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## **HOME FIRE SPRINKLER PUBLIC EDUCATION PROGRAM EXPANSION**



### **FISCAL YEAR 2005 FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT**

**March 3, 2006 - April 30, 2007**



## **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 Steering Committee*

**American Fire Sprinkler Association**

**Canadian Automatic Sprinkler Association**

**Home Safety Council**

**National Fire Protection Association**

**National Fire Sprinkler Association**

**State Farm Insurance**

**Underwriters Laboratories**

**U.S. Fire Administration**

## **HOME FIRE SPRINKLER PUBLIC EDUCATION PROGRAM EXPANSION**

**Fiscal year 2005**

**Fire Prevention and Safety Grant**

**Summary Report**

**March 3, 2006 - April 30, 2007**

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The Home Fire Sprinkler Coalition (HFSC) is an independent, non-commercial, nonprofit public safety advocate with a 10-year+ record of working effectively with the fire service and with local, state, federal and other organizations to raise awareness of the life-saving role that fire sprinkler systems play in homes and the need for increasing their use. HFSC is a disciplined organization with a unique ability to convene distinctive groups and individuals in a cohesive and capable public safety alliance.

HFSC's mission is to save lives through education, effectively changing negative attitudes about residential sprinklers by displacing inadequate and inaccurate information with indisputable facts. As myths are dispelled and inaccurate information is corrected by HFSC, target audiences begin to understand and embrace residential sprinkler technology and demand for it grows.

Increasing sprinkler installations in homes is necessary in order to make a substantial dent in the fire injury and death problem in the United States. More than 80 percent of all fire deaths occur in residences; the majority in one- and two-family dwellings. According to NFPA, in 2006, 3,245 civilian fire deaths occurred, 2,580 were in homes. Those fires caused more than \$5.8 billion in property damage. Two recent reports in USFA's topical series showed that children and older adults account for a substantial portion of the nation's fire deaths and injuries.

By their very design, home fire sprinkler systems stand apart in fire protection. While smoke alarms and fire drills are essential in every home (including those with sprinklers), smoke alarms alone can only alert the occupants to a fire. For households with young children, people with disabilities, and slower moving older adults, getting out of a burning home is not always a fast procedure. Moreover, smoke alarms rely on the residents' immediate and appropriate response. In contrast, sprinklers perform what no other technology can – they automatically limit the early growth and spread of a home fire and its deadly smoke, reducing the chance of flashover, and increasing the amount of time residents can get to safety. Because they operate immediately, home sprinkler systems keep the incipient fire small or extinguish it all together, reducing the potential for firefighter injury or death in addition to protecting residents. Increasing the installation of

automatic fire sprinkler systems in homes is the best, most effective way to help our nation prevent home fire injuries and fatalities, particularly among high-fire-risk populations.

## HFSC EDUCATIONAL OUTREACH

HFSC implemented a new, highly targeted, multi-faceted public awareness and education program, building on the gains made through HFSC's "Built for Life" homebuilder education program and "Living with Sprinklers" campaigns, with two main components: 1) a new comprehensive fire service public educator kit, and 2) a targeted educational campaign to reach the general public, including high-fire-risk populations and home building, real estate and insurance fields.

HFSC developed and produced 10,000 public educator kits complete with tools to inform and educate varied target audiences about the life-saving benefits of home fire sprinklers (see page 3 for details). The easy-to-use kit is made up of a pocket folder with an insert that includes guidance for conducting local residential sprinkler education outreach. The kit also includes a dual sleeve with a CD and DVD. The DVD includes the three education videos "Protect What You Value Most" for consumers, "Built for Life" for homebuilders and "Living with Sprinklers" for people living in sprinklered homes. The CD includes education tools and brochures that can be downloaded and printed, an overview of NFPA 13D sprinkler installation standard, public relations tools that can be customized, presentation materials, quizzes for pre-schoolers through adults and the new interactive program for children.

To promote the free kits to members of the fire service, HFSC placed a testimonial ad featuring a fire marshal who used HFSC educational material to help pass an ordinance requiring fire sprinklers in all new homes. The ad ran in Firehouse, Fire Chief, and iChiefs magazines and on Firehouse.com. A special issue of HFSC's "The Solution" newsletter announcing the new kit was e-mailed to more than 60,000 members of the fire service.

HFSC evaluated the program and new material by surveying public educators who requested the material. The material in the kit was very well received. Replies to all of the survey questions

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## INTRODUCTION (CONT)

indicated a very high level of recipient approval and expected future use of the tools contained in the kit. Using various evaluation criteria, the average rating from members of the fire service who participated in the survey ranged from 4.37 to 4.72 with 5 being the highest rate.

Although young children cannot make a decision to live in a sprinklered home independently, HFSC believes it is critical to begin educating about fire sprinklers at a young age, helping to grow future generations of fire-safety-savvy adults. These future homebuyers can and should be trained at an early age to identify sprinklers and to understand at least the very basics of their operation – leading to increased demand in later years. For young children who are already living in sprinklered homes, reaching this target audience has the added benefit of being coupled with proper usage information for adults.

HFSC developed the new interactive children's sprinkler education activity "Sprinkler Smarts" based on animated characters "Captain Splash and the Drop-lettes" (see page 5 for details). A new Web site, [www.SprinklerSmarts.org](http://www.SprinklerSmarts.org), includes lessons and interactive games for students in kindergarten through fifth grades, along with teacher, parent and fire service outreach guidance and lessons. The program was promoted directly to members of the fire service who have residential fire sprinkler ordinances, through public relations efforts to fire service, sprinkler contractor, and homebuilder trade publications; and in consumer media focusing on newspapers in areas with sprinklered homes.

A broader consumer media plan to promote the life-saving benefits of sprinklers targeted older adults and parents of young children and included Parenting (circ: 2,182,197) Grand Magazine (circ: 100,000) and AARP Magazine (circ: 14,000,000). HFSC Spokesperson Ron Hazelton participated in a Satellite Media Tour with 19 morning TV shows throughout the country, reaching 830,442 viewers. Held at the Reedy Creek Fire Station in Orlando, two fire sprinkler demo trailers were used to show viewers how quickly and effectively a single fire sprinkler controls or extinguishes a fire.

HFSC continued its highly successful "Built for Life" campaign to educate the homebuilding community by targeting NAHB's 220,000 members, who constructed about 80% of the more than 1.4 million new housing units in 2005. HFSC had an impressive booth in the main exhibit hall at the 2007 International Builders' Show. HFSC spokesperson Ron Hazelton hosted the "Built for Life" interactive game where attendees stayed in the booth an average of 45 minutes to participate, maximizing exposure to sprinkler information. The "Built for Life" program was promoted in building industry magazines. A special edition of "The Solution" newsletter was e-mailed to 20,000 members of the homebuilding industry.

Reaching real estate professionals is essential because this group has had a prominent role in anti-sprinkler efforts that have played out in local sprinkler ordinances across the country. Most insurance companies offer sprinkler discounts, yet there remains a disconnect when local agents are unaware of the discounts, unaware of what qualifies for the discounts, or simply not offering these important incentives due to their own inaccurate perceptions of sprinklers. To educate real estate and insurance agents, HFSC developed the "How to Sell a Home with Fire Sprinklers" and "How to Insure a Home with Fire Sprinklers" brochures. HFSC had a booth at the National Realtors Assoc. annual meeting and ran ads in Realtor Magazine and Insurance Journal promoting the new information.

HFSC upgraded its Web site with simpler navigation, making specific information easier to locate. All of the new educational material was added to the site including clips of the videos. Meta tags were added to improve search engine rankings. Most of HFSC's educational materials are requested through the Web site. Visitors have the option to complete the online order form, or download the order form and fax or mail it. Visitors also have the option to ask questions or share comments through HFSC's web site. During the grant period, 258,960 unique visitors went to the HFSC Web site. HFSC also provides a toll-free telephone number.

HFSC maintains a database of all requests for material, and has the most extensive residential ordinance database in the industry. It includes municipalities with sprinklered homes, residential ordinance requirements, number of sprinklered homes and homes expected to be sprinklered.

# PUBLIC EDUCATOR KIT



HFSC developed the “Public Educator” kit to give public educators the tools they need to bring their fire safety message to all members of their community. The kit was advertised nationally and made available on request at no charge. HFSC distributed more than 3,500 copies of the kit during the grant year and continues to offer it.

The kit includes a folder with a 4-page insert, CD-ROM and DVD. The CD-ROM includes dozens of printouts and customizable material public educators can use in their community outreach.

The CD includes:

## **For Public Educators –**

- 5-Step Community Education Planning Guide
- Overview of NFPA 13D Standard
- Tips for Improving Home Fire Sprinkler Outreach to Varied Audiences
- Presentation Material
- Public Relations Tools
- Material Order Form

## **To Educate Consumers –**

- *Protect What You Value Most* brochure PDF
- *The Future of Fire Safety Here Today* brochure PDF
- *Living with Sprinklers* riser hangtag for use in sprinklered homes

## **To Educate Homebuilders/Developers –**

- *Built for Life* brochure

## **To Educate Real Estate Professionals –**

- *Marketing Homes Protected by Fire Sprinkler Systems* brochure PDF

## **To Educate Home Insurers –**

- *What You Need to Know About Insuring a Home With Fire Sprinklers* brochure PDF

## **To Educate School Children –**

- *Sprinkler Smarts* interactive games and educational guidance and lessons

The DVD includes the following videos and flash programs:

- *Protect What You Value Most* video
- *Living with Sprinklers* video
- *Built for Life* video
- *Home Fire Timeline* flash program
- *Fire Sprinkler vs Fire Hose* flash program
- *How Sprinklers Work* flash program





"There is no better residential  
**sprinkler resource**  
for fire departments than HFSC."

Bob Klemmertz, Libertyville Fire Department, Illinois

I believe education is the most effective firefighting tool we have and I want it to be done right in Libertyville. That's why I count on the Home Fire Sprinkler Coalition (HFSC) for high quality residential sprinkler safety education tools.

When our codes were updated and a residential sprinkler ordinance passed, we needed to hit the ground running with a powerful education campaign. HFSC's "BUILT FOR LIFE" materials help us educate homebuilders. The "Living with Sprinklers" kit is so valuable for people moving into sprinklered homes.

HFSC has expanded its Public Educator Kit with even more valuable tools to help build awareness of home fire sprinkler system benefits.

If your department is as busy as ours, you'll appreciate having sprinkler education tools that are truly turnkey. Plus, you can customize the materials to suit your own community.

To order the free HFSC Public Educator Kit, visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) and enter the "Fire Service" section.

  
HomeFireSprinkler.org

## FIRE SERVICE

This full-page, 4-color testimonial ad appeared in the following national Fire Service Trade publications:

- **Firehouse** - January & February 2007 issues, circulation 92,000
- **Fire Chief** - January 2007 issue, circulation 52,000
- **Fire Rescue** - January & February 2007 issues, circulation 50,210
- **iChiefs On Scene** - January 15th & February 1st 2007 issues, circulation 12,500

**TOTAL CIRCULATION: 361,420 (gross)**



## SPRINKLER SMARTS

To introduce fire sprinklers to children in Grades K – 5 HFSC developed the interactive Web site program “Sprinkler Smarts”, starring Captain Splash and the Drop-lettes. The program has separate educational activities for children grades K-2 and grades 3-5. The program teaches children about home fire safety and how fire sprinklers and smoke alarms keep them safe. Games reinforce what they learned. Tabs for parents, teachers, and fire departments provide detailed activities and worksheets to support more comprehensive fire safety education. Sprinkler Smarts can be accessed at [www.SprinklerSmarts.org](http://www.SprinklerSmarts.org) (at [www.SprinklerSmarts.com](http://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](http://www.HomeFireSprinkler.org).





# CONSUMER ADVERTISING

TOTAL REACH: 9.6 MILLION

HFSC placed a full-page, 4-color ad targeting parents of young children in Parenting Magazine read by 2,182,197 parents with young children. A 4-color ad targeting retired grandparents ran in AARP the Magazine and Grand Magazine read by 7,325,000 in the 50+ target market. The copy informed readers about the life-saving benefits of residential fire sprinklers. More than 9.6 million readers saw the ad messages.



## CONSUMER

- **Parenting** - February 2007 issue, circulation 2,182,197
- **AARP The Magazine** - March/April 2007 issue, National 50 – 69 Edition, circulation 7,200,000
- **Grand Magazine** - January/February & March/April 2007 issues, circulation 125,000

**TOTAL CIRCULATION: 9,632,197 (gross)**

## 2007 INTERNATIONAL BUILDERS' SHOW

In 2007 HSFC moved its International Builders' Show booth to a larger 50' x 30' 1,500 square foot booth. This show was attended by more than 100,000 members of the homebuilding industry. HFSC Spokesperson Ron Hazelton hosted the interactive "Built for Life" game where builders could answer a question about residential fire sprinklers for a chance to spin the wheel for a prize. Builders spent an average of 45 minutes in the booth waiting to participate in the game, thus maximizing their exposure to fire sprinkler education.



# HOME BUILDER PROGRAM (CON'T)

## 2006 SENIOR HOUSING COUNCIL SPONSORSHIP

HFSC was an Elite Level sponsor of NAHB's 50+ Housing Symposium held in Phoenix, AZ April 24 – 26, 2006. HFSC had a 10' x 10' booth where the HFSC display 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 (circ: 10,000 builders), 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.



## TRADE ADVERTISING / BUILDER

A new ad was developed to educate the builder market about the benefits of offering customers a sprinklered home.

This full-page, 4-color ad appeared in the following national Builder Trade publications:

- **Builder** - January 2007 issue, circulation 139, 435
- **Professional Builder** - January 2007 issue, circulation 127,262
- **50+ Housing Magazine** - January 2007 issue, circulation 10,000

**TOTAL CIRCULATION: 276,697 (gross)**



# HOME BUILDER PROGRAM (CONT)

## DESIGNING SPACES BUILDERS' SHOW '07

HFSC participated in a special International Builder's Show edition of the hit cable television show *Designing Spaces*. The *Designing Spaces* production crew conducted a remote interview with Ron Hazelton. The two-minute segment aired as part of a 1/2-hour special edition on two cable network channels

- WE (Women's Entertainment) network, March 24, 2007, 7 a.m., reaching 56,200,000 households.
- TLC (The Learning Channel), March 25, 2007, 7 a.m. reaching 86,300,000 households.

**TOTAL POTENTIAL HOUSEHOLDS REACHED:**  
**142.5 million**

### Quorum Productions' Hit TV Show *Designing Spaces* Will Feature Residential Fire Sprinklers

**Beverly Hills, FL** – Eighteen of ten fire-related deaths occur where people feel safe in their own homes. Home fire sprinkler systems can prevent these deaths and the advances in the technology have made them affordable, low cost and aesthetically pleasing. The hit *Quorum Productions* television program, *Designing Spaces*, will feature Ron Hazelton, spokesman for the Home Fire Sprinkler Coalition and host of syndicated radio show, *House of Life*.

"Unlike the movies, home fire sprinklers won't all turn on at the same time during the other rooms where there is no fire. That's a big misconception," says Hazelton. "Only the sprinkler closest to the fire will operate." Also, home fire sprinklers are now installed flush with the ceiling which makes them unobtrusive to the decor of your home. It will be educating viewers on these and other misconceptions about home fire sprinklers and helping them learn how to protect their homes from fire."

About *Designing Spaces*: Created by Quorum Productions, this half hour informative series inspires viewers to make every space count and instructs them on the simplest ways to make their homes more beautiful and functional. From advice on large scale renovations to small improvements, simple tips on making everyday tasks easier to decorating on a budget, this is the one show that provides you with all the comprehensive information you'll need, presented in a fun, easy-to-follow format. *Designing Spaces* is seen Saturday and Sunday mornings on TLC and on the Women's Entertainment Network, between 7:00 & 10:00 am.

About *Quorum Productions*: A division of Q2 Media Inc., this Florida-based production company is nationally renowned for creating excellent quality programming that educates and informs viewers. Their shows are geared towards disseminating vital solutions to life's problems. These programs not only touch the hearts of their viewers but help them make important decisions which impact their lives. Guests on *Designing Spaces* have included representatives from companies such as Intel, A&E, HP, Martha Stewart, Chase Bank, Sam Lee, Prudential Real Estate, Celebrity Cruise Lines and many others.

For additional information about getting your company's stories on *Designing Spaces*, contact Lyla Lloren, Executive Vice President of Programming, at [www.designingspaces.tv](http://www.designingspaces.tv) or call (954) 571-5221.

Media Contact:  
David Muir  
Full Spectrum Media  
For Quorum Productions  
[davidm.com](http://davidm.com)  
(954) 754-9753 ext.1006  
[www.dfm.com](http://www.dfm.com)

## INTERNATIONAL BUILDER'S SHOW MEDIA SCHEDULE

DMA MARKET	Station/Network	Date	Time	Time Zone	Total Potential Households	Total DMA Airings
NATIONAL	TLC	3/25/07	7:00 AM	ALL TIME ZONES	86,300,000	
NATIONAL	WE	3/24/07	7:00 AM	ALL TIME ZONES	56,200,000	

\* Designated Market Areas (DMA's) are used by Nielsen Media Research to identify TV stations whose broadcast signals reach a specific area and attract the most viewers. A DMA consists of all counties whose largest viewing share is given to stations of that same market area. Non-overlapping DMA's cover the entire continental United States, Hawaii and parts of Alaska. There are currently 210 Designated Market Areas throughout the U.S.

\* All schedules are subject to availability and may change at the discretion of the Networks and Stations without notice.

Number of Potential Households Guaranteed:	80,000,000
Number of Potential Households Booked:	142,500,000
Number of Bonus Households Reached:	62,500,000

# HOME INSURANCE AGENT EDUCATION PROGRAM



HFSC developed a 12-page brochure to help Home Insurance Agents learn about the benefits of fire sprinklers and the value of providing a discount on policies that protect sprinklered homes. HFSC has distributed more than 3,000 brochures. This brochure was sent along with a cover letter to 230 NFPA 13D communities.



## TRADE ADVERTISING / HOME INSURANCE AGENT

This full-page, 4-color ad offered the new brochure and ran in the following national Insurance Agent Trade publication:

- **National Agent's Sales Journal** - February & March 2007 issues, circulation 50,000

**TOTAL CIRCULATION: 50,000 (gross)**





# REALTOR EDUCATION PROGRAM

HFSC developed an 8-page brochure to help Real Estate Agents learn about the benefits of marketing a home protected by fire sprinklers. This brochure was distributed at the 2007 National Association of Realtors Annual Conference & Expo. This brochure was sent along with a cover letter to 230 NFPA 13D communities.



## TRADE ADVERTISING / REAL ESTATE AGENTS

This full-page, 4-color ad appeared in the following national Real Estate Agent Trade publications:

- **Realtor® Magazine** - February 2007 issue, circulation 1,120,871
- **Realtor® Show Daily** - November 2006 – 4 daily issues total, circulation 25,000

**TOTAL CIRCULATION: 1,582,291 (gross)**

# SOLUTIONS NEWSLETTER / HOMEBUILDER & FIRE SERVICES

## THE SOLUTION NEWSLETTER

HFSC developed separate editions of "The Solution" newsletters for members of the homebuilding industry and the fire service.

## HOMEBUILDER EDITION

Includes stories about HFSC at the International Builders' Show, trade ups, home builder Q & As, how builders can promote fire safety during Fire Prevention Week, Habitat for Humanity projects in North Carolina and fire sprinklers added to the Fortified for Safer Living recommended list. The 8-page, 4-color newsletter was e-mailed to more than 19,000 members of the homebuilding industry.



## FIRE SERVICE EDITION

This newsletter promotes the new Public Educator kit and Sprinkler Smarts program. It also includes the North Carolina Habitat for Humanity story, Jim Dalton receiving the Home Safety Council's Anne Phillips Award at the CFSI event, HFSC activities at IBS, HFSC's plans to educator water purveyors, an article recognizing Larry Maruskin for serving on the steering committee, HFSC's plans to become a 501c3 and highlights from Ron Hazelton's Satellite Media Tour. The 8-page, 4-color newsletter was e-mailed to more than 60,000 members of the fire service working with Firehouse.com.



## EXAMPLES OF HFSC INFORMATION IN PRINT

- **The Morning Call** (Circ. 159,383), April 2, 2006: "The Ultimate in Fire Protection".
- **The Tennessean** (Circ. 265,771), February 19, 2006: "Sprinklers add value, study indicates".
- **Fire Protection Contractor** (Circ. 2,700), March, 2006: "Built for Life" Pilot Program Award", HFSC's Materials to Educate Those in Sprinklered Homes", "Survey Shows: Majority Believe Fire Sprinklers Increase a Home's Value".
- **The Coast Star**, Manasquan, NJ (Circ. 15,100) March 16, 2006: "Safety experts say Hollywood doing the Public a disservice".
- **FPC**: (Circ. 2,700), March, 2006: "Fire Groups"
- **Builder and Developer**, Newport Beach, CA (Circ 25,000) April, 2006
- **SQ Sprinkler Quarterly**: March/April, 2006: "HFSC Awarded 2005 Fire Prevention and Safety Grant". May/June 2006: "State of the Industry," "Regional Roundup".
- **Professional Builder**, Oak Brook, IL (Circ 126,999) April, 2006: "Debate Rages over Fire Sprinklers".
- **Security System News**, Newport Beach, CA (Circ. 24,100) May, 2006: "Homeowners like builders who like sprinklers".
- **Women's Day**, New York, NY (Circ. 400,000) June 1, 2006: "Home Safe Home".
- **House Beautiful Kitchens/Baths** (Circ. 350,000) June, 2006: "Your Home Idea Center".
- **House Beautiful Home Remodeling & Decorating** (Circ. 350,000), June, August 2006: "Your Home Idea Center".
- **NFPA Journal** (circ. 85,101), May/June, 2006: "HFSC Awarded 2005 Fire Prevention and Safety Grant"
- **CASA Notes**, 2nd Issue, 2006: "Regional Report", "Residential Roundup".
- **Sprinkler Age**, July, 2006: "Momentum Gaining for Residential Sprinklers".





PUBLIC RELATIONS (CON'T)

SATELLITE MEDIA TOUR (SMT)

HFSC spokesperson Ron Hazelton participated in a Satellite Media Tour with 19 morning TV shows throughout the country, **reaching 830,442 viewers**. Working with the Reedy Creek Fire Department, two fire sprinkler demonstration trailers were set up in the fire station parking lot. One trailer was from Pleasant View Tennessee, Fire Department, the other from the Kississimee Florida Fire Department. Most of the interviews were live, starting at 5:25 a.m. Two cameras were used during the Satellite Media Tour (SMT), one to video Ron, the other to video the sprinkler activation. Throughout the morning, Ron and the crew rotated from one trailer to the next. Each interview averaged about 3 minutes.



satellite tours inc  cindy randall

SATELLITE MEDIA TOUR with RON HAZELTON  
HOME FIRE SPRINKLER COALITION • PEG PAUL & ASSOCIATES • Feb. 7, 2007

\*\*\* To Date (02/15/07), Nielsen Reports 19 Airings With An Audience Reach of 690,958 \*\*\*

Dollar Value is based on a thirty-second commercial, multiplied by the average segment length  
Approximate Publicity Value is based on being in the editorial portion of the news, plus third-party endorsement

Time ET	Market Rank / City	Station/Affiliate	Program	Viewers	Length	Value
02/07 L 5:25a	22 PITTSBURGH	WTAE ABC	Action 4 News at 6	67,296	:01:35	\$ 2,228
02/07 L 5:35a	25 INDIANAPOLIS	WRTV ABC	6 News Morn. at 6	35,098	0:41	\$ 648
02/07 L 5:45a	11 DETROIT	WJBK FOX	Fox 2 News at 5:30	110,322	:02:30	\$ 2,236
02/07 L 6:10a	68 ROANOKE	WSET ABC	Good Morn. Virginia	19,655	:04:00	\$ 404
02/07 L 6:20a	66 FLINT	WJRT ABC	12 News This Morn.	40,059	:01:41	\$ 1,704
02/07 L 6:30a	108 TALLAHASSEE	WCTV CBS	Morning News	29,699	:02:28	\$ 952
02/07 L 5:10a	143 SIOUX CITY	KMEG CBS	14 News Sunrise	2,159	:02:16	\$ 60
02/07 L 7:21a	26 CHARLOTTE	WCCB FOX	Fox News Rising	34,232	:02:24	\$ 1,596
02/07 L 6:48a	89 CEDAR RAPIDS	KCRG ABC	TV 9 Morn. News	32,703	:01:47	\$ 892
02/07 L 6:54a	30 NASHVILLE	WSMV NBC	A.M. Nashville	74,456	:01:20	\$ 1,388
02/07 L 7:11a	101 EVANSVILLE	WTVW FOX	A.M. Evansville	6,045	:03:42	\$ 152
02/07 L 6:25a	70 TUCSON	KGUN ABC	Good Morn. Tucson	22,560	:03:04	\$ 496
02/07 L 6:37a	35 SALT LAKE CITY	KTVX ABC	Good Morning Utah	18,132	:02:23	\$ 316
02/07 T 11:53a	19 ORLANDO	CABLE	Central FL News	14,129	:01:48	\$ 424
02/07 L 6:17a	110 RENO	KTVN CBS	Ch 2 Morn. News	10,844	:02:40	\$ 404
02/07 L 6:27a	149 (02) PALM SPRINGS (LA)	KMIR NBC	KMIR 6 Today	6,782	:02:32	\$ 220
02/07 T 8:45a	0 ILLINOIS	CABLE	NewsMix Illinois	TO COME		
02/07 T 11:42a	44 MEMPHIS	WPTY ABC	Midday	27,306	:03:32	\$ 480
Aired 2x 2/12 & 13	0 PA-NJ-DE-MD	CABLE	(10:28 AM + PM) Art Fennell Reports	139,484	:02:28	\$ 3,628

SATELLITE TOURS INC  www.SatelliteTours.com  Phone: 949.661.9001  Email: Satcats@aol.com

# WEB SITE UPDATE

WWW.HOMEFIRESPRINKLER.ORG

The HFSC Web site has been completely redesigned with cleaner and simpler navigation, making specific information easier to locate. It is now a hybrid HTML, DHTML and Flash allowing the sending/saving of links to specific pages, improving traffic reporting and allowing the use of the best technique for all content. This eliminates the need to produce and maintain a separate HTML version. Text links have been added to page bottoms improving accessibility. The use of roll-over graphics allows more items to be featured on home pages. Meta tags (title, keywords, description) have been added to improve search engine rankings. The fresh, clean look keeps the site looking new and exciting. The site has been transferred to a new, higher speed server which has improved performance of the site.

The site has also been expanded to include special sections for Real Estate and Insurance professionals. Video segments from the 2007 Media tour have also been added. **The program resulted in 258,960 unique visitors to HFSC's Web site during the grant year, an average of 712 visitors per day.**





# PROGRAM EVALUATION

## User Evaluation of *Home Fire Sprinkler Coalition Public Education Kit*

Prepared by The Scott Group for the Home Fire Sprinkler Coalition and Peg Paul & Associates  
May 31, 2007

Phone surveys were conducted with members of the Fire Service who requested the free Public Educator Kit through email, fax and phone. Forty-seven completed surveys were utilized to prepare a program evaluation and analysis. The evaluation concluded that HFSC's Public Educator Kit has a strong user acceptance to the program.

### EXECUTIVE SUMMARY

This report covers findings of a survey among recipients who have requested copies of the *Public Educator Kit* and who have a professional interest in public education relating to residential fire sprinkler systems.

The survey of kit recipients was conducted by telephone interviews with a representative sampling of kit users. Each interviewee was asked to evaluate the major components of the kit, using a scale of 5 (best) to 1. Additional voluntary comments are reproduced verbatim in Exhibit A at the end of this report.

**Replies to all of the survey questions indicate a very high level of recipient approval and future expected use of the tools contained in the kit.**

Following are some representative findings:

- A majority of recipients opened the CD-ROM. Among this group, all users viewed the lists of education aids available for the six audience categories queried.
- On a question of the likelihood that respondents will use six specific education aids described in the CD-ROM, answers yielded average scores on the 5-to-1 scale ranging from a high of 4.68 to a low of 4.11.
- 73% of respondents already use HFSC education materials, and a very large majority indicate their intentions of continuing to do so.
- Using various evaluation criteria, respondents' average rating for the kit ranged from 4.72 out of 5 to 4.37.

### RESEARCH METHODOLOGY

This report summarizes the results of evaluation research conducted by telephone interviews of a random selection of recipients of the *Public Educator Kit*. Each interviewer followed a standard outline designed to maximize information developed in contact with kit users. The survey questions are stated in the **Survey Findings**.

At the survey cut-off date, approximately 2,500 kits were distributed to those who requested it, 44 interviews were completed from a broad spectrum of kit recipients.

In addition to answering interviewers' questions, numerous survey respondents volunteered additional comments. These are shown verbatim in **Exhibit A**.

### SURVEY FINDINGS

1. **PRELIMINARY QUESTIONS.** The *Public Educator Kit* materials are packaged in an informative folder highlighting important aspects of fire sprinkler education and listing potential audiences for it.

- A. Does the community where you work have an ordinance that requires fire sprinklers in single-family homes?

Yes ..... 30%

No ..... 70%

- B. Did the kit folder alert you to potential new audiences for your education programs?

Yes ..... 70%

No ..... 30%

2. **PUBLIC EDUCATION CD-ROM** . Included in the kit is a CD-ROM describing the various public education tools available through the HFSC.

- A. Did you open the CD and view the list of audience categories?

Yes ..... 53%

No ..... 47%

- B. Did you review the various education aids intended for the following audiences?

	YES	NO
Public educators	53%	47%
Consumers	57%	43%
Home builders/developers	53%	47%
Real estate professionals	64%	36%
Home insurers	61%	39%
School children	59%	41%

# PROGRAM EVALUATION (CONT)

C. Did you open the CD and view the list of audience categories

Yes ..... 61%  
No ..... 39%

If Yes, what audiences?

Home builders ..... 26%  
Home insurers ..... 22%  
Real estate professionals ..... 11%  
School children ..... 9%

D. On a scale of 5 to 1, 5 being the highest evaluation, what is your over-all opinion of the following educational aids described in the CD-ROM? (Figures below are averages of all respondents' evaluations).

How Fire Sprinklers Work ..... 4.68  
Sprinkler vs. Fire Hose ..... 4.61  
Home Fire Timeline ..... 4.56  
Power Point Presentation ..... 4.53  
FAQs ..... 4.53  
Quizzes for pre-schoolers to adults ..... 4.33  
Flashover Chart ..... 4.11

E. On a scale of 5 to 1, 5 being the most likely, which of the following public relations tools described in the CD-ROM are you likely to use the most?

Fire sprinkler fact sheet ..... 4.42  
News release to customize locally ..... 4.37  
How to communicate success stories ..... 4.32  
Sprinkler talking points for media ..... 4.26  
Print ads to customize ..... 4.17  
Tips for working with local media ..... 3.89

3. **DVD VIDEOS AND ANIMATIONS.** The kit also includes a DVD consisting of videos, charts and animations for various audiences. Survey questions:

A. Did you open the DVD disk?

Yes ..... 50%  
No ..... 50%

B. If yes, please rate the following DVD contents, using the 5 to 1 scale:

How Fire Sprinklers Work ..... 4.82  
Home Fire Timeline Comparison ..... 4.77  
Living With Sprinklers ..... 4.62  
Protect What You Value Most ..... 4.55  
Built for Life ..... 4.52  
Fire Sprinklers vs. Fire Hose ..... 4.52

4. **OTHER PUBLIC EDUCATION ISSUES.** The survey also included two additional queries relating to the Public Educator Kit and the issues with which it deals:

A. Do you currently use HFSC videos, brochures, or other educational materials in your programs?

Yes ..... 59%  
No ..... 27%  
Not yet but I plan to ..... 14%

B. On the scale of 5 to 1, how likely are you to visit the HFSC Web site in the future to get updates on HFSC educational materials? (Percentages are of all respondents.)  
On the scale of 5 to 1:

5 ..... 70%  
4 ..... 7%  
3 ..... 7%  
2 ..... 7%  
1 ..... 2%  
Average ..... 4.43

C. On the same scale, how likely is it that your fire sprinkler educational work will include the following audiences:

Community officials ..... 4.14  
Home builders and/or developers ..... 4.02  
Students and/or teachers ..... 3.80  
Local media representatives ..... 3.80  
Residents/consumers ..... 3.70  
Prospective new home buyers ..... 3.65  
Real estate professionals ..... 3.41  
Insurance agents ..... 3.36  
Mortgage lenders ..... 2.68

# PROGRAM EVALUATION (CON'T)

D. On the same scale, please give us your evaluation of the HFSC Public Educator Kit as a whole in terms of:

Understandability	4.72
Thoroughness	4.70
Over-all evaluation	4.60
Adaptability	4.49
Interest	4.37

E. Do you have any experience with the Public Educator kit?

Yes .....	21%
No .....	79%

## OBSERVATIONS AND CONCLUSIONS

The survey findings described on the preceding pages testify to strong user acceptance for the HFSC Public Educator Kit as a whole, and to the value of all of the kit components.

As shown in the replies to Question 2.D, all of the educational aids listed scored over 4.00 on the 5 to 1 scale and a majority over 4.50. Additionally, the survey responses to question 2.E with all but one scoring over 4.00, indicate strong future usage of the listed education aids.

In the DVD valuations, all six of the aids scored over 4.50 (Question 3.B), one of the highest results we have encountered in evaluations of this kind. And in the survey's final evaluation question, Question 4.D, the over-all evaluation of the kit is 4.60, and it is rated even higher in Thoroughness (4.70) and Understandability (4.72).

## EXHIBIT A – RESPONDENTS' COMMENTS

The survey findings described on the preceding pages testify to strong user acceptance for the HFSC Public Educator Kit as a whole, and to the value of all of the kit components.

In addition to these evaluations, the user comments shown on the following pages speak to the strong acceptance and usage of the kit.

*Absolutely well received and a most valuable tool.*

-Dan McDonald  
New Boston Fire Department  
New Boston, New Hampshire

*Very helpful.*

-David Doudy  
Farmington Fire Department  
Farmington, New Mexico

*It has a large target audience.*

-Ken Smrdel  
Euclid Fire Department  
Euclid, Ohio

*Homebuyers should view it voluntarily so that they can see for themselves the benefits of sprinklers. Also, there should be a list of options to choose from, and the price.*

-Glen Nivens  
Antonia Fire Protection District  
Barnhart, Missouri

*I really like the kit. It is helpful and informative.*

-James Kettler  
Buckingham Township  
Buckingham, Pennsylvania

*You should focus on a lot of visuals to make it easier to comprehend. Also have as many videos as possible.*

-John T. Johnson  
Gig Harbor Fire and Medic One  
Gig Harbor, Washington

*I am thrilled and amazed by the program, but there are still many people who don't want the sprinklers. ....*

-Gabriella Avina  
California Fire Napa County Fire Department  
St. Helena, California

*The kit is great and I am using it right now in my programs. We want to start incorporating sprinklers in with Habitat for Humanity, so we are starting a program for a grant we are trying to get.*

-Thomas Ray

*This is a great resource to help dispel the myths about fire sprinklers.*

-Blake Goetz  
Palm Springs Fire Department  
Palm Springs, California

*The feedback that we have got from insurance agents is favorable, and the kits pointed out things that they did not know.*

-Doug Alexander  
Carroll County Volunteer  
Emergency Services  
Mt. Airy, Maryland

*Thank you for making it available so easily.*

-Public Educator  
Grenada Fire Dept.

*The website is what is most closely looked at.*

-Westlake Fire Department  
Westlake, Texas

*Found that diamond in the sand with the Public Education Kit*

-Chief of Training and Logistics  
Fauquier County Fire Dept.

## WEB COMMENTS

EXAMPLES OF FEEDBACK ON WWW.HOMEFIRESPRINKLER.ORG

*Ed M. Goolsby*

*Willette Volunteer Fire Department*

*Red Boiling Springs, TN*

*This will be a great asset for educating the public and home builders in this area and help to maybe change the building codes for new apartment building which is on the rise in this area. Thank you*

*Michael Ward*

*Mt. Morris, IL*

*Friends of ours had a basement fire, very little flame damage, but heavy smoke and heat damage amounted to over \$100,000 damage. I would like to give them the opportunity to decide if they want a sprinkler system. Do they would need a "remote" tank as they live in the rural area. Also, the fire department did a super job of stopping it in the basement.*

*David Nyquist*

*Lefthand FPD*

*Boulder, CO*

*We have a continuing battle with our building officials over the use of residential sprinklers systems vs. the use of various sheet rock solutions in the urban interface where we have limited water supplies. Any data you may have to support the use of residential sprinkler systems in smaller structures (<3600 Sq. Ft.)*

*Jeff Brock*

*Georgetown Lake VFD*

*Anaconda, MT*

*We have a lot of new development in our area and have concerns about water supplies response times. Our area is rural and on individual wells.*

*Stuart Pattison*

*Wake Forest, NC*

*Two recent fires in our neighborhood. Info is for our development's new fire committee.*

*Daniel Byrne*

*City of Beaufort Fire Department*

*Beaufort, SC*

*I am working hard with builders on installing sprinkler systems and could use such a video*

*Billy Shannon*

*Billy Shannon & Associates*

*Perkinston, MS*

*We are about to start new construction in a rural area and this looks like it would benefit us at this time.*

*Chris Pickel*

*Hummingbird Realty*

*Lake Toxaway, NC*

*I am rebuilding a house and want to install a fire sprinkler system.*

*Jack Pritchard*

*Pritchard Mechanical*

*South Bend, IN*

*I am a plumbing contractor that is wanting to learn how to design and install residential fire sprinkler systems.*

*Elmer Sawyer*

*Pumpkin Center Rd.*

*Jacksonville, NC*

*Thank you for providing this information. We are in a huge building boom here and residential sprinklers are showing up fast.*

*Brent L. Christopherson*

*Missoula Rural Fire District*

*Missoula, MT*

*Thank you so much for the offer to send the Public Educator Kit for me to use in my current position as I promote residential fire sprinklers to our fire district and surrounding area.*

*Robert T. Drew*

*Dublin Fire Dept.*

*Dublin, GA*

*I have been pushing for the installation of residential sprinklers for years. Maybe we should change to name from residential fire sprinklers to residential life saving systems*

*Aaron Leslie*

*Skagit County Fire District #15*

*Mount Vernon, WA*

*I am the training officer at my local fire department. I am requesting this material to heighten my level of awareness in fire sprinkler systems and their installation. I intend on meeting the needs of my community by making up for the lack of hydrants in the area. In order to do this, I am launching a public awareness training campaign within my fire department in order to get the word out.*

*Matthew Rehl*

*Cary Fire Department (Engine 3)*

*Raleigh, NC*

*Your information looks great and will be a great help towards teaching others about sprinkler systems in the home*

*John Laurentowski*

*Fort Pierce, FL*

*Thanks, I have been looking to start something new and I think this may be it.*

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## WEB COMMENTS (CON'T)

Linda Parry

Matthews, NC

I recently lost two grandchildren in a house fire and just saw your ad in Grand Magazine. I hope to convince my family to install a sprinkler system in the new house.

Jim McCart

Amador Fire Protection District  
Jackson, CA

I am trying to establish a SFD sprinkler ordinance in my District and realize that educating my Board and the public is a necessary first step towards that goal.

Ken Robinson-Elmslie

RPI Fire Protection  
Arlington, WA

We are going to be installing fire sprinklers in three new tracts of 12-23 houses in each.

Cliff Golby

Beach Fire Protection  
Virginia Beach, VA

I am in an area that there is no ordinance. I'm trying to reach the public, however cost is an issue for me. I'm looking for alternatives, maybe approaching the media. Any ideas would be greatly appreciated. Thanks, Cliff Golby Beach Fire Protection

Joseph Ketterle

Picture Rocks Fire District  
Tucson, AZ

We have a sprinkler requirement in all new site built homes with the adoption of the IFC 2003 fire codes, I would like as many pamphlets as you can send to help me educate the public. Also any suggestions

on how to get the cooperation out of mobile home builders on installing sprinklers. Thank you

Travis Crabtree

Carrboro Fire-Rescue Dept.  
Carrboro, NC

I am planning to install a NFPA 13-D system in my new home and I need to educate the local inspections department

Brian J. Thibeault

Plymouth Fire Rescue  
Plymouth, NH

I have to develop a presentation on the difference between Cistern and sprinkler protection. Any info you have will help.

Kenneth Lamoureux

Bridgeport, WV

I am building a new home this summer and I thought about putting in a home sprinkler system. I just wanted some information before I decided to do this.

Theresa Warner

Cottonwood, CA

We are building a home and are really interested in putting sprinklers into our home. We would like the information and cost for the sprinklers.

Keith Benham

Habitat for Humanity  
Olympia, WA

We will be installing residential sprinkler systems in 10 or our next 12 houses. Do you know of a local plumber/sprinkler designer that might like to help us?

Joseph Stambush

Edgewood Fire/EMS  
Edgewood, KY

Will use the kit to promote home sprinkler system awareness and Fire Protection Education.

Victoria DeVargas

Santa Fe County Fire Department  
Santa Fe, NM

We have approximately 53 sprinklered subdivisions in our county (and the number is growing every day). These subdivisions have anywhere from 4 to 30 homes. We would like to hand these out to homeowners with existing systems as follow up and to new home owners once we do a final test on their systems. What is the maximum number of kits we can request?

Kurt Angell

Osage Fire Dept.  
Osage, IA

Interested in home sprinklers for my own home actually, and looking for information on installation in an older home. Maybe then can get some of the contractors in the area to maybe push for installation when building new homes. Or maybe even getting the City to require sprinklers in new homes. A cost of installing vs. cost savings on insurance premiums information.

Trisha Burkhardt

Tri- Clover Volunteer Fire Dept  
Orefield, PA

Thank you for compiling all this information and making it available to everyone!



## WEB COMMENTS (CONT)

Jay Brandenburg  
First Hose Company of Boonsboro  
Keedysville, MD  
Looking for information to develop a residential sprinkler program in my home town. Thanks for any help you can provide.

Cheryl Rasbury  
Magnolia Volunteer Fire Department  
Wiggins, MS  
Mississippi ranks first in the nation for annual fire deaths according to the Home Safety Council and we are trying to educate the public about fire safety and devices available to them.  
As our fundraiser this summer, we are holding a Safety Fair on July 21st for the community. Any handouts or demonstrations you can donate would be greatly appreciated.  
Please call if you have any questions. Thank you for your time.

Jessica L. Srein  
Newmarket Fire & Rescue  
Newmarket, NH  
Any help with educating the community is always welcome! Thank you for this

Thomas  
Minact, Inc.  
Excelisor Springs, MO  
I feel fire prevention is not talked about enough. The more we can educate people & save their lives, the less deaths we have.

Walter Macchiarella  
Burns Harbor Fire Department  
Burns Harbor, IN  
Thank You very much for this material. It will be put to very good use.

Ronald DiLapo  
Princeton Township Bureau of Fire Prevention  
Princeton, NJ  
Please send three kits each so I may distribute them to the Construction Official and his Fire Subcode Official.

Al Feenstra  
Georgetown Twp. Fire Dept.  
Jenison, MI  
I'm a fulltime fire inspector who had a new home built two years ago. Everyone asked if I was going to have it sprinklered. I told them that that would be a no brainer. Of course it would be sprinklered. How can a fire inspector promote home fire sprinklers if he wouldn't put them in his own home!!!! It's the builders that are so against them and to this day I can't figure out why? It doesn't cost them a dime. You just add it to the cost of the house and doing business and continue on. Oh, by the way, my homeowners insurance was cut by 1/3 due to having the house sprinklered. Keep up the great work and I'll keep pushing for sprinklers here in Michigan.

David J. Martone  
Spencer Fire Department  
Spencer, NY  
Very needed information to get out there and thank you in advance.. This is my home address and phone number that I am requesting the material be sent to. Again Thank You.

Thomas Middleton  
Burlington (VT) Fire Department  
Burlington VT  
I am requesting permission to rebroadcast your DVD promoting home fire sprinklers on our local media.

Lt. Carolyn Ann Larkin  
Mountain Park Volunteer Fire and Rescue  
Roswell, GA  
Hello! Thank you for your site. I have found here much useful information.  
I'll be back.

James ward  
New London  
Does the storage tank for residential systems hold enough to put out the fire, so a cistern in the area would not be necessary? I have heard the stored water is only enough to hold the fire off until the fire dept can arrive. can you direct me to more info about the need or lack of need of a cistern if the homes have fire sprinklers? (this is a area that does not have central water. Wells only.

Brian J. Thibeault  
Plymouth Fire Rescue  
Plymouth, NH  
I used your Power Point Presentation for the Planning Board last night. They wish to air the Ron Hazelton video on local public access television and request your permission to do so.

Glen Guarin  
Mary Esther Fire Department  
Mary Esther, FL  
Several family units will be built in our district over the next several months. I will use this information to educate city council as well as the public on the benefits of a sprinkled home

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## WEB COMMENTS (CON'T)

*Robert J. Jagla*

*Chicago, IL*

*We are in discussions with a developer about building a new home. We are considering fire sprinklers for that project. We would like to get your "Living with Sprinklers" video on DVD to help us with that decision.*

*Dale Ashbee*

*Neebing Emergency Services*

*Thunder Bay, Ontario*

*We are looking at promoting home sprinkler systems through our public education activities in our rural community. I am seeking information that can be put before local politicians, builders and residents to promote the adoption of home fire sprinklers. Any specific information regarding systems for non municipal water supplies would also be helpful.*

*Barbara Rice*

*Cottonwood Fire Department*

*Cottonwood, AZ*

*I learned of this product at a FireTeam USA conference. We have a residential sprinkler ordinance in our community. We desperately need this type of information to get to the homeowners. What a great product.*

*James Matheny*

*Badin Lake Volunteer Fire Dept.*

*New London, NC*

*Our Volunteer Fire Department is starting a campaign to promote the use of residential sprinkler systems.*

*Victoria DeVargas*

*Santa Fe County Fire Department*

*Santa Fe, NM*

*Is there limit on how many Living w/ Sprinklers video and information cards a fire service can request? We would like to mail out a copy to home owners in our County that have residential sprinklers, for Fire Prevention Month. We would also like to start providing a copy of this resource to home owners/contractors when we perform our final inspection on systems.*

*Any help is much appreciated. Thank you for this service.*

*Joseph E. Walker*

*DeSoto County Fire Rescue*

*Arcadia, FL*

*Thanks for a well designed program in advance. I hope to convince a community to use Residential sprinklers in every home in our county. Thanks.*

*Sue Stewart*

*Intended use will be part of a presentation to both the Planning Commission and the City Council. Anything you have in a \*.ppt would also be helpful.*

*Mike Nation*

*Guardian Fire protection LLC*

*Greenfield, Indiana*

*I am preparing for a state wide home show. If you could send me as many kits as possible to promote residential fire protection at this show it would be greatly appreciated*

*Thanks Mike Nation*

*Joe Collins*

*Blaine, MN*

*Please send informational brochures as well if you have them. I will be placing them in some of our model homes. Thank you.*

*Greer Rogers*

*West Lafayette, IN*

*This video will be a resource for a research paper that I am doing at Purdue University for Residential Fire Sprinkler Systems. Any additional information would be greatly appreciated. Thank You*

*Trisha Burkhardt*

*Tri- Clover Volunteer Fire Dept*

*Allentown, PA*

*This site has been very helpful. I had searched for quite some time until I found it with multiple links. Wish there was an easier way for people to find out this information. Thanks*

*Ryan Cole*

*AFP Systems Inc.*

*Tualatin, OR*

*We are interested in getting the Living with sprinklers packets to give to our customers. We due a lot of homes and condos and this looks like it would be a great tool for the owners to have.*

*Diana Licon*

*CA Division of the State Architect*

*Sacramento, California*

*We have a total of 5 regional offices that would love to have this video as staff training. Would it be possible to get 5 copies?*