HOME FIRE SPRINKLER
GENERAL PREVENTION & AWARENESS CAMPAIGN

FISCAL YEAR 2007
FIRE PREVENTION AND SAFETY
GRANT SUMMARY REPORT

April 4, 2008 – June 3, 2009
MISSION STATEMENT

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

The mission of the nonprofit Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of residential fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

HFSC Board

American Fire Sprinkler Association
Canadian Automatic Sprinkler Association
Home Safety Council
International Association of Fire Chiefs
National Fire Protection Association
National Fire Sprinkler Association
State Farm Insurance
Underwriters Laboratories Inc.
U.S. Fire Administration

HOME FIRE SPRINKLER GENERAL PREVENTION & AWARENESS CAMPAIGN

Fiscal Year 2007
Fire Prevention and Safety Grant Summary Report
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## W E B  C O M M E N T S ......................................................... 45
HFSC introduced the Built for Life Fire Department (BFLFD) Program, a national effort to motivate fire departments to embrace local home fire sprinkler education. We chose this project because data showed that only 6% of U.S. fire departments made sprinklers a focus of their education, even though more than 80% of fire deaths occur in homes. The fire death problem could be dramatically reduced with more home fire sprinkler installations. Education is the key to achieving more protected homes. HFSC’s goal was to increase the number of fire departments embracing home fire sprinkler education to at least 10% during the performance period. We slightly exceeded our goal, attracting 1,276 fire departments to sign up for the BFLFD Program during the grant year, agreeing to make home fire sprinklers a focus.

The BFLFD Program was promoted through a 4-page insert in fire service trade magazines including Firehouse, FireRescue, Fire Engineering, and National Fire & Rescue magazines, reaching a combined circulation of 294,677. The program was promoted through an e-blast sent to 60,000 opt-in members of the fire service, at various fire service trade shows including NFPA, National Association of State Fire Marshals (NASFM), Fire-Rescue International (FRI) and through other public relations activities.

A key component of the BFLFD Program was HFSC’s creation of a comprehensive Fire and Sprinkler Burn Demonstration Kit: a complete guide to building and using a dramatic live fire demonstration. The kit includes a DVD featuring Ron Hazelton and four firefighters who follow the kit’s step-by-step instructions to build components of the demonstration. The video includes a sample demonstration in a community, additional instructions on how to set up, take down and furnish the demo, and other information. The kit includes a CD with comprehensive guidance through the use of printable step-by-step instructions, materials and tool lists, recommendations for local media promotion, fundraising ideas, presentation and educational guidance, talking points and tips for audience evaluation. Prior to completion of the kit, 56 BFLFD members reviewed and evaluated all of the material for content and effectiveness. The kit was revised prior to completion.

Fire departments that signed up for the BFLFD Program received the Built for Life Fire Department Kit, along with a personalized participation certificate, the Fire and Sprinkler Burn Demonstration Kit, HFSC Public Education Kit, decal and BFLFD baseball cap. HFSC selected 12 of those fire departments that achieved a high level of home fire sprinkler education to receive an educational banner display customized with their logo. The Plymouth (Massachusetts) Fire Department was selected to host a Satellite Media Tour, which featured Ron Hazelton and netted coverage on 90 television stations nationwide reaching more than 482,664 viewers.

HFSC promoted the new Fire and Sprinkler Burn Demonstration Kit and BFLFD Program in various fire service trade magazines including NFPA Journal, Firehouse, FireRescue, Fire Engineering, and National Fire & Rescue, as well as through Home Safety Council’s Expert Network, reaching 407,060 members of the fire service. At Fire-Rescue International, HFSC had a 20 x 50-foot booth that included a new version of HFSC’s interactive Built for Life game, which utilized video clips from the new Fire and Sprinkler Burn Demonstration video. Ron Hazelton hosted the game. Participants who answered correctly could spin a wheel for a chance to win a Flip video camcorder, HFSC thermos or portfolio bag. One 8 x 8-foot sprinklered Fire and Sprinkler Burn Demonstration room was displayed inside the booth for visitors to view. Segments from the new Fire and Sprinkler Burn Demonstration video played on another display.

In March 2009, HFSC produced “FOCUS,” a tear-out 16-page supplement in FireRescue Magazine reaching 50,383 readers. It included feature stories and testimonials about fire departments that use HFSC materials and listed all the fire departments that signed up for the BFLFD Program. The magazine was also included in the BFLFD Kit and distributed at trade shows and conferences.
HOME Builder OUTREACH

The second part of HFSC’s grant was a project to educate the broader homebuilding industry and to introduce a new tool to guide builders through a typical NFPA 13D installation as a method to answer questions and dispel common myths. HFSC developed an animated, interactive education program that illustrates vividly the components of a 13D sprinkler system installed in a single-family home. The new tool allows user interaction “behind the walls.”

E-Blasts were sent through BuilderNews (65,000) and Firehouse.com (60,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. More than 150 homebuilders completed the evaluation, with 80% agreeing that the presentation improved their knowledge of home fire sprinkler systems. Members of the fire service are encouraged to use the program as a teaching tool. More than 750 members of the fire service completed the survey with 90% who said they would use the presentation and 93% agreeing that it would help people understand how home fire sprinkler systems worked.

HFSC promoted this useful new tool through a 1,500-square-foot booth at the 2009 International Builders’ Show and the NAHB 50+ Housing Council Symposium, which targets builders specializing in active adult (over 50) housing, which is the fastest growing housing segment.

HFSC’s builder education efforts were also showcased at the National Association of Realtors Annual Meeting, typically attended by 25,000 real estate professionals. HFSC’s presence included ads placed in Realtor Magazine (1,120,871 circ.), Realtor Show Daily (100,000 circ.) and Realtor E-blast.

To round out our reach into this extremely important target audience, HFSC developed and placed ads promoting the new interactive educational tool and HFSC’s free resources in national builder trade magazines including Builder, Professional Builder, Fine Homebuilding and the Residential Design & Build E-blast, reaching a combined circulation of 602,001.

HFSC also reached home insurance professionals through ads placed in Insurance Journal magazine and E-blasts, for a combined circulation of 470,000.

Together, these two vital projects have helped HFSC increase interest in home fire sprinklers among fire departments, homebuilders and others, and general awareness of the availability of fire sprinklers for homes. Perhaps more important, at a time when anti-sprinkler-ordinance efforts are spreading negative and false information about sprinklers, HFSC’s projects are also helping to dispel myths and to ensure that fire departments and the broader homebuilding industry have access to the facts.

Evaluation of the BFLFD Program has been positive; the Fire and Sprinkler Burn Demonstration Kit evaluation findings were extremely positive. By exceeding our goal, we have proven our theory that with the right incentives and with access to high-quality, comprehensive teaching tools, more fire departments will make home fire sprinkler education a focus of their community outreach efforts.
The Home Fire Sprinkler Coalition (HFSC) introduced the Built for Life Fire Department Program to recognize all the U.S. fire departments that have pledged to make home fire sprinkler education a focus of their community outreach and help others start sprinkler education. Data showed that only 6% of U.S. fire departments made sprinklers a focus of their education. HFSC’s goal was to increase the number to 10%, or at least 1,200 fire departments. We slightly exceeded our goal, attracting more than 1,276 to sign up for the program.

The BFLFD Program was introduced at the NFPA Conference & Expo. A 4-page insert/brochure was developed to introduce and outline the program. The insert appeared in the following fire service publications:

- **NFPA Journal**: July/August issue; 92,000 circ.
- **Firehouse Magazine**: August issue; 75,794 circ.
- **FireRescue Magazine**: August issue; 50,383 circ.
- **Fire Engineering Magazine**: August issue; 46,500 circ.
- **National Fire & Rescue Magazine**: July/August issue; 30,000 circ.
- **Firehouse.com E-blast**: August 2, 2008; 60,000 circ.

**TOTAL CIRCULATION: 354,677**

We also printed an additional 5,000 for distribution.
Fire Departments throughout the country signed up for the Built for Life Fire Department Program and agreed to make home fire sprinklers a focus of their education programs.

http://www.homefiresprinkler.org/FS/FSBFLFD.html

All Built for Life Fire Departments received the kit which included:
- A Fire and Sprinkler Burn Demonstration Kit
- HFSC Public Education Kit
- A Certificate of participation
- A Built for Life Fire Department window decal
- A Built for Life baseball cap

**TOTAL SIGN-UPS: 1,276 Fire Departments**

HFSC’s goal was to increase the number of fire departments embracing home fire sprinkler education to at least 10%. HFSC exceeded the goal attracting 1,276 fire departments. The BFLFDs are listed on the following pages.
**ALABAMA**
- Alabama Fire & Life Safety Educators Association
- Albertville Fire Department
- Bessemer Fire Department
- Boaz Fire
- Dothan AI Fire Department
- Eva Volunteer Fire Department
- Flat Creek Volunteer Fire Department
- Gap of the Mountain Fire & Rescue
- Gardendale Fire Department
- Hueytown Fire & Rescue Service
- Huntsville Fire-Rescue
- Jefferson State Community College
- Madison Fire & Rescue
- Montevallo Fire Department
- Montgomery Fire Department
- Moulton Fire Department
- Oak Ridge Volunteer Fire Department
- Pleasant Grove Volunteer Fire Department
- Poarch Creek Fire Department
- Prattville Fire Department
- Quad Cities Fire Department
- Rainbow City Fire & Rescue
- Saragossa Volunteer Fire Department
- Tarrant Fire Department
- Toney Fire-Rescue
- Trussville Fire & Rescue
- Tuscaloosa Fire & Rescue Service
- Wetumpka Fire Department
- Zion Volunteer Fire Department
- Shorter Fire Rescue

**ARIZONA**
- Arizona Fire Marshals Association
- Bullhead City Fire Department
- Chandler Fire
- Corona De Tucson Fire Department
- Cottonwood Fire Department
- Daisy Mountain Fire Department
- Drexel Heights Fire District
- Fry Fire District
- Gila River Fire Department
- Goodyear Fire Department
- Picture Rocks Fire District
- Pima Rural Fire District
- Queen Creek Fire Department
- Taylor Fire Department
- Tri-City Fire Department
- Williamson Valley Fire District
- Joseph City Fire

**ARKANSAS**
- Alexander Fire & Rescue Department
- Alpena Rural Volunteer Fire Department
- Bella Vista Fire Department
- Crystal Fire Department
- Lake Hamilton Fire Department
- Little Rock Fire Department
- Magnet Cove Fire Department
- Malvern Fire Department
- Marble Volunteer Fire Department
- South Bend Fire & Rescue

**CALIFORNIA**
- Advanced Fire & Rescue Services
- Berkeley Fire Department
- Big Bear Lake Fire Protection District
- CAL Fire
- CAL Fire/State Fire Marshal
- Cal State Los Angeles Fire/USAR Team
- California City Fire Department
- Central California Women’s Facility/Valleymount State Prison for Women Fire
- Central County Fire Department
- Cerro Cerritos Fire Protection District
- City of Arroyo Grande
- City of Loma Linda Fire Department
- City of Vista Fire Department
- Contra Costa County Fire Protection District
- Corralitos Volunteer Fire Department
- Culver City Fire Department
- Fairfield Fire Department
- Fire & Emergency Services
- Fort Bragg Fire Department
- Georgetown Fire
- Herald Fire Protection District
- Isleton Fire Department
- Lake County Fire Department
- Lake Valley Fire District
- Linden-Peters Fire District
- Livermore-Pleasanton Fire Department
- Los Banos Fire Department
- Mammoth Lakes Fire Department
- Moraga-Orinda Fire District
- Menlo Park Fire Protection District
- Merced City Fire Department
- Milpitas Fire Department
- Montclair Fire Department
- Mountain Gate Fire Department
- Rio Vista Fire Department
- River Delta Fire District
- Rohnert Park Department of Public Safety

**COLORADO**
- Akron Volunteer Fire Department
- Arvada Fire Department
- Aspen Fire Department
- Black Forest Fire Rescue
- East Grand Fire Protection District #4
- Englewood Fire Department
- Evans Fire Department
- Glenwood Springs Fire Department
- Grand Junction Fire Department
- Lower Valley Fire District
- Manitou Springs Fire Department
- Miliken Fire Protection District
- North Metro Fire Rescue
- Pagosa Fire Protection District
- Parker Fire District
- Snowmass Village Wildcat Fire
- South Adams County Fire District
- Upper Pine Fire Protection District
- Westminster Fire Department

**CONNECTICUT**
- Central Connecticut Fire Protection
- Cheshire Fire Department
- Coventry Volunteer Fire Association
- Danbury Fire Department
- Essex Fire Engine Company 1
- New Milford Fire Marshal Office
- Nichols Fire Department
- Noank Fire Department
- North Adams Volunteer Fire Department
- Salem Fire Company
- Sandy Hook Volunteer Fire & Rescue
- Shaker Pines Fire Department
- Shelton Fire Marshal’s Office
- South Fire District
- Southington Fire Department
- Town of Plainville
- Town of Vernon Fire Department
- Trumbull Volunteer Fire Company #1
- West Haven Fire Department
- Weston Fire Rescue
- Wilton Fire Department
BUILT FOR LIFE
FIRE DEPARTMENT PROGRAM
LISTING BY STATE (CONT.)

DC
Washington DC Fire & EMS Department

DELWARE
Carlisle Fire Company
Delaware State Fire Marshal’s Office
Delaware State Fire School
Laurel Fire Department
Talleyville Fire Company

FLORIDA
Alachua County Department of Public Services
Alachua County Fire Rescue
Avon Park Fire Department
Bay County Emergency Services
Bellwood Volunteer Fire Department
Big Corkscrew Island Fire Rescue
Brigada De Bomberos Taboga
C S F Franklin
Cedar Hammock Fire Rescue
Citrus County Fire Rescue
City of Delray Beach Fire Department
City of Eustis Fire Department
Clay County Fire Rescue
Clearwater Fire & Rescue
Crestview Fire Department
Florida Fire Marshals and Inspectors Association
Fort Walton Beach Fire Department
Heilbronn Springs Fire Rescue
High Point Fire Rescue
Hollywood Fire-Rescue
Lealman Fire District
Lynn Haven Fire & Emergency Services
Malabar Fire Department
Martin County Fire Rescue
Miami-Dade Fire Rescue
Miami-Dade Fire Rescue Department
Nassau County Fire Rescue
Nokomis Volunteer Fire Department Inc.
North Palm Beach Fire Rescue
Palm Beach Fire
Pinellas Park Fire Department
Satellite Beach Fire Department
South Trail Fire & Rescue
Southwest Florida Airport Rescue and Firefighting
Tarpon Springs Fire Rescue
Town of Davie Fire Rescue Department
United States First Responders Association
West Mantee

GEORGIA
Alpharetta Fire & Emergency Services
Atkinson Volunteer Fire Department
Bent Tree Volunteer Fire Department
Blakely Fire Department
Carnes Creek Fire Department
Cherokee County Fire and Emergency Services
City of East Point Fire Department
City of Madison Fire Department
City of Morrow
Claxton Fire Department
Clayton County Fire & Emergency Services
Covington Fire Department
Fairburn Fire Department
Fort Oglethorpe Fire Department
Fulton County Fire Department
Fulton County Fire Department
Gilmer County Fire Rescue
Gresston Volunteer Fire Department
Harrison Volunteer Fire Department
Hortense Volunteer Fire Department
Kingsland Fire Rescue
Ochlocknee Volunteer Firefighters Association Inc.
Peach County Fire Department
Peachtree City Fire Department
Quintman Fire Department
Richland Volunteer Fire Department
Safe Kids of Toombs County
Sandersons Fire Department
Sandy Springs Fire Rescue
Savannah Fire and Emergency Services
Southern Company
West Point Fire Department

IDAHO
AHFD
Ammon Fire Department
Caldwell Fire Department
Chubbuck Fire Department
Idaho Falls Fire Department
Nampa Fire Department
Oasis Volunteer Fire Department
Timberlake Fire Protection District
Pocatello Fire Department

ILLINOIS
Aon Risk Services
Argonne Fire Department
Aurora Fire Prevention
Aurora Township Fire Department
Station 2
Berkeley Fire Department
Bloomington Fire Department
Charleston Fire
Colfax Fire Department
Countryside Fire Protection District
Dalzell Fire Department
Deerfield Fire
DeKalb Fire Department
Downs Fire Protection District
Franklin Park Fire Department
Glen Carbon Fire Department
Glenwood Fire Department
Greater Round Lake Fire Protection District
Huntley Fire Protection District
La Grange Park Fire Department
Lemont Fire Protection District
Lincolnshire-Riverwoods Fire Protection District
Long Grove Fire Protection District
Manteno Fire Department
Monmouth Fire Department
North Maine Fire Protection District
North Peking Fire Department
Northern Piatt County Fire Protection District
Orland Fire Protection District
Pana Fire Department
Peoria Fire Department
Peotone Fire Protection District
Riverside Fire Department
Rockford Fire Department
Rockton Fire Protection District
Signal One Fire Rescue
South Beloit Fire Department
South Chicago Heights Fire Department
Village of Oak Park
Washington Fire Department & Rescue Squad, Inc.
Wilco Area Career Center
Win-Bur-Sew Fire Protection District
Illinois Fire Service Institute
Park Forest Fire Department
Wilmette Fire Department

INDIANA
Adams Township Fire Department
Auburn Fire Department
Bloomington Township Fire Department
Bluffton Fire Department
Boonville Fire Department
Brownsburg Fire Territory
Cambridge City Fire Department
Center Township Volunteer Fire Department
Chandler Volunteer Fire Department
Clay Fire Territory
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<td>Francesville/Salem Township Volunteer Fire Department</td>
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<td>Hamilton Township Volunteer Fire Company</td>
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<td>Hillsdale Community Fire Department</td>
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<td>Honey Creek Fire Department</td>
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<td>Ireland (Madison Township) Volunteer Fire Department</td>
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<td>Jackson Township Fire Department</td>
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<td>Ross Township Fire Service</td>
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<td>Orland Park Fire Protection District</td>
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<td>Sioux City Fire Rescue</td>
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<td>Van Meter Fire &amp; Rescue</td>
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<td>Hopkinton Fire Department</td>
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<td>Conway Springs Fire Department</td>
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<td>Dodge City Fire Rescue</td>
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<td>El Dorado Fire Department</td>
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<td>Garden City Fire Department</td>
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<td>Harvey County Fire Department #1</td>
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<td>Olath Fire Department</td>
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<td>KENTUCKY</td>
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<td>City of Bardstown Fire Department/ Bardstown Nelson County Volunteer Fire Department</td>
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<td>Bowling Green Fire Department</td>
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<td>Burlington Fire Protection District</td>
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<td>East Bernstedt Fire Department</td>
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<td>Eastern Kentucky University</td>
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<td>Eubank Volunteer Fire Department</td>
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<td>Fort Mitchell Fire Department</td>
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<td>Fulton Fire Department/Twin City Ambulance</td>
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<td>Irvine Fire Department</td>
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<td>Kentucky Firefighters Association</td>
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<td>Lynden Fire &amp; Rescue</td>
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<td>Lynden Fire &amp; Rescue</td>
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<td>Lynden Fire Protection District</td>
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<td>Mt Vernon Fire Department</td>
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<td>North Metcalfe Volunteer Fire Department</td>
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<td>Owen Township Volunteer Fire Department</td>
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<td>Ryland Heights Fire/EMS</td>
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<td>Science Hill Fire Department</td>
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<td>Stinnett Fire &amp; Rescue</td>
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<td>Brownsfield Fire Department</td>
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<td>Denham Springs Fire Department</td>
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- Chatham Fire Department
- Devens Fire Department
- Duxbury Fire Department
- Georgetown Fire Department
- Holden Fire Department
- Holland Fire Department
- Holyoke Fire Department
- Merrimac Fire Department
- Nantucket Fire Department
- Northborough Fire Department
- Pittsfield Fire Department
- Plymouth Fire Department
- Richmond Fire Department
- Shrewsbury Fire Department
- Sudbury Fire Department
- Wayland Fire Department
- West Boylston Fire
- Westport Fire
- Winchendon Fire Department
- Lunenburg Fire Department

## Michigan
- Addison Township Fire Department
- Adrian City Fire
- Albert/Lewiston Fire Department & EMS
- Auburn-Williams Fire Department
- Bertrand Township Fire/Rescue
- Brighton Area Fire Department
- Canton Fire Department
- Cedar Fire Department
- Chikaming Township Fire Department
- City of Ann Arbor Fire Department
- City of Norton Shores Fire Department
- City of Petoskey Department of Public Safety
- Clinton Area Fire
- Clio Area Fire Department
- Coldwater Fire Department
- Delhi Township Fire Department
- Delta Township Fire Department
- Dexter Area Fire Department
- E.S.C.A.P.E. Inc
- Eastpointe Fire & Rescue
- Ferndale Fire Department
- Garfield Township Fire Department
- Gladwin Fire Department
- Grand Blane Township
- Grand Traverse Metro Fire Department
- Hamburg Township Fire Department
- Hamlin Township Fire Department
- Holland Fire Department
- Holloway Terrace
- Howell Area Fire Department
- Kalamazoo Township Fire
- Lee Township Fire Department
- Leland Township Fire Department
- Linden Fire Department
- Macomb Township Fire Department
- Marysville Fire Department
- Milford Fire Department
- Monroe Township Fire Department
- Mundy Township Fire Department
- North Berrien Fire Rescue
- Novi Fire Department
- Olivet Fire Department
- Oshtemo Township Fire Department
- Pavilion Township Fire/Rescue
- Plainfield Charter Township Fire Department
- Port Huron Township Fire Department
- Portage Fire Department
- Redford Township Fire Department
- Richland Township Fire
- Richmond Fire Department
- Rockford Fire Department
- Royal Oak Fire Department
- Saginaw Township Fire Department
- Shelby Fire Department
- Spring Lake Fire Department
- Sterling Heights Fire Department
- Surrey Township Fire Department
- Tekonsha Fire Department
- Thornapple Township Emergency Services
- Troy Fire Department
- Utica Fire Department
- Walker Fire Department
- Walkerville Area Fire & Rescue
- Walled Lake Fire Department
- Waterford Fire Department
- Muskegon Township Fire Department
- Wixom Fire Department
- F.I.R.E. Incorporated
- Lake Johanna Fire Department
- Loretto Volunteer Fire Department
- Madison Fire Department
- Maple Grove Fire Rescue
- Minneapolis Fire Department
- Moorhead Fire Department
- Owatonna Fire Department
- Red Wing Fire Department
- Rosemount Fire Department
- Saint Paul Fire Department
- Spring Lake Park Fire Department
- VIPS
- Waseca Fire Department
- Woodbury Fire

## Mississippi
- Barton City Volunteer Fire
- Batesville Fire Department
- Beckham Fire Department
- Cason Volunteer Fire Department
- City of Bay Saint Louis Fire Department
- City of Flowood Fire Department
- Clarksdale Fire & Rescue
- Horn Lake Fire Department
- Love Volunteer Fire Department
- Madison Fire Department
- Maplewood Fire Department
- Meridian Fire & Rescue
- North Woolmarket Fire Department
- Okolona Fire Department
- Pass Christian Fire Department
- Perkinston Volunteer Fire Department
- Perkins Fire Department
- West Harrison Fire Department

## Missouri
- Bolivar City Fire Department
- Boone County Fire Department
- Caney Mountain Volunteer Fire Department
- Cape Girardeau Fire Department
- Cedar Hill Fire
- Central Crossing Fire District
- Cooper County Fire Protection District
- Dearborn Area Fire Protection District
- Fenton Fire Protection District
- Fulton Fire Department
- Gerald-Rosebud Fire Department
- Hazelgreen Fire Protection District
- Hazelgreen Fire Protection District
- Hazelwood Fire Department
- Independence Fire
- Lake Ozark Fire Department
- Marshfield Fire Department
- Mid-County Fire District
- Osage Beach Fire Protection District
NEW JERSEY
Alloway Township Fire Company
Borough of Somerville
Brick Township Fire Department
Cherry Hill Fire Department
City of Burlington
City of Vineland Fire Department
Colonial Fire Company
Delran Fire Department
East Franklin Fire Department
Fire District #8
Florham Park Volunteer Fire Department
Forked River Fire Department
Franklin Township Fire Prevention
Fredon Volunteer Fire Company
Green Village Fire Department
Hamilton Township Fire District 2
Iselin #11 Bureau of Fire Prevention
Jacobstown Volunteer Fire Company
Lanoka Harbor Fire Department Station 61
Lester Volunteer Fire Department
Lodi Fire Prevention
Mizpah Volunteer Fire Company
Morris Plains Fire Department
New Jersey Division of Fire Safety
Newfield Fire Company #1
Paramus Fire Department
 Parsippany District 5
Pine Hill Fire Department
Plumsted Township Fire District #1
 Rahway Fire Department
Ramtown Howell Fire Company #2
Seaside Heights Volunteer Fire Company
Stewartsville Volunteer Fire Company
Tinton Falls Fire Marshal’s Office
Toms River Bureau of Fire Protection
Toms River Fire Academy
Warren Company Fire Academy
West Trenton Volunteer Fire Company
Weymouth Volunteer Fire Company
Woodcliff Lake Volunteer Fire Department
Hawthorne Fire Department

NEW YORK
Cincinnatus Fire Department
Amityville Fire Department
Apalachin Fire Department
Arlington Fire District
Beacon Fire Department
Berne Volunteer Fire Comapny
Bethpage Fire Department
Brewer Fire Engine Company #1
Briarcliff Manor Fire Department
Brighton Fire Company
Canoga Volunteer Fire Department
Chappaqua Fire Department
City of Glen Cove Fire Department
City of Newburgh Fire Department
City of Niagara Falls Fire Department
City of Peekskill Fire Department
City of Watertown
Cleveland Hill Fire Department
Clyde New York Department of Fire-Rescue
Cohoes Fire Department
Cohoes Fire Department
Colonie Fire Company
Copake Fire District
Corinth Fire Department
Coxsackie Hose Company #3
Danby Volunteer Fire Company
Deruyter Fire Department
Dryden Fire Department
East Greenbush Fire District #1
East Meadow Fire Department
Elmira Corning Regional Airport
Elmwood Park Fire District
Engine Company #1
Fairport Fire Department
Fayetteville Fire & EMS
Fire Department of Westfield
FPSONE
Gasport Chemical Hose Company
Genegantslet Fire Company Inc.
Gilbertsville Fire Department
Gowanda Volunteer Fire Department
Grand Island Fire Company
Greenport Fire Police
Hagaman Volunteer Fire Department
Halesite Volunteer Fire Department
Half Moon Fire Department
Hastings-on-Hudson Fire Department
Hillcrest Fire Company
Horseheads Fire & Rescue
Huntington Manor Fire Department/ Hook & Ladder Company
Ithaca Fire Department
Jericho Fire Department

MONTANA
Whitefish Fire Department

NEBRASKA
Ceresco Volunteer Fire Department
Hastings Fire Department
Linwood Volunteer Fire Department

NEVADA
Carson City Fire Department
Las Vegas Fire & Rescue
Mesquite Fire Rescue

NEW HAMPSHIRE
Belmont Fire Department
Farmington Fire Rescue
Gilford Fire-Rescue
Gilmanton Fire Department
Gorham Fire Department
Greenfield Volunteer Fire Department
Greenville Fire
Hampton Fire Rescue
Henniker Fire Department
Hopkinton Fire Department
Hudson Fire Prevention Division
Lebanon Fire Department
Loudon Fire Department
Manchester Fire Department
Milford Fire Department
New Ipswich Fire Department
New London Fire Department
Pease Fire & Emergency Services
Rochester Fire
Somersworth Fire Department
Wakefield Fire Rescue

NEW MEXICO
Bernalillo County Fire Department
Cedar Hill Fire Department
Fort Wingate Fire Department
Hobbs Fire Department
Moriarty Fire Department
New Mexico Department of Health EMS Bureau Chief
Sandoval County Fire Department
Santa Fe County Fire
Socorro Fire Department
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Oklahoma
Ardmore Fire Department
Cheyenne & Arapaho Tribes
City of Okmulgee

Pennsylvania
Aquashicola Volunteer Fire Company
Beaverdale Fire Company
Belle Vernon Fire Company
Berwyn Fire Company
Brentwood Volunteer Fire Company #116
Buckingham Township
Buttoff Training Services
Cambria County Fire School
Cannonsburg VFIRE Department
Canton Township Fire Rescue
Cecil Township Volunteer Fire Company #3
Chambersburg Fire Department
Chartiers Twp. Volunteer Fire Company No. 1
Chinchilla Hose Company
City of Hermitage, Dept. of Fire Rescue
Clarion County Fire Association
Clearfield Company EMA
Coal Township Rescue Squad, Inc.
Cochranton Volunteer Fire Department
Coolbaugh Township Volunteer Fire Company
Cresson Fire Department
Dauntess Volunteer Fire Company
Dewey Fire Company #1
Dickson City Fire Department
Duncansville Fire Company
East Berwick Hose Company #2
East Bethlehem Township Volunteer Fire Company #1
Enterprise Fire Company
Exeter Park Volunteer Hose Company
Exeter Township Fire Department
Folsom Fire Department
Ford City Hose Company # 1
Fort Washington Fire Company
Gauge Fire Protection District
Glenside Fire Department
Goodwill Fire Company #1 – Germansville
Goodwill Fire Company No. 1
Goshen Fire Company
Gouglersville Fire Company
Green Ridge Volunteer Fire Company 1
Greenlawn Fire Company
Greenville Fire Department
Harrisburg Bureau of Fire
Hepburn Township Volunteer Fire Company
Holiday Park Volunteer Fire Department
Hose Company No. 1
Independent Hose Company #1
Jackson Twp Fire Service Task Force
Kimberton Fire Company
King of Prussia Volunteer Fire Company
Kutztown Fire Company No. 1
Lakemont Volunteer Fire Company
Lehigh Township Fire
Lingohocken Fire Company
Longwood Fire Company
Manheim Township
Middle Taylor Volunteer Fire Department
Morrell Volunteer Fire Department
Mount Penn Fire Company
Munhall Bureau of Fire
Narberth Fire Company
Needmore Fire department
Neshannock Township Fire Department
New Hanover Fire Company
Perry Point Fire Department
Peters Township Fire Department
Petrolia Volunteer Fire Department
Phoenix Volunteer Fire Company
Presto Volunteer Fire Department
Radnor Fire Company
Ridgebury Volunteer Fire Company
Ridley Park Fire Department
South Brownsville Volunteer Fire Department

Oregon
Astoria Fire and Rescue
Boardman Rural Fire Protection District
Columbia River Fire & Rescue
Corvallis Fire Department
Douglas County Fire District No.2
Grants Pass Fire Rescue
Keizer Fire District
Lane County Fire District #1
McMinnville Fire Department
Molalla Fire District
Oregon Office of State Fire Marshal
Polk County Fire District No.1
Roseburg Fire Department
Shutter Creek Fire Department
Siletz Valley Fire
Siuslaw Valley Fire and Rescue
West Side Fire Department
Wolf Creek Fire
Bend Fire Department

Built for Life Fire Department Program
Listing by State (Cont.)

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Parker Fire Department  
Round Rock Fire Department  
Sam Bass Fire Department  
South Hays Fire Department  
Sugar Land Fire Department  
Sutherland Springs Volunteer Fire Department, Inc.  
Tool Volunteer Fire Department  
Travis County ESD #2  
Volente Fire Department  
Whitney Fire Department  
Wichita Falls Fire Department  
Yantis Volunteer Fire Department

**UTAH**

- Kaysville City Fire Department  
- Layton City Fire Department  
- Midvale Fire Department  
- North Tooele County Fire District  
- Ogden City Fire Department  
- Smithfield Fire and Cache County EMS  
- South Weber Fire Department  
- Sunset Fire and Rescue  
- Tremonton Fire Department  
- Utah Office of the State Fire Marshal

**VERMONT**

- Alstead Fire Rescue Ambulance  
- Barnet Fire & Rescue  
- Bennington Rural Fire Department  
- Hinesburg Volunteer Fire Department  
- Norwich Fire Department  
- South Burlington Fire Department  
- St. Johnsbury Fire Department  
- Vernon Volunteer Fire Department  
- West Fairlee Fire Department  
- Wilmot Fire & Rescue

**VIRGINIA**

- City of Manassas Fire and Rescue Department  
- Cople District Volunteer Fire Department  
- Dumfries-Triangle Rescue Squad  
- Fort A.P. Hill Fire & Emergency Services  
- Hanover Fire EMS  
- Harrisonburg Fire Department  
- James City County Fire Department  
- Newport News Fire Department  
- Roanoke County Fire and Rescue  
- Shenandoah Farms Volunteer Fire Department  
- York County Department of Fire & Life Safety  
- Stafford County Fire and Rescue Department  
- White Oak Volunteer Fire Department  
- WTC Fire and Rescue  
- York County Department of Fire & Life Safety  
- Chatham Volunteer Fire Department

**WASHINGTON**

- Adams County Fire #5  
- Anacortes Fire Department  
- Bremerton Fire Department  
- Camas Fire Department  
- Chehalis Fire Department  
- Clark County Fire & Rescue  
- Clark County Fire and Rescue  
- East Pierce Fire & Rescue  
- Getchell Fire Department  
- Gig Harbor Fire & Medic One  
- King County Department of Development and Environment  
- Lacey Fire District 3  
- Marysville Fire District  
- Monroe Fire District #3  
- Northshore Fire Department  
- Pend Oreille Fire Department #3  
- Pierce County Fire District #23  
- Redmond Fire Department  
- Samish Island Fire  
- San Juan Island Fire Department  
- South Pierce Fire & Rescue  
- WA State Office of the State Fire Marshal  
- Whitman County Fire District #5

**WEST VIRGINIA**

- Banks District Volunteer Fire Department  
- Berkeley Springs Volunteer Fire Company  
- Bethany VFD  
- Bradley-Prosperity Volunteer Fire Department  
- Granville Volunteer Fire Department  
- Nitro Fire Department  
- Nutter Fort Fire Department  
- Triune-Halleck Volunteer Fire Department  
- VA Medical Center Fire Department  
- Westside Fire Department

**WISCONSIN**

- Allenton Fire Department  
- Appleton Fire Department  
- Cambria Fire Department  
- Fitchburg Fire Department  
- GV FS  
- Hales Corners Fire Department  
- Hudson Fire Department  
- Iron Ridge Fire Department Inc  
- Jackson Fire/Rescue  
- Lake Nebagamon Volunteer Fire Department  
- Merrill Fire Department  
- Monroe Fire Department  
- New Chester Fire Department  
- NSFD  
- Onalaska Fire Department  
- Oshkosh Fire Department  
- Pewaukee Fire Department  
- Randall Fire Department  
- Rochester Volunteer Fire Company  
- Somerset Fire/Rescue  
- Stanley Fire Department  
- Summit Fire District  
- Town of Harrison Fire Department #2  
- Town of Menasha Fire Department  
- Wales Genesee Fire Department  
- Wind Lake Fire Department  
- Wrightstown Fire Department

**WYOMING**

- DFPES  
- Douglas Volunteer Fire Department  
- Lander Volunteer Fire Department  
- Laramie Fire Department  
- National Association of State Fire Marshals  
- Park County Fire District 2  
- Sweetwater County Fire District #1
HFSC selected and acknowledged 12 *Built for Life Fire Departments* that used HFSC materials to achieve a higher level of local fire sprinkler educational outreach as part of this program by providing them with an educational display unit for their local use. These BFLFDs could choose from two banner designs: “Protect What You Value Most” for a consumer awareness message or “Home Fire Sprinklers Prevent Flashover” for a more technical message.

The following *Built for Life Fire Departments* received a customized fire sprinkler banner display in recognition of their educational efforts:

- Florida Fire Marshals and Inspectors Association
- Utah Office of the State Fire Marshal
- San Bernardino County (California) Fire Department
- Franklin (Tennessee) Fire Department
- Southern Maine Community College
- Meridian (Mississippi) Fire & Rescue
- South Carolina State Fire Marshal’s Office
- Perry (Ohio) Joint Fire District
- Oregon Office of the State Fire Marshal
- North Maine (Illinois) Fire Protection District
- Washington Office of the State Fire Marshal
- Arizona Fire Marshals Association

Penni Overstreet-Murphy, Fire Prevention Specialist of the San Bernardino County Fire Department, stands next to the department’s new banner.
SATELLITE MEDIA TOUR (SMT)

In recognition of its progressive sprinkler education efforts, the Plymouth (Massachusetts) Fire Department was chosen to receive the media event with HFSC spokesperson Ron Hazelton. HFSC conducted a Satellite Media Tour on May 27th, featuring a fire and sprinkler burn demonstration. The event began May 26th when the demonstration was constructed. Massachusetts State Fire Marshal Steve Coan, Plymouth Fire Chief Edward Bradley and NFPA President Jim Shannon opened the event. Media, local officials and the public were invited. Ron Hazelton moderated the demonstration. The demonstration was videotaped for B-roll that was used during the Satellite Media Tour. Fifteen TV interviews were scheduled. The satellite media tour reached more than 482,664 viewers.

Click below to see a video of Ron Hazelton conducting a Fire and Sprinkler Burn Demonstration:

One of the best ways for a fire department to raise awareness about home fire safety is to host a live fire demonstration. HFSC has developed a new tool to help fire departments large and small use this effective teaching tool locally.

HFSC developed a comprehensive kit with a DVD video and CD filled with information, instructions and support materials for fire departments to build their own demonstration. The kit includes:

- A video showing how to build a fire and sprinkler burn demonstration
- Printed instructions with easy-to-follow photographs
- Itemized lists of materials and tools
- Guidance for educational outreach
- Guidance for evaluating fire demonstrations
- Materials to help aid local sponsors
- Customizable public relations materials

Click below to watch a sample of the Fire and Sprinkler Burn Demonstration:
http://www.youtube.com/user/sprinklersafe#p/a/u/0/Eo-MeDTtJeE

Click below to see the guidance materials:
http://www.homefiresprinkler.org/FS/FSBurnDemoKit.html
Members of the fire service who signed up for the *Built for Life Fire Department Program* were invited to preview the kit’s DVD and CD Guide, then complete an online quantitative survey. Fifty-six respondents completed the study, resulting in the following analysis of the educational kit. Revisions were made to the kit prior to completion.

**Respondents**

Of the 56 respondents who completed the survey:

- 21 career fire departments
- 15 volunteer
- 20 combination

- 21 had a dedicated public educator
- 20 NFPA Public Education Section member
- 20 Home Safety Council Expert Network member
- 14 Participated in Fire Team USA

**Guide Overall Evaluation**

Respondents were asked to review the Guide on the CD and answer the following questions:

- **Motivated to start or increase home fire sprinkler education**
  - 39% Start, 60% Increase, 3% Neither

- **Guide contains all the information needed to build demo**
  - 96% Yes, 4% No

- **Guide contains information that will help include educational messages in demo**
  - 100% Yes

- **Guide was easy to read/understand**
  - 62% Yes, 0% No, 38% made comments (see notes).

Respondents were asked to rate the Guide sections using a five-point scale, where “5” = excellent and “1” = poor with the following diagnostic statements.

- **Demo Preparation:**
  - comprehensive: 4.63
  - easy-to-follow: 4.68
  - motivating: 4.5

- **Construction and Assembly:**
  - comprehensive: 4.46
  - easy-to-follow: 4.67
  - motivating: 4.54

**Video DVD Overall Evaluation**

Respondents were asked to review the DVD video and answer the following questions:

- **In addition to self, the DVD was watched by how many others in dept?**
  - 66% 1 or more, 34% 5 or more

- **Interesting to watch**
  - 100% Yes

- **Helped me/us use the Guide**
  - 96% Yes, 4% No

- **DVD illustrated the information in the Guide**
  - 100% Yes

- **Helped see how a burn demo unit can be constructed for our department**
  - 99% Yes, 1% No

- **DVD underscored the importance of making educational message part of public fire sprinkler presentations**
  - 95% Yes, 5% No

Respondents were asked to rate the DVD video using a five-point scale, where “5” = excellent and “1” = poor with the following diagnostic statements.

- **Enjoyable to watch:**
  - 4.50

- **Easy to understand:**
  - 4.79

- **Helpful visuals:**
  - 4.88

- **Good companion to the Guide:**
  - 4.68

- **Length was appropriate:**
  - 4.62
Overall DVD and Guide Evaluation
After reviewing the kit, will your department take any action to include this type of demonstration? Please check all that apply:

- 35 Fire Departments: Build a fire and sprinkler burn demonstration unit
- 32 Fire Departments: Conduct a public fire and sprinkler burn demonstration
- 40 Fire Departments: Present sprinkler educational outreach as part of a public fire and sprinkler burn demonstration
- 38 Fire Departments: Request sponsorship, funding or other support to build/present a fire and sprinkler burn demonstration
- 35 Fire Departments: Seek media coverage of a public fire and sprinkler burn demonstration
- 36 Fire Departments: Evaluate audience response to a public fire and sprinkler burn demonstration

Respondents were asked if they agree or disagree with the following statements:

- I/my department will use HFSC’s Fire and Sprinkler Burn Demonstration Kit again.
  97% Agree, 3% Disagree

- HFSC’s Fire and Sprinkler Burn Demonstration Kit has motivated me/my fire department to make home fire sprinkler education a focus of my/our community fire safety outreach.
  97% Agree, 3% Disagree

- I/my department learned something important from the Fire and Sprinkler Burn Demonstration Kit.
  99% Agree, 1% Disagree

- I would recommend the Fire and Sprinkler Burn Demonstration Kit to my fire and life safety education peers.
  95% Agree, 5% Disagree
To promote the new Fire and Sprinkler Burn Demonstration Kit, a full-page ad ran in the following fire service publications:

- **NFPA Journal**: January/February issue; 92,000 circ.
- **Firehouse Magazine**: January issue; 75,794 circ.
- **FireRescue Magazine**: January and February issues; 50,383 circ.
- **Fire Engineering Magazine**: January issue; 46,500 circ.
- **National Fire & Rescue Magazine**: January/February issue; 30,000 circ.
- **Firehouse.com E-blast**: January 31, 2009; 60,000 circ.
- **Expert Network E-blast**: January; 2,000 circ.

**TOTAL CIRCULATION: 407,060**
“FOCUS” HOME FIRE SPRINKLER SUPPLEMENT

HFSC developed a 16-page magazine supplement with feature stories and testimonials highlighting fire departments that utilize HFSC educational material to implement successful educational programs, while also listing fire departments enrolled in the BFLFD Program. FOCUS was inserted in the March issue of FireRescue Magazine so that readers could remove it, refer to it and share it with others. It was also inserted in the BFLFD Kit and distributed at various fire service conventions. It included the following articles:

- Arizona fire district uses fire and sprinkler burn demonstrations
- Florida Realtor lives in home with sprinklers
- List of HFSC free materials
- States and local jurisdictions offering home fire sprinkler incentives
- Feature story about Fire and Sprinkler Burn Demonstration Kit
- Single mom’s battle with local water purveyor
- Listing of all Built for Life Fire Departments

HFSC promoted the BFLFD Program and new Fire and Sprinkler Burn Demonstration Kit at the NFPA, National Association of State Fire Marshals (NASFM) and Fire-Rescue International (FRI) conventions. HFSC had a 20 x 50-foot booth at FRI that featured a new version of the “Built for Life” game utilizing video clips from the material. Ron Hazelton hosted the game. Participants who answered correctly could spin the wheel for a chance to win a Flip video camcorder, HFSC thermos or portfolio bag. One 8 x 8-foot sprinklered fire and sprinkler burn demonstration room was displayed inside the booth for visitors to view. Segments from the new video also played within the booth. More than 300 leads were collected.

One sprinklered room from a fire and sprinkler burn demonstration was on display at FRI so visitors could see how the fire sprinkler system was installed and how the room was set up.
BUILT FOR LIFE FIRE DEPARTMENT KIT EVALUATION

A survey was sent to each fire department who signed up for the Built for Life Fire Department Program requesting feedback about the Built for Life Fire Department Kit, each component, the fire departments’ plan to use the material and how.

TOTAL RESPONDENTS – 228

1. Have you looked through the BFLFD Kit?
   Yes – 95%    No – 5%

   Approximately how much time have you/others in your department spent reviewing the contents of the Kit?
   More than 30 minutes – 70%    20-30 minutes – 14%
   10-20 minute – 7%    Less than 10 minutes – 9%

2. Would you recommend the BFLFD Kit to other fire departments that want to begin or increase a local home fire sprinkler education outreach effort?
   Yes – 93%    No – <1%    N/A – 6%

3. Did you watch the DVD with video instruction for how to build fire and sprinkler burn demonstration units?
   Yes – 80%    No – 20%

   The DVD clearly illustrated how a fire and sprinkler burn demonstration unit can be constructed by our fire department.
   Yes – 98%    No – 2%

   The DVD will help us make educational messages a key part of public fire sprinkler presentations.
   Yes – 97%    No – 3%

4. Have you reviewed the Guide, which is located on the CD?
   Yes – 90%    No – 10%

   I learned new information by reading the Guide.
   Yes – 90%    No – 10%

   The Guide contains enough information that my department can readily conduct a fire and sprinkler burn demonstration with educational messages.
   Yes – 95%    No – 5%

5. Do you expect to use HFSC’s BFLFD Kit in your department’s home fire sprinkler educational outreach efforts in the coming year?
   Yes – 95%    No – 5%

Please check all of the following that apply:
   126 (55%)    a. I/we plan to present a fire and sprinkler burn demonstration
   131 (57%)    b. I/we plan to work with local media outlets to promote home sprinklers
   169 (74%)    c. I/we plan to use the materials in October during Fire Prevention Week/Fire Safety Month
   102 (45%)    d. I/we plan to use the guidance to gain local sponsors for our efforts
   17 (7%)      e. We were going to purchase a sprinkler demonstration trailer, but now we will build fire and sprinkler burn demonstration units instead
   57 (25%)    f. We plan to seek AFG Fire ACT Grant funding to promote home fire sprinkler education in our community

Do you plan to use the Built for Life Fire Department decal that came with the Kit to signify your department’s support of home fire sprinkler awareness?
   Yes – 193 (85%)    No – 30 (13%)

   Please indicate how you will use the decal:
   89 (39%) Place the decal on the door or window of the fire station
   79 (35%) Place the decal on the window of a department vehicle
   5 (24%) We would use more decals if we could obtain them at low cost

As a nonprofit organization, HFSC is not able to provide BFLFD caps for every member of every Built for Life Fire Department. However, we recognize that these caps are very popular. If HFSC were able to produce these caps and offer them to Built for Life Departments at a low cost, would you/your department be interested in purchasing them?
   Yes: 12%    No: <1%    Possibly: 48%

HFSC has developed new, portable, 7-ft. tall pull-up banner displays that provide a colorful illustration of home fire sprinkler information. They are useful for exhibits, open houses, and other public events. If HFSC were able to offer these displays at a low cost, would you/your department be interested in purchasing one?
   Yes: 38%    No: 12%    Possibly: 50%

More than 1,200 U.S. fire departments have joined the Built for Life Fire Department Program to date. Only departments that agree to begin or to increase a home fire sprinkler educational effort may be recognized as Built for Life Fire Departments. Please answer the following questions about this national distinction for your department:

The Built for Life Fire Department distinction is important to me/my department
   Yes: 96%    No: 4%

The BFLFD Program has motivated me/my department to educate about home fire sprinklers
   Yes: 94%    No: 6%

HFSC should continue the BFLFD Program in order to increase the number of fire departments working to raise awareness about home fire sprinklers
   Yes: 99%    No: 0%
CONSUMER MEDIA REACH MILLIONS

The “New Fire Safety Web Site Your Child Should See” (Sprinkler Smarts) matre release resulted in 69 print placements and 30 online placements with a total circulation of 1,417,835.

The “Home Fire Sprinklers: They’re Not What You Think” matre release resulted in 42 newspaper placements with a circulation of 1.6 million and 372 online placements with site audiences totaling 13,357,651.

Here’s a sample of some of the consumer publications that published HFSC stories or cited HFSC as a resource:

- **WZZM 13 Western MI (ABC)**: “Demonstration Shows Effectiveness of Sprinklers in Home,” March 16th.
- **The News-Herald (Northern Ohio)**: Article in newspaper and online with video clip and photo gallery.
- **FOX 17 WZTV Nashville**: “Firefighters Demonstrate Sprinkler Safety,” May 20th. Includes interview with Shane Ray.
- **WBZ – Boston**: “Sprinklers Save Lives, At What Cost?” May 27th, coverage from Plymouth fire and sprinkler burn demonstration.
- **WHDH-TV – Boston**: “National, State and Local Fire Officials Held a Demonstration Showing the Importance of Installing Residential Sprinklers Systems,” May 28th, coverage from Plymouth fire and sprinkler burn demonstration.
- **PatriotLedger.com – Quincy, MA**: Coverage from Plymouth fire and sprinkler burn demonstration, May 28th.
- **Mirror – Royal Oak, MI**: “Sprinkler Systems Can Help Save a Home,” May 29th.
- **This Old House**: (circ: 950,000) “Home Fire Sprinklers, The Ultimate Protection Against Getting Burned,” December 2008.
- **Naperville Sun**: (circ. 15,897) “Burn Demo Offered Today,” July 17, 2008.
- **Daily Herald**: (circ. 29,100) “Hot Training.” Photo of Chief Figolah at the Winfield fire and sprinkler burn demonstration, July 18, 2008.
Here’s a sample of some of the trade publications that published HFSC stories or cited HFSC as a resource:

- **Sprinkler Age**: “Architects Can Earn Professional Credit with HFSC Online Course” April 2009.

- **FPC/Fire Protection Contractor**: (circ. 2,700)
  - “Home Fire Sprinkler Coalition (HFSC) Hits the Ground Running in Second Decade,” June 2008


- **Sprinkler Age**: (circ. 3,734) May 2008:
  - “The Green Difference, HFSC Promotes Residential Fire Sprinklers and the Environment”
  - “HFSC Receives Federal Grant, HFSC Goal to Increase Fire Service Sprinkler Education Efforts by 10 Percent”
  - “Homebuilders Go Green, As Interest Grows, More Builders Seek Home Fire Sprinklers”
  - “IAFC Announces Support for Residential Sprinklers”

- **Sprinkler Age**: (circ. 3,734) June 2008:
  - “Association News”
  - “President’s Report”
  - “National Television Show Features BlazeMaster, Wayne Automatic, Segment Shows Environmental Benefits of Residential Systems”
  - “Renowned Education Featured at Industry’s Largest Tradeshow, Over 30 Seminars Offered at 2008 AFSA Convention & Exhibition in Nation’s Capitol”

- **IAFC On Scene**: (circ. 12,000) “Sprinkler Corner,” June 15, 2008 and July 1, 2008.


- **Sprinkler Age**: (circ. 3,734) August 2008:
  - “Ron Hazelton, 2008 Fire Sprinkler Advocate of the Year”
  - “October is Fire Safety Month”
  - “HFSC Produces Burn Demonstration Kit for AHJs”
  - “The Tide Has Turned” HFSC listed as resource


- **Firehouse Magazine**: (circ. 71,265) August 2008: “Time to Stand Up and Be Accounted For”

- **Sprinkler Age**: (circ. 3,734) October 2008: “HFSC Helps Students Understand Fire Sprinklers”


- **FPC/Fire Protection Contractor**: (circ. 2,700) “NFPA Campaigns for Home Sprinklers” and “Ron Hazelton was honored by AFSA,” December 2008


- **Building Online**: “Architects Can Earn Credit Taking Online Course,” February 18, 2009, March 5th update.

- **MichiganFireService.com**: “Is Your Department Built for Life,” February 26, 2009


- **Sprinkler Age**: “Architects Can Earn Professional Credit with HFSC Online Course,” April 2009.

THE HFSC VIRTUAL SPRINKLERED HOUSE

HFSC developed a comprehensive animated three-dimensional interactive tool that illustrates the components of a 13D home fire sprinkler system installed in a single-family home. The tool allows the user to view the components behind the walls of the home and find out why sprinklers are needed, how they work and learn how they can save costs through trade-ups.

The program includes:
- Why Residential Sprinkler Systems Are Needed
- What Are Home Fire Sprinkler Systems
- Residential Fire Sprinkler Activation
- Installing Residential Fire Sprinkler Systems
  - Planning for Sprinklers
  - Stand-alone Systems
  - Combined Systems
  - NFPA 13D
  - Water Supply
  - Types of Sprinklers
- Residential Fire Sprinkler Systems Maintenance

Click on the following link to explore the HFSC Virtual Sprinklered House:

http://www.homefiresprinkler.org/videos/Virtual-Sprinklered-House.html
HFSC BUILDER 3D VIRTUAL HOUSE SURVEY

E-Blasts were sent through BuilderNews (65,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. The program is designed to help members of the homebuilding industry understand the design and installation of a home fire sprinkler system and NFPA 13D.

Total respondents – 125

1. This presentation improved my knowledge of home fire sprinklers.

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2. This presentation helped me understand how home fire sprinklers work.

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3. This presentation helped me understand how home fire sprinklers are installed.

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4. I found this presentation to be interesting and worth watching.

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5. I am more likely to recommend sprinklers after watching this presentation.

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SURVEY COMMENTS

We have just had our first request for an in-home sprinkler system. Looking forward to learning more.

Ron Grizzard
Frank Batson Homes, Inc.
Nashville, TN

I am working on two projects that I will recommend the sprinkler system: one in Asheville, NC, and the other in Colorado. I don’t think I will be building them but will spec the system. Thanks for the update.

Ken Pieper
Ken Pieper and Assoc. LLC
Evergreen, CO

A very informative production.

Erline Megariotis
Sun General Contracting
Richmond, VA

Good presentation. Very thorough.

Norm Kerr
Paul Davis Restoration of Lake County, IL
Lake Forest, IL

Great presentation!

Parks Wilson
Oviedo, FL

Great video!

Therese M Baer PE
Baer Engineering & Environmental Consulting, Inc.
Austin, TX

Having been a fireman for 25 years and a builder. I have always been a proponent of sprinklers in the home. The new systems are finally getting the recognition they deserve.

Steven Inkel
Diversified Builders and Design
Bemidji, MN

I am General Manager for a modular manufacturing company. I have no doubt residential sprinklers will become standard within 3 to 5 years. The presentation, although good, is not geared to helping me with all of the issues involved in shipping residential components in a package consisting of sometimes 2 or more modules. Still very helpful.

Ramon Sanchez-Vinas
Professional Buildings Systems
Mt. Gilead, NC

I am going to forward your information to a potential customer of mine who is also a firefighter.

Todd Reiber
Affordable Home Builder, LLC
Rathdrum, ID

I had’t considered home sprinkler systems whossoever, but seeing these videos helped me realize the benefits, the ease of installation, and effectiveness of such a system. It also gives me a strong item to provide to my customers and would reflect on the quality of my homes, and more importantly, convey that I am indeed interested in my customers’ families and their safety. One thing that I would recommend for your videos: add subtitles for the deaf and hard of hearing, and for people watching the videos in a noisy environment or in a place where they cannot have the volume on at the moment.

Tim Chambers
Chambers Construction
Purcellville, VA

I have built two townhome buildings and have one more to construct this year. All are permitted with fire sprinklers. I have had problems with the flush head covers staying installed. I would be interested in information on decorative head covers.

Kelly J. Thomas
J Thomas Custom Homes
Denton, TX

I have had many single individual clients wanting to build a custom home as opposed to buying a tract home from a builder. Due to cost considerations, many did not want to install a NFPA 13D system unless absolutely required by fire code based on square footage. I strongly believe in fire protection and your presentation will further help me to persuade my clients to seek a Fire Protection Engineer during the initial stages of design even if a 13D system is not absolutely required by the code.

John R. Hamilton
Hamilton Civil Engineers
Las Vegas, NV
I would like to see the demo when the combined system is added to the Web site. I have kept up with the discussion on sprinklers for quite some time, so most of this information is not new to me. No earth-shattering, new information is presented that would change my mind about adding sprinklers. From my research the actual cost of the installed system is still too low, the cost of the water meter is not accounted for and I cannot receive added savings in the development if I add sprinklers.

Jim Zengel
Zengel Homes
Dayton, OH

I’m not a fan of mandates of government entities regarding fire sprinklers nor do I care for the installation “union” that ensures expensive installation costs. I’m a mechanical engineer and I object to installers that are imposed on me because they have some “certification or state licensing.” I don’t have a problem with the product if my customers want it and I can provide it at a reasonable cost. The customer should be able to determine the value, not government.

Douglas O. McCarter
McCarter-Moorhouse Co., Inc.
Boise, ID

It took me a little while to figure out how the video presentations worked. Try to make it more intuitive.

John Dorr
DomA Architects, Inc.
San Rafael, CA

Interesting presentation, thanks. I’m always looking for new ideas to introduce to clients.

Stephanie Moore
Andover, MA

I was already aware of sprinklers from previous commercial work. We have considered using them for homes, but have not done that yet.

Jeffery Wolf
Jeffery M Wolf General Contractor, Inc.
St. Petersburg, FL

Interesting.

Jim Kahmann
Bold Homes Inc.
Union, KY

I will share this video to help educate others to the importance of residential sprinklers.

Dane Twichell
Culver City, CA

Nice video, great for homeowners and contractors especially.

Alan Felder
Felder Group Architects, Inc.
Austin, TX

Seems like a much easier system, I just had a commercial system installed and it was much more difficult.

Andrew Clark
Clark Superior Builders Inc.
Conroe, TX

Since we are in the Sierra Nevada Mountains and freezing is an issue, I would appreciate more info on sprinkler systems that need to operate in freezing climates.

Bruce Massie
Creative Kitchens & Baths
Tahoma, CA

The presentation is educational and promotes awareness of home fire prevention for homeowners that are reluctant to install fire protection in their homes.

Roger M. Nite
Building Solutions Group
Los Angeles, CA

The presentation is helpful and will be useful to show my clients.

Edrick vanBeuzekom
EvB Design
Somerville, MA

The video was fine. Where I checked less than 5, it was because I already knew it.

Ken Schumacher
Schumacher Construction Co. Inc.
Great Barrington, MA

Things I didn’t know!

Richard J. Coleman
Fredericksburg, VA

This should be promoted on television. The potential to save lives is tremendous.

Brian Parker
Tabernacle, NJ
Very informative presentation.
Roger Cerasoli
Keystone Design Associates, Inc.
Sharpsburg, GA

Very informative presentation. All aspects covered.
Dennis Anderson
Andercos
Canon City, CO

Very interesting. The video was a little fuzzy, but very informative.
Bryan K. McCoy
Turnstone Development
Gilbert, AZ

Very interesting ... thanks for sharing.
Justin Bailey
CONSERVE Electrical Supply Corp.
Long Island City, NY

Very well done. I will keep this link to pass on to clients.
Robert Shaffer
Minneapolis, MN

I like the product. I am just concerned how this system, in an already tough market, will have a positive outlook, when it will be adding cost to jobs that are already over budget based on consumers’ opinions.

I did not know that fire systems could be made of PVC, or how easy it might be to install them.
G. Curtis
Wildcat Company, Inc.
Pinole, CA

We have been installing sprinklers for years, some because of local code, others to address local fire companies. This was a good presentation for someone with little or no knowledge of sprinklers. I have on the other hand lived through the Omega head recall and also with a subsequent issue with Sinju heads and antifreeze, all in all not so great experiences. We have built over 500 homes with sprinklers.

We just installed our first sprinkler system in a full-gut renovation in Cambridge, MA. We are strictly a remodeling company, so our sprinkler opportunities are few.
Greg Antonioli
Out of the Woods Construction
Arlington, MA

Would like materials pertaining to this.
Jim Gruver
James Gruver Construction, Inc.
Hutchinson, KS

You just added significant cost to building a new home in an industry that cannot afford to add options to house that the customers see no value in. We use 80% wells in our market making the system even more cost prohibitive. You also hide the statistics of the number of people who die in homes built code since 1980. Thanks for the help.

Jeff Doyle
Brighton, MI
FIRE SERVICE 3D VIRTUAL HOUSE SURVEY

E-Blasts were sent through FireHouse.com (60,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. The program is designed to help members of the home building industry understand the design and installation of a home fire sprinkler system and NFPA 13D. Members of the fire service are encouraged to use the program as a teaching tool. The animation includes all components of the sprinkler system installed in a single-family home.

Total respondents – 752

1. I will use this presentation to improve people’s knowledge of home fire sprinklers.
   - 57% 5 Strongly Agree
   - 33% 4
   - 9% 3
   - 1% 2
   - >1% 1 Strongly Disagree

2. I will use this presentation to help people understand how home fire sprinklers work.
   - 62% 5 Strongly Agree
   - 31% 4
   - 5% 3
   - >1% 2
   - >1% 1 Strongly Disagree

3. I will use this presentation to help builders understand how home fire sprinklers are installed.
   - 44% 5 Strongly Agree
   - 33% 4
   - 18% 3
   - 4% 2
   - 1% 1 Strongly Disagree

4. I found this presentation to be interesting and worth watching.
   - 70% 5 Strongly Agree
   - 25% 4
   - 4% 3
   - 1% 2
   - 0% 1 Strongly Disagree

5. I will recommend that builders watch this presentation.
   - 67% 5 Strongly Agree
   - 25% 4
   - 7% 3
   - 1% 2
   - >1% 1 Strongly Disagree
SURVEY COMMENTS

I have never really understood the concept of sprinklers in the residential structure, but after taking the tour it was an eye-opener that makes me a believer. Being a firefighter and a contractor, it provides security and safety to the homeowners and makes the firefighters’ job a lot safer.

Kyle Rowe
Pleasant Township Fire & Rescue/ K & R General Services
North Manchester, IN

As Planning Coordinator in a town with a sprinkler ordinance I find it useful anytime a new presentation or information regarding sprinkler systems becomes available. I will forward this to the Planning Board members for them to view also. I only viewed the Local Officials part of the videos.

Nic Strong
New Boston, NH

Good presentation. I will try to post it on our Web site.

Stephen Leinhoff
Norwich Fire Department
Norwich, VT

A well-presented video. Although, as a volunteer fire department, we don’t get the opportunity to do fire prevention as much as we should. I will use the video as often as I can. Thanks.

Rick Sauer
Liberty Fire Dept.
Liberty, NY

As the manufacturer of a demonstration sprinkler trailer and a parent of three boys under the age of five, I am passionate about sprinkler protection. Our new home addition will include a home sprinkler system, along with a retrofit of the existing house. Please forward my comments to a marketing individual so I may help promote this to my fire department customers. Thanks.

Anne Degre
Mobile Concepts by Scotty
Mt. Pleasant, PA

Great information for the homeowner. I am strongly considering getting into the home sprinkler system installation business and your information is a great tool to explain the basics. Keep up the great work!

Stephane Lagrandeur
GSFD
Hanmer, ON

Good presentation, very easy to understand. It would be a good tool to use.

David J. Holovack
Peters Township Fire Department
Canonsburg, PA

Excellent source of information for homeowners. However, NFPA 13 needs to be referenced for the actual builders for specifications.

Natalie T. Morrow
Mammoth Lakes Fire Dept.
Mammoth Lakes, CA

Great presentation. I will use it every chance I get. It will answer a lot of questions that the public has and show the importance of sprinklers.

Michael T. Martin
Orion Township Fire Department
Lake Orion, MI

Anything that can be done to “educate” the construction industry is definitely in our favor. Maybe this presentation will encourage them to take a step back and join us rather than fight us. Sprinklers save lives for minimal dollars. The construction industry is more interested in profit and aesthetics than lives.

Michael Bradford
Upton Fire
Upton, MA

Excellent tool to assist in the promotion and need for residential sprinklers. I am 100% sold on the need and value of sprinklers in not only residential settings but in all buildings.

Randy Williams
City of King Fire Department
King, NC

Good programs. I will use them during Fire Prevention Week.

Richard Meadows
Kenney FPD
Kenney, IL

Great solution to the “Hollywood” display of sprinklers. The public needs to be educated – they are easily led to believe whatever they see on TV and in the movies; i.e. “all of the sprinklers in a building activating during a fire; cars blowing up after being involved in a simple MVA. I’m glad someone moved forward and did this presentation.

Vance Duncan III
City of Eire, Bureau of Fire
Erie, PA
Having worked in one of the first towns to require residential sprinklers, I always knew there was a need for a tool to show all sides, what exactly are residential sprinklers and how they work, all of which wasn't too technical.

Sobot Stiloski
Avon, NJ FD
Avon-by-the-Sea, NJ

Hi. I am a Fire Marshal/Fire Safety Officer with the responsibility for our home sprinkler strategy. Your site is often recommended to members of the public as we develop ours.

Russell Postlewaight
New Zealand Fire Service
Wellington, NZ

I am also on the Planning Commission in town and have long advocated sprinkler systems. This presentation will help a lot.

Robert Pierson
Old Lyme, CT

I am with the County Fire Marshal's Office. We have very few areas in the unincorporated county that have domestic water supply other than wells. However, we do believe in the residential sprinkler concept, but by current Texas law we cannot force builders to install them.

Bob
Dallas County Fire Marshal's Office
Balch Springs, TX

Home sprinklers should be federal law!!!

Dennis Gifford
Lumberton Fire & EMS
Lumberton, TX

I can see where the sprinklers help in an urban home. What can be done for a rural home that often loses power and hence water pressure when a fire occurs? Also, can you explain if there are any plans or procedures to retrofit an older existing home? These are two things I didn’t see in your presentation. Although, I do live in a rural area and only have access to dial-up internet, so I hope you can appreciate the time commitment here.

Steven G Berrier
Unemployed volunteer firefighter
Roanoke, IN

I do not think having to show builders how sprinklers are installed is nearly as important as teaching homebuyers why they need to be installed. If homeowners are willing to pay for it, builders will figure it out.

Richard D. Gundert
Manassas, VA

I only wish builders (and insurance companies) would really sit down and take a serious look at this. With the allowance of PEX and other flexible plumbing for this application, the cost increase would be negligible. Such a tragedy.

Aron Howlett
Lindstrom, MN

I love the concept of home fire sprinklers and wish I had known more about them when I built my house 12 years ago. I think they will make my job as a fire officer easier in the future as their use becomes integrated into new homes. Thank you for all your efforts in this arena.

Carl Hein
Ann Arbor Fire Department
Pinckney, MI

I think they are a great idea, especially with all of the lightweight construction practices in homebuilding. There are a lot of misconceptions in the world about sprinklers. The video quality could use some improvement. It had great content though. I cannot wait for my thermos! I will use it at the firehouse.

Brian Shields
Johnson County Fire District #1
Olathe, KS

I will post a link to this on my Facebook page and “Cause” that I created to promote sprinklers. Thanks!

Patrick Bradshaw
Richland County Fire Marshal’s Office
West Columbia, SC

I wish that this product was around years ago as it should be a standard requirement in all new-home construction. Just think of how many lives can be saved.

Robert Bierman
Papillion Fire Department
Papillion, NE

I believe this presentation is more geared for the homeowner than builders. Local building codes, cost, and politics drive the need for sprinkled homes. Although I fully agree that homes should be sprinkled, I believe that builders have to have an incentive, certain clientele or be made to provide this service in their homes.

Robert Carmichael
Winchester, KY
I would like to use this for our department training. If you have any training props to donate, please let me know. Thank you.

Dal Leck
WRFD
Hayden, CO

I am considering using the countdown video for our Fire and Life Safety Open house. This is an issue currently as they are trying to remove the Sprinkler requirements within our State Code R2 & R3 buildings. We will learn what the Commission decides on August 4, 2009. As a Public Educator, I know this is an uphill fight in the State of Indiana, however, I am willing to work on it.

Elizabeth Gulley
Sugar Creek Twp. Fire Department
New Palestine, IN

Is the program available as a continuous play CD? I would like to get it onto our local cable TV channel as I have done with your other CDs.

Albert Mignone, Fire Inspector
Scarsdale Fire Department
Scarsdale

It’s too bad we’re not further along with residential sprinklers in this country in new construction – yes, it adds cost to the home but the savings in damages due to fire/smoke/water versus firefighting operations far outweighs the initial outlay. At least in my humble opinion.

Michael M. Tallman
Spencer, MA

Most people I have talked to about residential sprinkler system are more interested in a combination system to eliminate the need for a back-flow device. Some info on that kind of system would be nice. And the meter size if no back-flow device was needed would also be helpful.

Tim Carpenter
Netarts-Oceanside Fire District
Netarts, OR

Our group has endorsed the use of sprinkler systems in all new-home construction. This presentation will be shared with many local elected officials in our county.

Robert Callen
Lawrence County Regional COG
McMurray, PA

Thank you for creating these presentations. I have shown my children this information as well. We are a fire family and this was very well presented. I did not receive the email until today from Firehouse.com. I hope my survey responses count anyway.

Deborah Broyles
Cedar Hill, MO

Thanks. As an instructor in fire technology I can use videos like these to educate the students on the importance of sprinklers, and in turn they will sell the ideas to the public. Great stuff.

Marty Walsh
San Diego Miramar College
Lakeside, CA

The presentation is very good. It will greatly improve the public’s perception of sprinklers. Many people think sprinklers activate just like the movies. This explains and shows that it will most likely be only one sprinklerhead that activates. Hats off to everyone that worked on this!

Joe Popolo
Berkeley Heights, NJ

The Web site is informative and easy to follow. All of the resource materials are up to date and easy to follow. This may help get past the hurdles presented by builders, who in my experience have formulated an opinion simply based on their perception of cost factors and not on fire safety or the actual savings to a homeowner who has a fire.

Herbert Slack
Bristol Fire Company
Bristol, PA

This is a great idea. Our state is considering legislation requiring home sprinkler systems in the next few years, so I think this information will be very useful for me.

Amy Schultz
Zephyrhills, FL

This is the best presentation on residential sprinklers that I have seen. Thanks very much!

Eugene Sechler
Employers Mutual Casualty
Akron, OH

Will you please send me a DVD copy of the presentation? Thanks.

Capt. David Fornell
Casstown Fire Dept.
Casstown, OH
This presentation needs to be shown on the Discovery Channel, mentioned on all the housewives/moms TV programs (Oprah) to better educate them on the importance of home sprinklers so that they can push the Home Builder Association to install these. This group takes safety first over cost when making decisions on purchases that affect their family and their intelligence is underestimated by the Home Builder Association. This program will demonstrate to them how they have been misguided by the Home Builder Association.

Richard Edgeworth
Chicago Fire Dept.
Chicago, IL

This resource is extremely helpful. Being web based its availability can be readily disseminated and the material can be accessed easily. The key is to get the fire service to distribute the link through all available online avenues such as Web sites, e-mail list servers, friends and other organizations – not just fire service contacts, all personal contacts.

Robert J Davidson
Tinton Falls, NJ

This video series was fantastic. I hope to show it to my Fire Academy Instructors to use as a teaching tool.

Justin Kabis
Montegomery Twp. Vol. Fire Dept. #2
Skillman, NJ

I would like to get more info for the fire department to use in our community.

Phillip Draper
SOVFD
Streetman, TX

We live in a mobile home right now purchased from someone who had a sprinkler system put in due to a fire that destroyed their last home. We will be building soon and will be looking into adding a sprinkler system to our home.

Deborah Hice
JVFC
Carmichaels, PA

Very informative presentation on home sprinklers. The cost comparison between a non-sprinklered home and a sprinklered home was well done. This presentation should be given to every new homebuyer that is thinking of new home construction, along with the insurance benefits.

Michael Staton
Ingleside Fire Dept.
Ingleside, TX

Very informative. I wish it also covered retrofitting existing homes. I am concerned that the price mentioned for installation may be just a little low, once you consider each region and figure in design fees, but overall a great opening presentation. I feel builders will say that it is just more propaganda from “those sprinkler folks.” Will the disc be available from this presentation?

Phil Elliott
Camden Fire Department
Camden, SC

Very informative and easy to follow! This flows very smoothly and keeps your attention! It is formatted so someone with little knowledge and understanding will grasp the concept with ease, but not boring the skilled person at the same time!

Daniel Finn
Ridgefield, CT

Very valuable information. I believe it will help in educating the public of the value of a sprinkler system in their residence.

Clarence Mills
Mills Electric LLC
Commerce Township, MI

Very interesting. I am on the board of our local fire safety council in a Wildland Urban Interface zone and we are always looking for ways to make living in this type of area safer for our residents and businesses. Also, more than a few of us have horse barns and other ancillary structures on our properties. If you could please send me some printed/CD’s info with the thermos, I would really appreciate it. P.S. I responded to your survey as soon as it hit my inbox. Thank you for all of your efforts.

Teri Faulkner
Magalia, CA

We just passed a residential fire sprinkler grant program to encourage installation and use of 13D systems. The Illinois General Assembly passed PA 095-800, giving fire protection districts specific authority to establish a grant program for 13D systems.

Tom Harnsberger
Carroll Fire Protection District
Urbana, IL

Where has this presentation been for the last 5-10 years? Is this presentation available as a DVD/CD?

Marvin Hawk
Penrhyn Engine and Hose Company
Middle Granville, NY
2009 INTERNATIONAL BUILDERS’ SHOW

The new 3D animation interactive educational tool was introduced at the 2009 International Builders’ Show, which was attended by more than 65,000 members of the homebuilding industry.

HFSC had a 1,500-square-foot booth in the main hall of the Las Vegas Convention Center. HFSC spokesperson Ron Hazelton hosted the interactive “Built for Life” game. If the builder answered the question correctly, they would play a slot machine to win a prize. Grand Prize: a 46” flatscreen TV. Second Prize: Kodak camera. Third Prize: canvas tool bags. Fourth Prize: HFSC baseball cap. Builders waited an average of 25 minutes in line to play the interactive game. While waiting, they watched the game and learned facts about home fire sprinklers.

NAHB 50+ BUILDING FOR BOOMERS AND BEYOND

To reach builders who specialize in housing for older active adults, HFSC sponsors the NAHB 50+ Housing Council Symposium. As a sponsor, HFSC received one-page ads in 50+ Housing Magazine (circ: 20,000) and HFSC was recognized as a sponsor throughout the symposium, received free booth space and set up a 10 x 10-foot booth.
Two new ads were developed to promote the new interactive educational tool.

These single-page, 4-color ads appeared in the following national builder trade publications:

**Builder**: January 2009 issue; circulation 139,435.

**Professional Builder**: January 2009 issue; circulation 120,613.

**Fine Homebuilding**: December/January 2009 issue; circulation 316,011.

**50+ Housing Magazine**: August and December 2008 issues; circulation 20,000 each.

**Residential Design & Build E-blast**: September 5, 2008; circulation 23,000.

**TOTAL CIRCULATION: 639,059**
HFSC promoted the “How to Sell a Home with Fire Sprinklers” educational brochure and had a booth at the National Association of Realtors Annual Meeting, attended by 25,000 real estate professionals. Ads promoting HFSC resources and the benefits of fire sprinklers ran in trade publications. More than 4,000 educational brochures were requested by these target audiences.

Single-page ads were placed in the following magazines:

**Realtor Magazine**: October issue; 1,120,871 circulation

**Realtor Show Daily**: distribution at NAR show; 25,000 circulation each day (4-day show)

**Realtor e-newsletter**: October and November e-blast to 500 top brokers

**TOTAL CIRCULATION**: 1,221,871

Over 5,600 HFSC Real Estate Brochures were distributed throughout the duration of the grant.
This full page, 4-color ad appeared in the National Agent’s Sales Journal magazine and online publications.

**National Agent’s Sales Journal**: October and November 2008 issues; circulation 50,000 each.

**National Agent’s Sales Journal E-blast**: March 27, 2009; circulation 400,000.

**TOTAL CIRCULATION: 500,000**
HFSC receives hundreds of comments via its Web site. Here is a sample of some of the comments:

I would like permission to use the videos from HFSC to place onto our education kiosks so that visitors can play them on demand. We may use them as a “background” video during tours to allow our guests to view them casually as they view the sprinkler exhibit in our museum.

James T. Edwards
Oklahoma State Firefighters Museum
Oklahoma City, Oklahoma

We are planning a residential forum for our residents and we would welcome any brochures or pamphlets that you may have to hand out. Several hundred are expected to attend.

Brad Holmes
City of Creve Coeur
Creve Coeur, Missouri

I viewed a video from HFSC and wanted to know if we can use it as a PSA on our local access channel here in Oak Park.

FF Ling
Oak Park Fire Department
Oak Park, Illinois

I am interested in this program to further my department’s knowledge, as well as the community’s knowledge. I am currently in charge of our yearly open house and would love to do a demonstration for them. Our open house draws in approximately 200 to 350 personnel from the community. If possible, can we get handouts for that many people?

Steven Hainey
Accokeek Volunteer Fire Department
Accokeek, Maryland

It’s great to see a company providing free training material for departments, since we have a limited budget as a volunteer department.

Michael R. Graves
La Center Fire Department
La Center, Kentucky

I watched your YouTube videos and this is an excellent demonstration. We are looking to have our first open house this year and I think this would be a great demonstration.

Randy Metzger
Goodwill Fire Company #1 – Germansville
New Tripoli, Pennsylvania

I am currently providing educational materials for the community, homeowners and development groups. I would like a Fire and Sprinkler Burn Demonstration Kit so I can incorporate it into my current campaign.

Maria Herriage
Goodyear Fire Department
Goodyear, Arizona

I gave out the literature/packets that I had. I know a homeowner who is a victim of a substantial fire, and I would to inform him via a packet.

Brendan J. O’Sullivan
Durham Fire Department
Durham, New Hampshire

Washoe County would like permission, if possible, to broadcast your “Now That You’re Living with Sprinklers” video on our cable government channel. We have received your materials in the mail and believe it may be a useful tool for preparing the public for upcoming code changes. The County has four fire districts that are also in support of broadcasting this material. Thank you.

Don Jeppson
Washoe County Building & Safety
Reno, Nevada

We are a very proactive fire department when it comes to preventing fires and minimizing property losses, and we feel this could be a great tool in that area. We also promote the use of residential sprinklers and have several private residences with them installed.

Gene Porter
City of Madison Fire Department
Madison, Georgia

I am trying to get as much information as possible to gear up for educating the public and builders on home fire sprinklers. Can your material be used for public viewing on our town’s local television channel?

Bobby Carmon
Oak Island Fire & Rescue
Oak Island, North Carolina

I would like to receive a few packets. I’m giving them out to some citizens who are about to build homes. Thank you.

Rebecca Jalbert
Dover Fire & Rescue
Dover, New Hampshire
I have been trying to educate our local home builders and politicians. Please let me know if you have anything that can help me get this important information across. I would be thankful for any help.

Deputy Chief Mark Dronet
Biloxi Fire Department
Biloxi, Mississippi

We are launching a local campaign that targets builders, promoting the idea of installing residential fire sprinklers in newly built homes.

Donald L Findeiss, Jr.
Findeiss Fire Protection
Zanesville, Ohio

Please send us the information regarding the live fire demonstration for our community. We would like to have this set up for our citizens to show the importance of fire sprinklers.

Scot Sabins
Union Fire Department
Union, Maine

We can add this information to our education trailer that is present at community events. Thanks.

Ray Eaton
Miamisburg Fire Department
Miamisburg, Ohio

We would like to incorporate this program into our existing classes and programs. Please send me information.

Monique Jordan
Fulton County Fire Department
Atlanta, Georgia

We are very interested in the kit in order that we can further educate ourselves and the community about fire sprinklers.

Brian Sipe
Spring Lake Fire Department
Spring Lake, Michigan

I really think that we could put these kits to good use.

Wayne E. Frye
Apalachin Fire Department
Vestal, New York

We have been handing out your Built for Life and Living With Sprinklers kits for the past two years at home shows and would like to do it again at this year’s show. Please send us the same number that we ordered last year.

Melissa Noel
Noel’s Fire Protection
Hagerstown, Maryland

This would be a great tool for our department and city.

Gerald C Vein
Grand Forks, North Dakota

Our fire department has had an uphill battle because of opposition by other city officials outside of the fire department. This is a great way to help turn the tide.

Kurt Velman
Ammon Fire Department
Ammon, Idaho

I have spoken with many members of the department. We are all looking forward to the opportunity to use this as an education tool for members of the community to help reduce the potential for loss of life and property due to fire.

Robert Vance
Mediapolis Fire Department
Mediapolis, Iowa

Very excited about this. We have been kicking around the idea of making a local residential fire sprinkler education push. I think this may be just the jump-start we need.

Eric Stracener
DeRidder Fire Department
DeRidder, Louisiana

Heilbronn Springs Fire Rescue is an all-volunteer fire department. Every school year we provide fire safety information to local schools, both public and religious. We do not have an annual budget and rely on an annual donation fund drive. We receive limited funds from Bradford County Commissioners.

Tony Spatafore
Heilbronn Springs Fire Rescue
Starke, Florida

I found out about the kits through FireRescue magazine.

Kenneth Clamer
Citrus County Fire Rescue

I would like to get some brochures that I can make available at upcoming events, mainly to start educating the public more about the systems.

John Dailey
Peachtree City Fire Department
Peachtree City, Georgia
We would be interested in the material for the demonstration of home fire sprinklers. Thanks for the opportunity and help!

Michael J. Irwin
Pocatello Fire Department
Pocatello, Idaho

I would love to have the kits to learn more about sprinklers and how implementation of them can affect a family in a time of need. I will be presenting a project about residential sprinklers in June at the Maryland State Firemen’s Convention and can use any information that you provide me with! After, since I am well educated on it, I plan to come up with some type of project and handouts to take to community events and spread the word.

Allison Mosley
Kingsville Volunteer Fire Company
Kingsville, Maryland

We would like the Public Education Kit as an additional resource to support our outreach program in prevention education. A major effort is partnered with the 2009 National Preparedness Initiative, which leads into the yearly fire prevention program.

Adam Talbot/Frank Palmer
Dryden Fire Department
Dryden, New York

What a great idea! Thank you for helping the fire service.

Daniel J. Cimini
Myrtle Beach Fire Department
Myrtle Beach, South Carolina

I was looking for a way to educate homeowners who have sprinkler systems about the systems and importance of maintenance.

Matthew J. Greenfield
Prince William County Fire Department
Prince William, Virginia

I would like to request 20 kits for our sprinkler program.

Tim Knisely
Centre Region Code Administration
State College, Pennsylvania

I think this would be a great thing to show the community. I will be doing a communitywide program in March and this would be great to show.

Mike Cooper
Wears Valley Fire Department
Sevierville, Tennessee

I am requesting the two above kits to replace the only two I had. I had a home builder inquire about installing residential sprinkler systems before they are required by code to obtain a competitive advantage in the market. Can you please replace these kits so that I may have kits to educate other home builders and organizations?

Andrew Thompson
Town of Shallotte Fire Marshal’s Office
Shallotte, North Carolina

I saw your ad in Firehouse Magazine and would like to enter our department for your “Built For Life Fire Department” program. My husband, our captain, and I have talked about starting a community training program provided we can obtain grant money to help us. Your offering of the fire and sprinkler burn demonstration unit would be a wonderful place for us to start. We live in a growing community, and it is our goal to educate the community on fire safety. Thank you.

Marci Crabtree
Claxton Community Volunteer Emergency Services
Athens, Tennessee

I have used these for over a year and leave one at each new house after final sprinkler inspection. This is the resource that I had been looking for for many years.

Jeff LaFlam
Northshore Fire Department
Kenmore, Washington

Please send 50 kits so we can distribute them to new homeowners and existing homes with sprinklers.

Dale Lyman
Greeley Fire Department
Greeley, Colorado

I would like to get a dozen of each of these to use for education. The last time I did a class, these kits were well received.

Patrick Bradshaw
Richland County Fire Marshal’s Office
Columbia, South Carolina
I would like to take this opportunity to thank you for such wonderful resources. I am in the process of developing the different programs for our Citizens Fire Academy and would love to incorporate the Fire and Sprinkler Burn Demonstration Kit and home fire sprinklers as one of the units for our nine classes. The Academy begins in the spring of 2009 and I wanted to begin developing this unit with the firefighters as early as possible. Again, thank you for such a wonderful coalition, resources and materials. I have provided our web person with the information from your site and hope to have it up and running shortly.

Linda Greenidge
Allen Fire-Rescue
Allen, Texas

A while ago, my department received a packet of handouts to distribute to homeowners of sprinklered properties. I would like to know how we could order more of these information packets. Any information would be greatly appreciated. Thank you.

David S. Pelonzi
Bourne Fire/Rescue
Buzzards Bay, Massachusetts

I am scheduled to present a seminar on home safety to the Wisconsin Hospital Auxiliary Association convention next Wednesday, October 8. I found your supplement in Fire Engineering magazine this morning. Can you get the Public Education Kit to me so I can use it?

Mark Weihing
Rock Springs Fire Department
Rock Springs, Wisconsin

I give the kits out to all builders who come into my office. Could I get a dozen more? Thank you.

Lieutenant Claude P. Laflamme

I was wondering about becoming a Built for Life Fire Department. Could you please send me all the information as soon as possible so that we may get started on this project? Thank you.

Keith Whitmire
Pima Rural Fire District
Pima, Arizona

We currently have no ordinances for adopting residential sprinkler systems, but I would love to make educational material available for the consumers to make an educated choice on sprinklers.

Pat McCarragher
Fairburn Fire Department
Fairburn, Georgia

In my opinion, the city council would not have passed this ordinance without the great brochures and videos made available through the coalition. All your materials are of top, professional quality and are full of the right information to educate the everyday person about residential fire sprinklers. The following is a press release detailing our ordinance. Thanks for all your help.

Mark Metdker
Celina Fire Department
Celina, Texas

I am performing a cost/benefit analysis on the fire and sprinkler burn demonstration that will be done by our department. Along with the general education materials, I really need as much information as I can get on this demonstration.

Chris Wray
Greensboro Fire Department
Browns Summit, North Carolina

Our fire department is a tribal department and we are attempting to have a residential sprinkler ordinance put in place for our tribal land. Thanks for any assistance or information you can help us with. We have attended the Fire Team USA conference for most of our materials. Chapel Hills Fire Department has also given us information and assistance.

Travis Climbingbear
Cherokee Fire Department
Cherokee, North Carolina

We want to send a copy of the “Now that You’re Living With Sprinklers” CD to our city’s homeowners that have systems. Is there a limit on how many we can receive?

Cathy Prudhomme
Colorado Springs Fire Department
Colorado Springs, Colorado

I would like to order a Fire and Sprinkler Burn Demonstration Kit to use for a Home Fire Sprinkler Media Event. Thank you.

Karen Jones
Washington State Fire Marshal’s Office
Olympia, Washington
My city has a couple new residential developments for which we required fire sprinklers. Is it possible to bulk order the “Living with Sprinklers” kits so we may provide them to our residents? Thank you.

Robert R. Rainey
Trout Brook Engine & Hose Company
Monroe, New York

For almost 40 years in the fire service, I have truly waited for a unified national program such as this.

Retired Captain R. Rainey
New York Fire Department
New York City, New York

My company is involved with public safety events and also has to do life safety inspections for businesses. I believe this full spectrum of information would benefit the whole public and us. Thank you for the information. Hopefully, this will get sprinklers in this area.

Robert Griffin
Natchitoches Fire Department
Natchitoches, Louisiana

I am having a safety fair in September where I will be promoting home fire sprinklers. Any information I can get to distribute would be wonderful.

Sean Barrett
Sioual Valley Fire and Rescue
Florence, Oregon

The College Park Volunteer Fire Department, which protects the citizens of the City of College Park, Maryland, and first due to the University of Maryland, is excited for and supportive of this program.

David Stacy
College Park, Maryland

I am in the process of setting up a fire prevention and education program within my fire department. I will be happy to incorporate your materials into this program.

David P. Derr
Mt. Vernon Fire Department
Mt. Vernon, Kentucky

We have linked your Web site to our fire department’s website.

Steve Pribulick
Wetumpka, Alabama

We would very much like to incorporate the Built for Life program into our fire prevention bureau’s public education efforts.

Steve Butsko
Perry Joint Fire District
Perry, Ohio

Could I get six of these as I have nine companies in the county and because three towns have passed ordinances that require sprinklers? We are trying to get the other six towns to do the same. Thank you.

John Rothrock
Brighton Fire Company
Tonawanda, New York

I would like to receive two copies of the DVD you send out with your “Public Education Packet.” I teach classes on residential fire sprinklers and gave away my last copies.

Joseph Kneidinger
City of Portland
Portland, Oregon

Can we get these CDs in bulk, like 100 or so to distribute to the public during our Fire Prevention week programs in October?

Bruce Osgood
Fire Company #2
Wyckoff, New Jersey

The deputy informed me the other day that he would like to submit a proposal for adopting the one- and two-family fire sprinkler ordinance that I had wrote to the select men. In conjunction with a PowerPoint that I put together, the Local Officials video will help sell the ordinance. We’ll see how it goes. Thanks again.

Joe Triolo
Hudson Fire Department
Hudson, New Hampshire
We are starting a new campaign designed to educate homeowners who already have fire sprinklers installed in their homes. We will be mailing a packet to each home in our database and would like to include the Living with Sprinklers kits as a part of the materials. I would like to order 300 kits, if possible.

Eric T. McMullen
Tualatin Valley Fire & Rescue
Tualatin, Oregon

I’ve been singing the praises of these for my entire career. Being able to pass out materials to back it up is fantastic! Thank you!

Shelly Lancaster
Tyger River Fire Department
Lyman, South Carolina