

HOME FIRE SPRINKLER GENERAL PREVENTION & AWARENESS CAMPAIGN



FISCAL YEAR 2006 FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT

July 27, 2007 - September 26, 2008



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 2006

Fire Prevention and Safety

Grant Summary Report

July 27, 2007 - September 26, 2008

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Since being established in 1996, the Home Fire Sprinkler Coalition (HFSC) has been a noncommercial and nonprofit public safety advocate with an exclusive focus on residential fire sprinkler education.

HFSC works in partnership with the fire service as well as local, state, federal and other organizations to increase awareness of residential fire sprinkler systems as a long-term strategy to cut fire deaths and injury rates. National fire loss data collected by the U.S. Fire Administration and the NFPA confirm the importance of improved residential fire protection: homes are where over 80 percent of all fire deaths occur. Increased understanding of sprinkler technology leads to more installations in one- and two-family homes, ultimately saving the lives of both residents and first responders for generations to come.

HFSC has become known as a vital and valuable resource, especially for the fire service. HFSC fills a critical need for unbiased information about residential fire sprinkler technology. In addition to being independent and noncommercial, HFSC is not a legislative advocate. Rather, HFSC strictly focuses on education and information, sharing its resources with all those who want more information about home fire sprinkler technology.

The Board of HFSC adheres to a disciplined process of strategic planning and implementation that guides all program and materials development. By targeting a wide range of audiences with tailored educational tools, HFSC ensures that damaging pockets of misinformation about sprinklers can be identified and resolved with facts.

While HFSC enjoys working relationships with a wide range of users, the fire service is by far HFSC's priority audience. This

special emphasis addresses the problem of lacking resources among the fire service by providing turnkey tools and guidance that can help virtually any department present educational information about home fire sprinklers to their community. Comprehensive printed and electronic materials are supplemented with downloadable materials on the Web. All are provided at no cost to the user.

HFSC OUTREACH

HFSC expanded its SprinklerSmarts.org educational Web site for students by completing programs and activities for middle school students. Prior to this grant, the site only included information for kindergarten through sixth grade students. This new section uses fun games to help students enjoy learning about fire safety and fire sprinkler technology. In addition to interactive learning games and a "Fact or Fiction" movie theater with video and animation from HFSC materials, the site also includes information and activity work sheets for teachers, fire department public educators and parents.

When it comes to fire sprinkler technology, simple education is not enough. HFSC research has confirmed that myths and other misinformation about sprinklers are damaging and lead to community decisions that may deprive the public of easy access to fire sprinkler protection for their homes. HFSC tracks and monitors sprinkler awareness and interest through its contacts and partners across the country. These valuable connections help to determine which groups are lacking factual information.

The broader homebuilding industry remains both an opportunity and a challenge. Lack of awareness and a collective anti-sprinkler stance by the homebuilding industry have combined to make it HFSC's next top audience after the fire service.

INTRODUCTION (CONT.)

HFSC presented an educational booth at the 2008 International Builders' Show, generating more than 1,000 leads. Builders visiting the HFSC booth could participate in an interactive and educational "Built for Life" game show. HFSC's booth and free educational material were promoted in industry magazines with a total circulation of 582,445. Members of the homebuilding industries and the fire service requested an impressive 7,712 "Built for Life" kits.

Real estate agents are a key component of the homebuilding industry and, therefore, are a key audience. HFSC presented a booth at the National Association of Realtors annual meeting and ran ads in *Realtor Magazine* with a total circulation of approximately 1.2 million. To target the important active adult housing sector of homebuilders, HFSC was a sponsor and had a booth at the National Association of Home Builders 50+ Symposium.

Also key to this broader industry are home insurance agents. HFSC reached this group with a booth at the Institute for Business and Home Safety showcase and reached over 470,000 with Agent's Sales Journal by placing ads in their magazine and sending out an e-blast.

Over the past few years, water purveyors have surfaced as one of the most important target audiences because lacking information within this critical segment can and does lead to negativity about fire sprinkler technology. HFSC began tracking local problems with high tap fees and other penalties, including a New Mexico water purveyor who was charging a \$5,000 fee per sprinklered single-family home. The unfair increase in these fees is typically related to a lack of understanding about a sprinkler system's water usage, backflow prevention, water flow requirements and metering. With its tremendous local power, the water supply segment simply must have access to the facts about home fires and home fire sprinkler technology.

To that end, a new educational brochure specifically for water purveyors was developed and made available to this audience, as well as to members of the fire service. The brochure was produced using information compiled from HFSC's recent survey of water purveyors, which confirmed a need for greater awareness of home fire sprinklers, and also from its testing of specific messages among water professionals during the 2008 American Water Works Association conference in June. Further, HFSC placed informational ads in AWWA national trade magazines with a total circulation of 90,043.

Local officials are another critically important target audience for HFSC. Feedback from the fire service shows that HFSC's educational material plays a primary role in helping upgrade local codes. In response to requests from the fire service, HFSC developed new guidance to support fire service interaction with, and education of, local officials. These tools are designed to address the problems that arise when key groups take a collective anti-sprinkler stance after local residential fire sprinkler decisions are made. The fire service needs to be front and center during these discussions to ensure that all those in leadership roles have the facts at hand. HFSC's new guidance information can be downloaded along with support material. To promote HFSC as a resource for residential fire sprinkler information, ads ran in national trade publications read by public officials including *American City & County* and *Governing* magazines, reaching a circulation of more than 165,500.

To ensure that the fire service is aware of the many resources that HFSC offers, ads are periodically placed in key national fire trade publications. A new testimonial ad was developed featuring Victoria DeVargas from Santa Fe County Fire Department. Victoria is a longtime user of HFSC material and in her testimonial she talks about how valuable the HFSC material has been in her educational efforts and how she uses it to educate homebuilders. This ad ran in *Firehouse*, *Fire Chief* and

FireRescue magazines, reaching a total circulation of over 200,000.

HFSC utilizes a wide range of methods to inform and engage the general public in the home fire sprinkler dialogue. HFSC's partnership with the Home Safety Council (HSC) provided a rare opportunity to reach a huge audience of parents and caregivers through *Good Housekeeping Magazine* in a special HSC supplement for Home Safety Month. In addition to the regular 26 million circulation, HFSC's ad also appeared in a special issue distributed to all members of the U.S. Senate and Congress and to customers at 1,400 Lowe's stores. HFSC ran additional sprinkler education ads in *Parenting* and *Better Homes & Gardens – Beautiful Homes*, reaching another 2.5 million.

More than 450,000 television viewers learned about home fire sprinkler systems by watching coverage of HFSC's national satellite media tour (SMT) which featured Ron Hazelton, a media veteran best known as the home improvement editor for ABC's *Good Morning America* television show. The hook for the SMT was a side-by-side fire and sprinkler burn demonstration where two rooms were simultaneously set on fire. Only one was protected with a fire sprinkler. This dramatic approach netted HFSC 14 interviews with TV stations around the country.

HFSC also distributed a matte release for print and Web media to promote HFSC's children's educational Web site SprinklerSmarts.org. The release resulted in 69 print placements and 30 online placements with a total circulation of approximately 1.42 million.

In response to fire service requests, HFSC translated key materials into Spanish and printed 10,000 copies for fire department use. These include the "Protect What You

Value Most" brochure, as well as the "Living with Sprinklers" riser hangtag and animated flash fire timeline. All three are also available as free downloads on HFSC's Web site.

HFSC's Web properties help achieve its mission cost-effectively, making it possible to provide timely information at no charge to the fire service and all target audiences. HFSC updated its main Web site (HomeFireSprinkler.org) with all new material developed through this Grant Award. The Web site averaged 529 unique visitors per day, who spent 5:29 minutes per visit.


HFSC conducted an evaluation of the HFSC Public Education Kit with members of the fire service. Ninety-three percent said the kit met or exceeded their expectations. Based on verbatim comments, the kit appears to have a positive impact on increasing awareness and usage of home fire sprinkler systems.

FIRE SERVICE PROGRAM

Two full-page testimonial ads were developed to inform the fire service about how other fire departments use the HFSC material and to promote HFSC as a resource with free educational information. Joe Triolo, Hudson Fire Department, New Hampshire, and Victoria DeVargas, Santa Fe County Fire Department, New Mexico, were chosen because of their history of ordering and using HFSC materials.

"HFSC residential fire sprinkler programs are user friendly"

Victoria DeVargas, Santa Fe County Fire Department, New Mexico



"HFSC's educational programs have helped us inform many different groups because they are easy to use and understand."

"We keep a supply of the *Built for Life* builder education kits in our land use office. When we complete a development review, we always attach the kit with the review letter. One builder thought the information was so good, he wanted additional copies to give to his customers. For homeowners living in homes protected with fire sprinklers, we give them the *Living With Sprinklers* kit. We hand deliver the kit to homeowners when they move into their new homes."

"All of HFSC's videos and brochures are wonderful. They are easy to understand and keep people's attention. Our Web site has links to HFSC's Web site so it's easy for our visitors to find good information about home fire sprinklers."

HFSC has a variety of material to reach many audiences including homeowners, homebuilders, insurance agents, real estate professionals and students. The free Public Educator Kit has many tools public educators can use to enhance their programs including brochures, public relations material, fact sheets, public service announcements that can be localized and many other tools. For a free kit, visit HomeFireSprinkler.org.



HomeFireSprinkler.org

"HFSC materials are the most valuable sprinkler educational materials available..."

Inspector Joe Triolo, Hudson Fire Department, New Hampshire



"Home fire sprinklers are an excellent way to keep the public safe. I try to cover all my bases and educate everybody about them."

I use HFSC materials in Hudson because I like the quality. They're straightforward and readable. And, I can get the quantities I need, at no cost. That's important because we're trying to do more outreach with the same budget.

Reaching homebuilders is the first step. When a homebuilder submits a permit, I send them one of HFSC's *Built for Life* kits and a letter asking them to offer sprinklers to homebuyers. Many homebuilders tell me they like providing that protection to their customers.

But we need to educate children too, so when they become adults they'll want to install sprinklers in their own homes. I use HFSC's *Sprinkler Smarts* for our elementary schools.

No matter who your audience is, HFSC materials are the most valuable educational materials available to keep our citizens and firefighters safe. They help me in Hudson and they can help you in your town."

Order HFSC's free Public Educator Kit at HomeFireSprinkler.org.



HomeFireSprinkler.org

FIRE SERVICE

The full-page, 4-color testimonial ads appeared in the following national fire service trade publications:

- **Firehouse:** January & February issues, 92,000 circulation each
- **Fire Chief:** January issue, 52,000 circulation
- **FireRescue:** January & February issues, 50,210 circulation each
- **IAFC On Scene:** January 15th & February 1st issues, 12,500 circulation each

TOTAL CIRCULATION: 361,420 (gross)

COMMUNITY LEADERS GUIDANCE

LEARN THE LATEST ABOUT HOME FIRE SPRINKLERS



Home fire sprinkler systems are being installed in thousands of one- and two-family homes each year in communities throughout the country. This trend is the result of communities passing ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as an option.

Smoke alarms are important because they warn people when there is smoke. Fire sprinklers prevent deadly smoke and fire from spreading and allow families to escape. Each sprinkler is individually activated by heat. Typically, only the sprinkler closest to the fire will activate controlling the fire until the fire department arrives.

The non-profit Home Fire Sprinkler Coalition (HFSC) is the leading resource for independent information about residential fire sprinklers. HFSC develops a wide range of fire safety educational materials that are provided at no charge and can be downloaded or ordered on HFSC's Web site, HomeFireSprinkler.org.

HFSC BOARD MEMBERS

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
U.S. Fire Administration



The Built for Life education program is supported by the Fire Prevention and Safety Grant funding through the U.S. Department of Homeland Security.

HFSC completed a guidance to support the fire service in their efforts to educate local officials. The guidance includes a list of the educational material that can be used to help building officials and other local decision-makers understand the importance of home fire sprinklers. A new section of the Web site was developed specifically for the local officials target audience. Ads were developed targeting public officials promoting home fire sprinklers and HFSC as a resource. The full-page, 4-color ads ran in:

- **American City & County:** May issue, 80,500 circulation
- **Governing:** March issue, 85,020 circulation

Home Fire Sprinkler Coalition
Protect What You Value Most

Home Fire Sprinklers Protecting Your Community

LOCAL OFFICIALS

Local Officials Home
Insurance Discounts
How They Work
Fire Sprinklers Add Value
Harris® Interactive Survey
Advantages of Fire Sprinklers
Myths
Resources
Site Map
Contact
Press Releases
About HFSC

A Guide for Local Officials

A Growing Trend Nationwide

Home fire sprinkler systems are being installed in thousands of one and two-family homes each year in communities throughout the country. This trend is the result of communities passing ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as an option.

More Than 3,000 Lives Lost Every Year

The fire problem in the U.S. is overwhelmingly a home fire problem: 80% of all fire deaths in 2005 occurred in the home*. Any improvements in overall fire safety must be improvements in home fire safety, and no strategy has as much documented life safety effectiveness as installed fire sprinklers.

Homes Burn, Whether New Or Old

Few fatal home fires involve installed features of homes; they usually involve occupant actions and errors in combination with the vulnerabilities of products brought into the home. Expanded use of synthetic material along with other modern contents and furnishings provide a powerful fuel source.

Fire Sprinklers Make Up For Human Error

Fire sprinklers provide a level of protection that no other fire safety technology can offer. By responding to a fire while it is still small, sprinklers control the spread of deadly heat, flames and toxic smoke.

HFSC Board Members

[American Fire Sprinkler Association \(AFSA\)](#)
[Canadian Automatic Sprinkler Association \(CASA\)](#)
[Home Safety Council](#)
[International Association of Fire Chiefs \(IAFC\)](#)
[National Fire Protection Association \(NFPA\)](#)
[National Fire Sprinkler Association \(NFSA\)](#)
[State Farm Insurance](#)
[Underwriters Laboratories \(UL\)](#)
[U.S. Fire Administration](#)

HFSC education programs are supported by the Fire Prevention and Safety Grant funding through the U.S. Department of Homeland Security.



**Home Fire Sprinkler
COALITION**
Protect What You Value Most

CONSUMERS

- Consumer Home
- How Sprinklers Work
- Fire Sprinkler Facts
- Water Usage
- Frequently Asked Questions
- True Life Stories
- Brochures
- Videos
- Solutions Newsletter
- BUILT FOR LIFE
- Living with Sprinklers
- Sprinkler Smarts For Kids
- HFSC Español
- Site Map
- Contact
- Press Releases
- About HFSC

Home Fire Timeline – Español

CONSUMERS BUILDERS FIRE SERVICE REAL ESTATE AGENTS INSURANCE AGENTS LOCAL OFFICIALS

00:43

Cada 74 segundos se incendia una casa en los Estados Unidos.

rebovinar comenzar parar

Home Fire Sprinkler Coalition

This movie requires the Flash plug-in available for free from [Macromedia](#).

Conozca su SISTEMA DE ROCIADORES CONTRA INCENDIOS

CONOZCA LOS CONTROLES DE AGUA DEL SISTEMA

Si su casa tiene un sistema de rocio contra incendios, si se produce un incendio, los rociadores lo apagarán o controlarán. El sistema protege a su familia y a su casa contra el fuego los 24 horas al día.

En la mayoría de los casos, los sistemas de rociadores son abastecidos por la tubería de suministro de agua que surge a la casa. El sistema de rociadores se conecta al tubo de suministro de agua. En algunos sistemas, el agua pasa por la **válvula de control**. La válvula de control de entrada de agua se encuentra en la tubería que alimenta el sistema de rocio. La **válvula de control** abre y cierra el paso de agua. Algunos sistemas tienen características distintas o adicionales.

Al cerrar el suministro de agua de la casa, se cierra también el paso de agua a los rociadores.

Si desea más información, póngase en contacto con el instalador del sistema de rocio.



Desagüe principal/Prueba de inspección – Esta válvula se usa para hacer una prueba del sistema. Ver instrucciones al dorso.

La válvula de control puede estar aquí, o allí.

Válvula de control (No todos los sistemas la tienen)

Indicador de presión

Interrupción del flujo de agua (opcional)

Tubería del suministro de agua

Suministro de agua para los rociadores

Medidor del agua

Suministro de agua para la plomería

BUILT FOR LIFE

Home Fire Sprinkler Coalition

[HomeFireSprinkler.org](#)

PROTEJA LO QUE MÁS VALORA



BUILT FOR LIFE
Home Fire Sprinkler Coalition


[HomeFireSprinkler.org](#)

The “Protect What You Value Most” brochure, “Living with Sprinklers” hang tag and “Fire Timeline” were translated to Spanish. All are posted on the HFSC Web site. A new “Spanish Material” tab was added to the consumer and fire service public education sections of the Web site.

Ten thousand “Protect What You Value Most” brochures were printed and promoted to the fire service.



Introducing fire sprinklers to middle school students, HFSC developed the interactive Web site program "Sprinkler Smarts." The program teaches students about home fire safety and how fire sprinklers and smoke alarms keep them safe. Games reinforce what they learn. Tabs for parents, teachers and fire departments provide detailed activities and worksheets to support more comprehensive fire safety education. To ensure the new animation and activities were age-appropriate, HFSC conducted additional testing with students and teachers and tested students' understanding of the messages. The content was well received during the testing. Sprinkler Smarts can be accessed at www.SprinklerSmarts.org (at www.SprinklerSmarts.com, visitors will be linked to the .org site). The Sprinkler Smarts Web site also has links to the HFSC Web site www.HomeFireSprinkler.org.



What you don't see could save you.

Eight out of 10 fire deaths occur in homes. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

If you are building a new home, a fire sprinkler system is your best protection against fire. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house.

Home fire sprinklers are small and inconspicuous. Concealed sprinklers are mounted flush with the ceiling. They are also affordable, costing about the same as a carpet upgrade.

Protect your family. Choose the option that will make your home built for life. To learn more about the life saving benefits of fire sprinklers, visit HomeFireSprinkler.org or call, 1.888.635.7222 today.

BUILT FOR LIFE
Home Fire Sprinkler
HomeFireSprinkler.org

To reach parents of young children, older adults and people who plan to build new homes, HFSC ran informational ads in major magazines reaching more than 28 million readers. The magazines included *Parenting* and *Better Homes and Gardens - Beautiful Homes*. HFSC's partnership with the Home Safety Council (HSC) provided a rare opportunity to reach a huge audience of parents and caregivers through *Good Housekeeping* magazine in a special HSC supplement for Home Safety Month. In addition to the regular 26 million circulation, HFSC's ad also appeared in a special issue distributed to all members of the U.S. Senate and Congress and to customers at 1,400 Lowe's stores.

- **Parenting Magazine:** June issue, 2,182,197 circulation
- **Better Homes & Gardens – Beautiful Homes:** July issue, 400,000 circulation
- **Good Housekeeping – National Home Safety Month Special Supplement:** June issue, 26,000,000 circulation

TOTAL REACH: 28 MILLION

HOME BUILDER PROGRAM



2008 INTERNATIONAL BUILDERS' SHOW

HFSC had a 1,500-square foot booth in the main hall at the 2008 International Builders' Show (IBS). The show was attended by more than 65,000 members of the homebuilding industry. HFSC Spokesperson Ron Hazelton hosted the interactive "Built for Life" game where three builder contestants played at one time and answered questions about fire sprinklers for points. The builder with the most points could spin the prize wheel. HFSC also developed a new kiosk with two flat screen TV monitors. There was an interactive game on one side of the kiosk and the other side included HFSC video segments that builders could preview.

HFSC also conducted a breakfast media event. Nine editors/reporters attended the event at the HFSC booth. Ron Hazelton presented the facts and talked about his personal experience with home fire sprinklers. HFSC and fire sprinkler manufacturers prepared press kits for the event and for distribution in the IBS media room.

HOME BUILDER PROGRAM (CONT.)

HOME BUILDER TRADE ADS

With a decrease in housing starts and the beginning of the economic downfall, HFSC developed a new ad promoting the cost-saving trade-ups developers and builders could experience when installing fire sprinklers in entire developments. The ad also promoted the HFSC booth at the International Builders' Show and the chance to win a prize by playing the interactive "Built for Life" game. These full-page, 4-color ads ran in the following special IBS issues:

- **Builder:** January issue, 139,435 circulation
- **Professional Builder:** February issue, 127,262 circulation
- **Fine Homebuilding:** February/March issue, 316,011 circulation

2008 SENIOR HOUSING COUNCIL SPONSORSHIP

HFSC was an Elite Level sponsor of NAHB's "Building for Boomers & Beyond: 50+ Housing Symposium." HFSC had a 10' x 10' booth where the HFSC display and new kiosk was set up along with the "Built for Life" game. This event was attended by members of the home building industry who target 50+ adult homebuyers. The highly targeted sponsorship also included four full-page ads in *50+ Housing Magazine* signage, recognition at all major Council events including the International Builders' Show, HFSC logo with link to 50+ Web page, and recognition in *50+ Housing Magazine*, builder database and monthly e-newsletter.

50+ Housing Magazine: 4 insertions (Winter, Spring, Summer, Fall) at circulation of 20,000 builders per issue; 80,000 total circulation

TOTAL REACH: 662,708

Fire Sprinkler Trade-ups

Good for Builders, Homeowners and Communities



LOWER CONSTRUCTION COSTS
Many municipalities offer "trade-ups" for builders and designers who sell sprinklered homes. On top of increased safety, security and value for your customers, you may be able to benefit from these cost-saving incentives as well.
Typical trade-ups include street width reduction, additional units, and increased hydrant spacing. Bundled together, trade-ups can net a builder significant savings.

WITH SINKERS, YOU CAN BUILD HIGHER-VALUE, LOWER-COST HOMES
HFSC can help. Learn more at HomeFireSprinkler.org. We offer a variety of free materials online and in hard copy that will help you build better, for less.



LEARN MORE AND WIN BIG!
AT THE INTERNATIONAL BUILDERS' SHOW
Play the BUILT FOR LIFE Game, hosted by Ron Hazelton. Answer a simple question about home fire sprinklers and you could win a valuable prize.



Visit the Home Fire Sprinkler Coalition Booth # 271 at the INTERNATIONAL BUILDERS' SHOW

© 2008, Home Fire Sprinkler Coalition

BlazeMaster FIRE SPRINKLER SYSTEMS LOBE PROTECTION Reliable tyco Fire & Building Products VestaLok VIKING

Empty nesters' nests aren't always empty.

Eight out of 10 fire deaths occur in homes and the elderly and very young are most often the victims. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

PROTECT WHAT YOU VALUE MOST
A fire sprinkler system is your best protection against fire. Home fire sprinklers are small, inconspicuous and protect you and your loved ones 24/7.
They are also affordable, costing about the same as a carpet upgrade. If you should have a fire, only the closest sprinkler will activate, spraying water directly on the fire, not the rest of the house.
Protect your family. Choose to make your home BUILT FOR LIFE. To learn more about the life saving benefits of fire sprinklers, visit www.homefiresprinkler.org or call 1.888.635.7222 today.



www.homefiresprinkler.org

WATER PURVEYOR PROGRAM

YOU ALREADY KNOW HOME FIRE SPRINKLERS SAVE LIVES. DID YOU KNOW SPRINKLERS ALSO SAVE WATER?



Increasingly, fire sprinkler systems are being installed in one- and two-family homes as a life safety improvement in communities throughout the country. This growing trend is the result of communities passing ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as a valued life safety option.

Of course fire sprinklers save lives and property; but they also save water, and can reduce local infrastructure costs. Fire sprinklers control home fires using 90% less water than fire departments use. No other fire protection feature can do the same.

When sprinkler systems are installed, fire flows can be reduced and hydrant spacing increased, reducing costs for developers and communities.



Sidewall Sprinkler



Concealed Sprinkler



Pendent Sprinkler

- Each fire sprinkler activates independently; only the sprinklers closest to the fire will activate (in the majority of home fires a single sprinkler will control the blaze).
- Sprinkler mishaps are generally less likely and less severe than home plumbing system problems.
- A sprinkler flows at 10-26 GPM. Fire hoses average 250 GPM, under many times the pressure.
- The national installation standard provides guidance for proper installation in cold regions to prevent freezing.
- Smoke alarms are required in all new homes.
- Fire sprinklers detect and control fires before they become a problem.

FAR LESS WATER DEMAND IN SPRINKLERED HOMES

Suppression = 2935 Gal.
Fire Department Operations
Average 250 GPM.

Sprinklers + Fire Department = 341 Gal.
Sprinklers Average 25 GPM ;
includes Fire Department Mop-Up.

Example: Sprinklers saved Scottsdale, AZ an estimated \$75 million in future infrastructure costs.*

*Automatic Sprinklers: A 10-Year Study, available at www.homefiresprinkler.org/2015/08/01/automatic-sprinklers-a-10-year-study/

Lack of awareness among water purveyors has been a challenge, which has lead to unfair tap fees. The unfair increase in these fees is typically related to a lack of understanding about a sprinkler system's water usage, backflow prevention, water flow requirements and metering. With its tremendous local power, HFSC recognizes that the water supply segment simply must have access to the facts about home fires and home fire sprinkler technology. HFSC completed a targeted online survey to determine attitude and awareness. Utilizing the results, HFSC tested messages and awareness during the American Water Works Association annual conference. Utilizing the results and feedback from individual water purveyors at the HFSC booth, an educational brochure was developed. HFSC placed full-page, 4-color informational ads in AWWA national trade magazines with a total circulation of 90,043.

- **Opflow:** June issue, 48,465 circulation
- **Journal AWWA:** May issue, 41,578 circulation

TOTAL REACH: 90,043

HOME FIRE SPRINKLERS SAVE LIVES, MONEY & WATER



Home fire sprinkler systems are being installed in thousands of one- and two-family homes each year in communities throughout the country. This trend is the result of communities passing ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as an option.

Not only do fire sprinklers save lives and property, they save water and reduce infrastructure costs. Fire sprinklers control home fires using 90% less water than fire departments. Fire flows can be reduced and hydrant spacing increased for fully sprinklered developments, reducing costs for developers and communities.

The non-profit Home Fire Sprinkler Coalition (HFSC) is the leading resource for independent information about residential fire sprinklers. HFSC develops a wide range of fire safety educational materials that are provided at no charge and can be downloaded or ordered on HFSC's Web site, HomeFireSprinkler.org.

90% REDUCTION IN WATER DEMAND

Fire Department Only = 2935 Gal.
FD Operations Average 250 GPM.

Sprinklers + Fire Department = 341 Gal.
Sprinklers Average 25 GPM Plus FD Mop-Up.

Fire Sprinklers Have Saved The City Of Scottsdale An Estimated \$75 Million In Future Infrastructure Costs.*

*Automatic Sprinklers: A 10-Year Study
A detailed history of the effects of the automatic sprinkler code in Scottsdale, Arizona.



HomeFireSprinkler.org

HFSC education programs are supported by Fire Prevention and Safety Grant funding through the U.S. Department of Homeland Security
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THE SOLUTION NEWSLETTER - HOMEBUILDER & FIRE SERVICES

The SOLUTION

The official newsletter of



Home Fire Sprinkler
COALITION
Protect What You Value Most

Summer 2008
Volume 7 / No. 118

HFSC Announces New "BUILT FOR LIFE Fire Department" Education Program



In response to a national survey that states only six percent of U.S. fire departments reported having a local home fire sprinkler educational effort, the Home Fire Sprinkler Coalition has developed a new education program for fire departments.

ed doing public fire safety education, only 12 percent have personnel assigned exclusively to carry it out. The Home Fire Sprinkler Coalition is determined that with the right resources, more fire departments

THE SOLUTION NEWSLETTER

Two versions of *The Solution* newsletter were produced for electronic distribution. The fire service issue included information about the water purveyor survey and new SprinklerSmarts middle school interactive educational program. It also included information about HFSC's new educational material.

The builder issue included information about HFSC at the International Builders' Show (IBS), the water purveyor survey, trade-ups and building official information. The newsletters were distributed through:

- **Firehouse.com:** August e-blast newsletter to 60,000 contacts
- **Residential Design & Build:** September e-blast newsletter to 23,000 contacts
- HFSC Board Members
- Various Fire Service Associations

A small quantity of fire service newsletters were printed to distribute at the Fire-Rescue International conference.

The SOLUTION

The official newsletter of



Home Fire Sprinkler
COALITION
Protect What You Value Most

Fall 2008

Home Fire Sprinkler Coalition to Unveil State-of-the-Art Animation of Sprinklered Home at 2009 IBS

After four successful years of promoting the "Built for Life" builder education program at the International Builders' Show (IBS) in Orlando, the Home Fire Sprinkler Coalition (HFSC) is making new plans when the show moves to Las Vegas next year. HFSC introduced the "Built for Life" program in 2005, the first year IBS moved back to the Orlando location. HFSC spokesperson Ron Hazelton, best known for his role as home improvement editor on ABC's *Good Morning America* and for his syndicated



Builder contestants play the "Built for Life" game at the 2008 International Builders' Show. The builder to get the most answers correct could spin the prize wheel to win a cap, flat tools or flat screen TV.

show "House Calls," helped kick off the major builder education campaign.

The "Built for Life" kit and 17-minute video were developed specifically for the homebuilding industry. Through funding from the U.S. Department of Homeland Security Fire Act Grant, Hosted by Hazelton, Security Fire Act Grant, Hosted by Hazelton, the video was developed to answer various questions HFSC received throughout the years from homebuilders about residential fire sprinkler systems in one- and two-family homes and the national standard NFPA 13D. Since that introduction, more than 30,000 kits have been distributed. All of the material is available free.

Appearing in the HFSC booth all four years in Orlando, one of the primary attractions was the interactive "Built for Life" game, hosted by Hazelton. Participants could answer a multiple-choice question about home fire sprinklers and fire safety. A clip from one of HFSC's educational videos provided the answer. If the player had the correct answer, he or she could spin the prize wheel for a chance to win a variety of prizes that ranged from caps to digital cameras, iPods, GPS systems and flat screen TVs.

Various fire sprinkler manufacturers supported the "Home Fire Sprinkler Coalition to Unveil State-of-the-Art Animation" on page 6.

Toll-Free: 1-888-635-7222 HomeFireSprinkler.org

What Do Builders and Others Have to Say About Home Fire Sprinklers?

"Well, it gives me a good feeling...to go to bed at night and know that those houses are protected by a sprinkler system and if something does happen that I did everything I could to make that house as safe as it could possibly be."

Tom Vendemia, Cypress Custom Homes, Charles County, MD

"We've had no problems with any of our sprinklers. It's definitely a selling feature...especially for a safety feature, and that's one of the things we definitely promote in the marketing of our development...It's an absolute peace-of-mind. I don't worry about my kids at night. I'm on my third fire-sprinklered home. I'll never live in another home that's not fire-sprinklered."

Tish Manning, Holt Development Company, and a resident of a sprinklered home

"We found that for somewhere around \$105-\$110 a square foot this system can be installed...and compared to solid surface pounter tops, that's no comparison. The benefits of the safety factor for your family, the savings on your homeowner's insurance...it's win-win."

Sparks, Developer and Custom Builder, Eden Lake Resorts, Ashland City, TN

"I do have sprinklers in my home, and I can honestly tell you that each member of our family feels much safer knowing that we have a system in our house that will automatically attack a fire."

Kerry Bell, Primary Designated Engineer, Underwriters Laboratories, Inc.

"You have fears that they're going to leak, that the pipe's going to freeze, but the reality is we haven't had any of those problems. If you find a competent contractor, he's going to make sure you don't have that problem."

Tony Crane, Crane Homes, Montgomery County, MD

"I'm tickled to death that this community was so proactive with sprinkler systems. And we have really evolved into a community that people now want to come to."

Gary Norwood, Mayor, Ashland City, TN



"All builders should include fire sprinklers in their homes. It just makes a lot of sense. It seems like there is less cost in fire departments and trucks and expensive equipment when you can have simple installation on the front end putting in these systems, and down the road it's going to pay for itself time and time again."

Michael Willard, Executive Director, Habitat for Humanity, Austin, TX

"Fortunately, I have not had a fire in my house and don't intend to, but if that unfortunate circumstance were to occur, I've got a great deal of confidence that it will be put out quickly and promptly and will not disrupt my lifestyle that much."

Michael Clark, Building Official, Scottsdale, AZ

Quotations used with permission from the IRC Fire Sprinkler Coalition



Graphic Source: Tyco Fire Products

Toll-Free: 1-888-635-7222 HomeFireSprinkler.org

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HOME INSURANCE AGENT EDUCATION

HFSC developed an educational display and attended the Institute for Business & Home Safety Showcase which is attended by members of the insurance industry. HFSC's 12-page brochure "How to Insure a Home with Fire Sprinklers" provides home insurance agents with detailed information about the benefits of fire sprinklers and the value of providing a discount on policies that protect sprinklered homes. This free brochure is also available to members of the fire service to order and make available to insurance agents in their districts through the HFSC order form. More than 4,000 printed copies of the brochure were requested. This brochure was promoted along with HFSC's resources through ads placed in:

Agent's Sales Journal: May & June issues, 50,000 circulation each; May e-blast to 420,000 contacts



**HARRIS INTERACTIVE®
SURVEY FINDINGS**

- 63% of homeowners are aware fire sprinklers are available for home use.
- 38% of homeowners say they would be more likely to purchase a new home with sprinklers than without them.
- 69% of homeowners say fire sprinklers increase a home's value.
- 45% of homeowners say a sprinklered home is more desirable than an unsprinklered home, most often because of added safety provided by sprinklers (51%).

HOME FIRE SPRINKLER SYSTEMS – A GROWING TREND THAT'S HERE TO STAY

If you haven't yet written a policy for a home with a fire sprinkler system, it's just a matter of time.

Fire sprinklers have been saving lives and protecting property for more than a century. Home fire sprinkler technology has also evolved greatly over the past 25 years, increasing its use dramatically. Today, reduced labor costs and low-profile sprinklers have helped make home fire sprinkler systems a highly desirable option, particularly in new construction.

Installing fire sprinklers in homes is quickly catching on in communities large and small, urban and rural. Several hundred municipalities across the country have passed ordinances requiring fire sprinkler systems in new homes and more will be enacted as communities update their codes to comply with the new national requirements.

Sprinklers Increase a Home's Value

Savvy homebuyers are increasingly choosing to build homes with the options they want and need – including home fire safety. A national poll conducted by Harris Interactive® found that over two-thirds (69 percent) of U.S. homeowners say having a fire sprinkler system increases a home's value.

Home fire sprinkler systems...

what you need to know *now*.



Automatic home fire sprinklers are now required in new home construction by hundreds of municipalities. Thousands of additional communities will require sprinklers as NFPA 1300 and the 2003 IRC standards are adopted.

What you need to know, now:

- Each sprinkler is individually activated by heat; only the sprinkler closest to the fire will activate.
- A sprinkler flows 10-20 gallons of water per minute, compared to a fire hose that pumps at least 100 gallons of water per minute.
- Water damage from an activated sprinkler is far less than the damage from fire, smoke and fire department hoses.
- Fire sprinklers provide valuable time that allows occupants to escape in the event of a fire.

Most importantly, fire sprinklers save lives, prevent injuries and protect property.

Homeowners expect an incentive when they live in a home with fire sprinkler protection and they'll choose an insurance company that rewards them for that smart choice. Be ready with the facts when you write a policy on a sprinklered home.

The nonprofit Home Fire Sprinkler Coalition (HFSC) wants to help you learn the facts about residential fire sprinkler systems. Visit HomeFireSprinkler.org for additional information.



**Home Fire Sprinkler
Coalition**
Protect What You Value. Most.
HomeFireSprinkler.org

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**WHAT YOU NEED TO KNOW
ABOUT INSURING A HOME
WITH FIRE SPRINKLERS**

**A GUIDE FOR PROPERTY & CASUALTY
INSURANCE PROFESSIONALS**





**Home Fire Sprinkler
Coalition**
Protect What You Value. Most.
HomeFireSprinkler.org



HOME FIRE SPRINKLER SYSTEMS – A GROWING TREND THAT'S HERE TO STAY

If you're marketing a home with a fire sprinkler system, you've got a great selling feature. The nonprofit Home Fire Sprinkler Coalition (HFSC) wants to help you make the most of it.

Each year, fires kill or injure tens of thousands of people, 80% of them in homes. Among those most at risk are young children and older adults. What better selling feature could you offer than a home equipped with a firefighter on duty 24 hours a day?

Fire Sprinklers Save Lives

Fire sprinkler systems provide the ultimate in fire protection. They control or extinguish fires fast, limiting the spread of deadly heat and toxic smoke. That saves lives and protects property, family heirlooms and other valuables.

If you haven't yet listed a home with fire sprinklers, you will soon.

Fire sprinklers have been saving lives for more than a century, but now reduced labor costs and low-profile sprinklers have helped make fire sprinklers affordable for homes. And because fire sprinklers simply have no life safety equal, national codes now require sprinklers in new home construction. Similar local ordinances are in place in hundreds of jurisdictions across the U.S. and Canada.

HOMEOWNERS WILL ALSO FIND THAT THE FIRE SPRINKLER SYSTEM CAN PROVIDE A GENEROUS DISCOUNT ON INSURANCE. A RECENT POLL OF PROPERTY AND CASUALTY INSURERS BY HFSC SHOWED THAT DISCOUNTS AS HIGH AS 35% ARE OFFERED FOR HOMES WITH SPRINKLERS. BECAUSE DISCOUNTS VARY, HOMEOWNERS SHOULD SHOP AROUND FOR THE BEST DISCOUNT.



Fire Sprinklers Increase a Home's Value

A national poll conducted by Harris Interactive* found that nearly two-thirds (69 percent) of U.S. homeowners say having a fire sprinkler system increases a home's value.

HOW HOME FIRE SPRINKLERS WORK

Sprinklers are linked by a network of piping, typically hidden behind walls and ceilings and usually drawing upon household water sources.



In some markets, real estate agents often work closely with home-builders in taking anti-sprinkler positions. Typically, this is due to lack of information and education. HFSC also recognizes that real estate agents are often the only source of information for home buyers. To educate real estate agents, HFSC promoted its "How to Sell a Home with Fire Sprinklers" educational brochure and had a booth at the National Association of Realtors annual meeting. Ads promoting HFSC resources and the benefits of fire sprinklers ran in trade publications. The free brochure is also available to the fire service to distribute to agents in their districts through the order form. More than 4,000 educational brochures were requested by these target audiences. Ads ran in the following magazines:

Realtor Magazine: May issue, 1,120,871 circulation

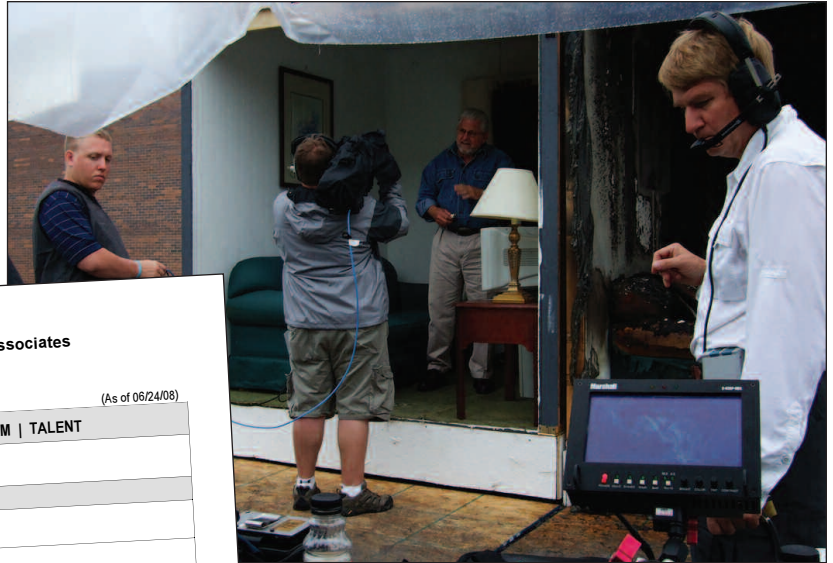
Realtor Show Daily: November issue, 25,000 circulation

Realtor e-newsletter: May e-blast to 420,000 contacts



SATELLITE MEDIA TOUR (SMT)

HFSC conducted a Satellite Media Tour with Ron Hazelton that reached more than 450,000 viewers. The SMT featured a side-by-side fire and sprinkler burn demonstration taped prior to the interviews. The footage was made available to the TV stations prior to the SMT so that it could be played during the interviews. Below is a summary of the media coverage.



HOME FIRE SPRINKLER COALITION
"HOME FIRE SAFETY"
 TV Satellite Media Tour Produced for Peg Paul & Associates
 June 25th, 2008 from Chicago
RON HAZELTON

(As of 06/24/08)

Central Time	Rank	MARKET STATION NETWORK AFFILIATE PROGRAM TALENT
5:40 LIVE	51	AUSTIN, TX KVUE ABC Daybreak Melissa, Jason
5:45-6:15		Break (30 Min.)
6:20 LIVE	148	LUBBOCK, TX KCBD NBC Daybreak Sharon
6:25 LIVE	104	NEBRASKA (LINCOLN-HASTINGS-KEARNEY) KHGI ABC Good Morning Nebraska Marylyn & Leslie
6:35-6:45 LIVE	49	JACKSONVILLE WJXT-TV IND The Morning Show Staci, Bruce
6:45 LIVE	32	COLUMBUS, OH WTTE-TV FOX Good Day Columbus Maria & Kent
6:50 LIVE	8	ATLANTA WAGA FOX Good Day Atlanta Mark, Suchita
6:55 LIVE	101	EVANSVILLE WTVW FOX AM Evansville Sarah
7:00 Taped	4	PHILADELPHIA WMCN IND Happenings Trudy
7:10 Taped	83	HUNTSVILLE, AL-DECATUR, GA WYAM IND Valley Happenings Suzie
7:15 LIVE	37	SAN ANTONIO KABB FOX Fox 29 News First Ernie, Monica
7:20 LIVE	4	DENVER KMGH ABC 7 News at 6 AM Mitch & Christine
7:25-7:35		Break (10 Min.)
7:35 LIVE	60	TULSA KOKI FOX Fox 23 Daybreak Ron, Ann
7:40 LIVE	78	ROCHESTER, NY WHAM ABC 13 WHAM News This Morning Evan & Holly
7:50-8:15		Break (25 Min.)
8:15 LIVE	21	ST. LOUIS KTVI FOX Fox 2 News in the Morning Randi, John
8:20-8:30 Taped	59	RICHMOND-PETERSBURG, VA WTVR CBS Virginia This Morning Greg & Julie
8:30-9:00		Break (30 Min.)
9:00-9:10 Taped	129	CORPUS CHRISTI, TX KTOV KUQI IND Chill With Phil Phil
9:15 Taped	31	KANSAS CITY KMBC ABC + KCWE CW KMBC 9 News Tracey
9:20-9:30 LIVE	43	LAS VEGAS KVUU FOX Fox 5 Live in Las Vegas Jason, Monica
9:30 Taped	153	ROCHESTER, MN-MASON CITY, IA-AUSTIN, MN KIMT CBS CBS First at Four Renee
9:45 Taped	44	ALBUQUERQUE KOB NBC Good Day New Mexico Mary Ann

Producer: Cindy Randall | Satellite Tours Inc. | Tel. 1-800-480-9150 | cindy.randall@satelliteturns.com

PUBLIC RELATIONS (CONT.)

PRESS CLIPS

MATTE RELEASES

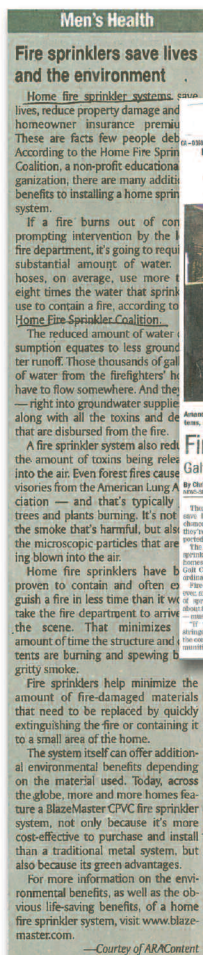
The "Home Fire Sprinklers: They're Not What You Think" release resulted in 41 print placements with a total circulation of approximately 653,000, and 374 online placements with a total online site audience of approximately 12.35 million.

The "New Fire Safety Web Site Your Child Should See (Sprinkler Smarts)" release resulted in 69 print placements circulating to approximately 1.42 million and 30 online placements.

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

- **Fire Protection Contractor (FPC) Magazine:** May, June & August issues, 2,700 circulation

- **National Fire & Rescue:** April & July issues, 26,145 circulation
- **FireRescue Magazine:** August & September issues, 50,210 circulation
- **Firehouse Magazine:** August issue, 71,265 circulation
- **IAFC On Scene:** June 15, July 1, August 1 & 15 issues, 12,000 circulation
- **Sprinkler Age:** May, June & August issues, 3,734 circulation
- **Home Builder Executive:** May 12 & July 28 issues, 17,000 circulation
- **Smart Homeowner:** March/April issue, 65,000 circulation
- **Record Searchlight:** January 1 issue, 32,327 circulation
- **The York Weekly:** 5,274 circulation



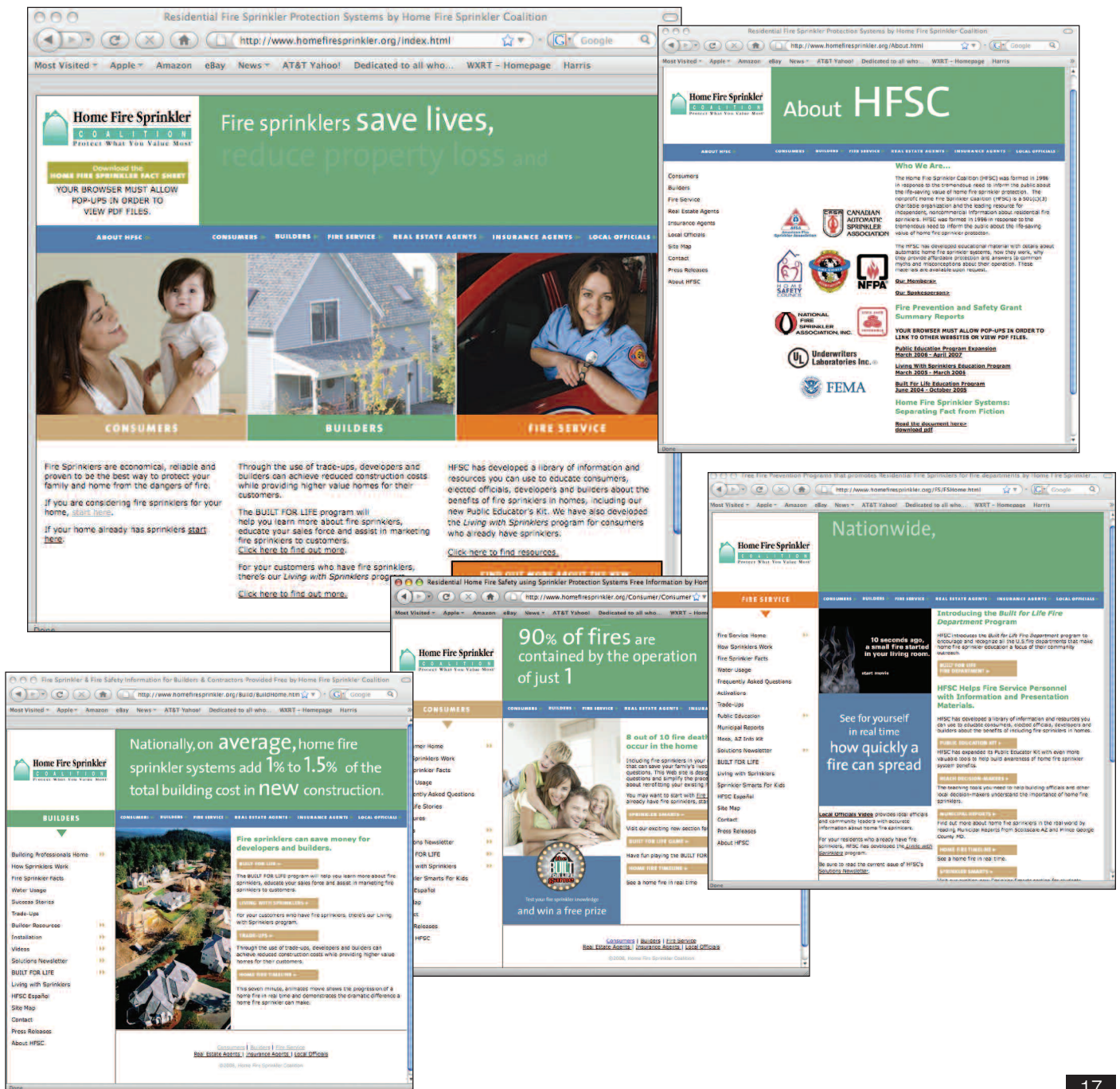
WEB SITE UPDATES

HOMEFIRESPRINKLER.ORG

Throughout the grant period, the HFSC Web site was updated with all newly created material. New sections were added to the site for the Spanish consumer education material and the local officials guidance. The Web site is also the key location members of the fire service visit to request HFSC material, download PDFs of the educational material and submit comments.

Here's a summary of HFSC Web site activity during the grant period:

- 226,495 total visitors
- 1,270,708 total page views
- 529.19 average visitors per day
- 2,968 average page views per day
- 5.61 average page views per visitor
- Average length of each visit was 5:29



PROGRAM EVALUATION

USER EVALUATION OF HOME FIRE SPRINKLER PUBLIC EDUCATION KIT

Prepared by Deep Blue Insight For the Home Fire Sprinkler Coalition and Peg Paul & Associates
October 2008

HFSC worked with Deep Blue Insight, an independent research firm to evaluate the HFSC educational material and program. Here is a summary of the results.

BACKGROUND

Members of the Fire Service who requested the free Public Education Kit were invited to participate in an online quantitative survey. Eighty-nine respondents completed the study, resulting in the following analysis of the education kit.

EXECUTIVE SUMMARY

This summary covers the top-line findings of a survey conducted among fire service educators who requested copies of the HFSC Kit. The survey of kit recipients was conducted online in October 2008. All respondents were asked to evaluate the overall kit, as well as the individual CD and DVD kit components.

The kit has been well-received: 93% of respondents said the kit met or exceeded their expectations, and 98% said they would recommend the kit to other public educators.

KIT USAGE / OVERALL EVALUATION

Seventy-nine percent of respondents who received the kit are using the enclosed information (note: results up 6 percentage points from the May 31, 2007, evaluation study). Respondents were asked to rate the kit using a five-point scale, where "5" = strongly agree and "1" = strongly disagree with the following diagnostic statements.

- The kit was easy for me to understand: 4.61 out of 5.
- The kit was interesting / informative: 4.51 out of 5.
- The kit was thorough: 4.46 out of 5.
- The kit was useful: 4.43 out of 5.

SPECIFIC KIT COMPONENTS

CD-ROM – The top three most useful components of the CD-ROM are:

- Presentation Material: 4.38
- Overview of NFPA 13D Standard: 4.36
- Public Relations Tools: 4.33

DVD – The top three most useful components of the DVD are:

- Fire Sprinkler vs. Fire Hose Animation: 4.57
- Home Fire Timeline Comparison: 4.53
- Living With Sprinklers education video: 4.53

The ratings are based on a scale of 1 to 5, where "5" = extremely useful and "1" = not at all useful.

Details regarding the kit's evaluation are included in the Full Quantitative Research Report.

WEB COMMENTS

EXAMPLES OF FEEDBACK ON WWW.HOMEFIRESPRINKLER.ORG

I want to target custom homebuilders in the Indianapolis area. I would like 50 kits to get the information out about home fire sprinklers.

Rusty Ashby
Brenneco Fire Protection
Flora, Indiana

It would be great if you could send me all three kits. I'm trying to get our area to look at putting sprinkler in homes.

Al Welsheimer
Resort Bear Creek Fire Department
Petoskey, Michigan

I am moving forward with an aggressive sprinkler ordinance and looking for anything that may help in our education effort.

Ken Johnson
City of Paso Robles
Paso Robles, California

Our department is very much interested in requiring some type of sprinkler legislation and your informational packet should be a benefit to our process.

Philip M. Hurlock
Church Hill Volunteer Fire Company
Church Hill, Maryland

I am with the city's Planning Commission, and I'm trying to convince the City Council to implement the requirement for the installation of fire sprinklers in all new construction. We are an all-volunteer fire department and we certainly feel that this would benefit all.

Corbett Stephens
City of Elk Ridge
Elk Ridge, Utah

I previously ordered 25 kits and all of our condo owners have run my supply dry. We are anticipating more condo sales, so it would be great if I could have another 25 kits. By the way, the kits are really informative.

Ginny Menzer
One Main Development
Champaign, Illinois

We're building a Web site. Would it be alright with HFSC if we included a link to your site on our residential page?

Ryan
Delta Fire Sprinklers, Inc.
Sanford, Florida

I'm interested in becoming an advocate for residential sprinklers in my area/region. I would be interested in learning how to implement a program and/or ordinances that would support what I believe to be a valuable and pertinent life-saving initiative.

Keith Tampa
Elmwood Township Fire & Rescue Department
Traverse City, Michigan

Can you send at least 10 of the information kits? I would like to give them to our Building Codes Department.

Loyd Chase
Edna Fire Department
Edna, Texas

I have been tasked by the Deputy Fire Marshal to see what flyers or brochures are passed out to the public by cities with residential sprinkler ordinances. I figured that the Coalition would be a great place to start.

Thomas A. Noble, CFPS
City of Henderson - Fire Safety
Henderson, Nevada

We are working with our city council to enact a residential fire sprinkler ordinance for all new homes; we are looking for any and all resources to help support this effort. The good part is that our city council has asked us to bring forward this new ordinance. We will be working with stakeholders and need to educate our building trades about the benefits of having these systems; they only see them as a government regulation and additional costs.

Jeff Blake
City of Kirkland
Kirkland, Washington

We have a very low fire incident frequency in our community and I am constantly seeking ways to improve. Education is the key.

Joseph E. Beliveau
Borough of Spring Lake Heights
Spring Lake Heights, New Jersey

I do the residential plan reviews for our fire district and would like to stamp the plans with "Please ask me about the installation of residential sprinklers in your new home." It would be nice to have additional information that could be given to the home builder/owner.

Lt. Claude P. Laflamme
Cumberland Hill Fire Department
Cumberland, Rhode Island

If possible, may we have 300 of the "Protect What You Value Most" brochure? Our building department has agreed to place one of these and my business card on every building application applied for within the city.

Doug Lobaugh
Livingston Fire & Rescue
Livingston, Montana

WEB COMMENTS (CONT.)

I am preparing an online element to a broadcast story that deals with residential sprinkler systems and would love some of your videos and graphics. How do I go about getting them to use - with credits to all of you?

Matt Robertson
scnow.com, WBTW News13 and the Morning News
Florence, South Carolina

Our department has a five-year goal to develop a residential sprinkler ordinance in our community. Educational materials for our citizens and any other information to help make this process happen for our fire prevention division will be greatly appreciated.

Jesse Carlos
Somerton/Cocopah Fire Department
Somerton, Arizona

I love your Web site! I am a firefighter, and I am in school to become an architect. I found this to be a wonderful site for info on sprinklers, which the average person can understand.

Jo Brinkley
Spring Dale Saddlebreds
Brussels, Wisconsin

Our department is reactivating our public fire safety education programs in our schools. I need the latest information with correct facts and figures to present this not only to the schools, but also to our fire safety education committee.

Roger Morris
Monarch Fire & EMS
Chesterfield, Missouri

The National Fire Sprinkler Association promotes your materials at various conferences that I attend. I learned that I could receive some valuable information for distribution to the residents of the Town of Vestal.

Mark L. Dedrick
Town of Vestal
Vestal, New York

Great stuff. I am considering it for a project we are working on now.

Timothy Strand
Three Oaks Construction
Shingle Springs, California

The county I live in just passed a requirement that all new residential construction needs to have a sprinkler system. I do not know much about sprinkler systems, so I would like to learn more.

Abbie Perkins
Seventh District Volunteer Fire Department
Avenue, Maryland

I have an interview with a local TV station tomorrow. I am in support of legislation pending in the South Carolina senate, which will give incentives for sprinklers. My son died in a fire on October 28, 2007, and the tragedy received national attention. I would appreciate any help. I hope that I can make a difference.

Margaret Lee
Florence, South Carolina

For our city council, we are putting together a workshop dedicated toward adopting a sprinkler ordinance for new one- and two-family dwellings. A while back, I requested your materials and found them to be so outstanding that we are including the packet as part of our workshop handouts. Yesterday, I requested additional packets.

John Mickel
City of Bangor
Bangor, Maine

I've been singing my praises for sprinklers throughout my entire career. Being able to pass out materials to back it up is fantastic!

Shelly Lancaster
Tyger River Fire Department
Lyman, South Carolina

Please send me a copy of the "Built for Life" DVD. I am in the process of passing a new state law here in the state of Texas and I will need this information to assist in my campaign.

Ted H. Garlick III
San Antonio, Texas

We do a fire safety store every year at our local mall during the month of October. We pass out different types of safety information and also educate children and adults on the different aspects of fire safety. We average about 5,000-7,000 people each year visiting the store during a 10-day period. This year we are planning on adding information on residential fire sprinklers. Anything you could send us would be a great help.

Ricky Barnes
Goldsboro Fire Department
Dudley, North Carolina

I am in the middle of writing ordinances for the city and home fire sprinklers are something I am trying to pass. Could you please send anything you have on home fire sprinklers?

Larry Knowles
Chattahoochee Hill Country
Palmetto, Georgia

This material will be available to hundreds of public educators who come to the college for our courses in the Fire Prevention Officers Program. I look forward to seeing the new materials.

Judy Humphries
Ontario Fire College
Gravenhurst, Ontario, Canada

The community that I protect has homes that average 15,000 square feet, with some as large as 30,000 square feet. We are starting a program to educate our residents on the value of residential fire sprinklers. Any help or items you can send me would be greatly appreciated.

Richard Silvia
Saddle River Fire Prevention
Saddle, New Jersey

Thank you so much for the work you are doing! I hope that this information will help us to pass a city ordinance that will require sprinklers in new homes and also help educate those we're sworn to protect.

Nathan Strubberg
New Haven-Berger Fire Protection District
New Haven, Missouri

I have a large senior apartment complex being built that has sprinklers, and I am trying to create a program to present on living with sprinklers.

John Rothrock
Brighton Fire Company
Tonawanda, New York

We are installing systems in several one- and two-family dwellings. I would like to send some of these to local home-builders. We would like to do more promotion of residential systems.

Jeff Richter
Freedom Fire Protection LLC
Germantown, Wisconsin

I teach a fire protection systems class at a local college. Many of the local municipalities are now at least thinking about requiring sprinklers. Any material would be helpful since a majority of my students work in these departments.

Tom Lentz
Aon Risk Services
Lakewood, Illinois

We are a rural district that has seen an influx of residential construction over the last few years. I believe this information would help our department.

Jeremy Bass
Mt. Eden Fire Department
Taylorsville, Kentucky

We have been on board thus far and would like to continue.

Michael Lowe
Delaware State Fire School
Dover, Delaware

I am a new fire chief in a growing residential community with limited volunteer resources. I am looking for a way to improve fire safety within the community.

Mike Vaughn
Washington Fire Department & Rescue Squad, Inc.
Washington, Illinois

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 and supportive of this program.

David Stacy
College Park, Maryland

In the month of September, there will be the first Habitat for Humanity home in our area built two blocks from our station. We want to install a residential multi-purpose system in it.

Stacey Pippin
Williamston Fire/Rescue/EMS
Williamston, North Carolina

Looking forward to adding these materials and opportunities to our Sprinkler Outreach Program.

Mike Jackson
Astoria Fire & Rescue
Astoria, Oregon

My company is involved in doing public safety events and also has to do life-safety inspections for businesses. I believe the 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

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

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

I would love to share this with my son's school. Can I get more than one?

Karen Shultz
Anniston, Alabama

We are looking for information on how we can better educate our community. We currently have one section of town, about 10 houses, that have residential sprinkler systems in them.

David S. Pelonzi
Bourne Fire Rescue
Buzzards Bay, Massachusetts

My city has a couple of new residential developments that we required sprinklers in. Is it possible to bulk order the "Living with Sprinklers" kits so we may provide them to our residents?

Adria Paesani
Fountain Valley Fire Department
Fountain Valley, California

WEB COMMENTS (CONT.)

As a small community department, I am still trying to get larger departments to realize the importance of sprinklers, especially in new construction of multi-family housing. Hopefully this will help.

Ed M. Goolsby
Willette Volunteer Fire Department
Red Boiling Springs, Tennessee

We are a small volunteer department with a growing base of new homes. Any information would be greatly appreciated.

Brad Martin
Auburn/Williams Fire Department
Auburn, Michigan

The information I get from your site is wonderful. It helps us so much to educate the public and the children in the area that we serve. Thank you so much for all you do!

Ginger Tyler
Bloomington Fire Department
Bloomington, Georgia

This is a great site and a great cause. As a firefighter, this is awesome. I will pass this site/information on to others.

Bradley Chambers
Buda, Texas

My office is very active in on- and off-campus fire safety issues, and we have a burn planned for College Fire Safety month. Look forward to receiving your materials.

Arthur Miller
Harrisonburg Fire Department
Harrisonburg, Virginia

In my opinion, our city council would not have passed a residential sprinkler ordinance without the great brochures and videos made available through the Coalition. All of your materials are of top professional quality and full of the right information to educate the everyday person about residential fire sprinklers.

Mark Metdker
Celina Fire Department
Celina, Texas

It would be great if you could send me samples of all the educational materials that the HFSC has developed. I will be networking with the Hispanic firefighters to solicit fire departments that may be interested in providing consumer education in Spanish. I will need about 300 brochures based on their participation estimates.

Maria Figueroa
National Fire Protection Association
Miami Lakes, Florida

I have found these to be very valuable kits. I leave one at each sprinklered house after final inspection. Please send 25 kits if possible.

Jeff LaFlam
Northshore Fire Department
Kenmore, Washington

I would like to promote this kit to National Fire Academy students and other fire service members who visit the USFA Publications Center.

Maury Grundy
U.S. Fire Administration
Emmitsburg, Maryland

I am interested in information for installing sprinkler systems in existing older homes. We have some small houses on campus that were built in the 1950's and I personally have a home built in 1932. Thank you for any information you could provide that tells us if/how it could be done.

Sharon Caven
Montana State University Northern
Havre, Montana

Thank you so much for offering this material! I look forward to using it in my presentations!

Casidy Anderson
Minneapolis Fire Department
Minneapolis, Minnesota

This would be great information to give to the residents of our district who have a sprinkler system.

Robert Northcott
Sunrise Beach Fire Protection District
Sunrise Beach, Missouri

I need information about the content on your Web site. Who is allowed to use your video presentations? Can I build a Web site and use content from HomeFiresprinkler.org?

Josh Freeman
JeffersonRepublic.com
Redding, California
