bonus round" questions on HFSC's Web site. This quiz is a great ice-breaker for the home-building audience and will help you engage them in a broader discussion of home fire safety in your community. An interactive electronic "Built for Life" quiz is also available online.