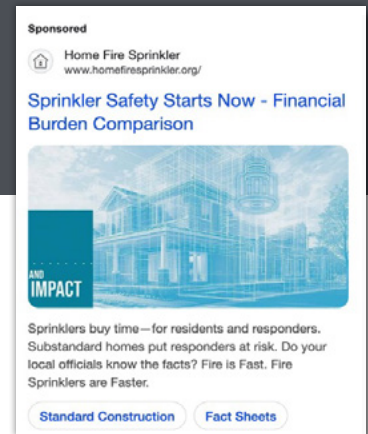




FY23 Fire Prevention & Safety Grant SUMMARY REPORT

Home Fire Sprinkler General Prevention & Awareness Campaign
July 23, 2024 – January 22, 2026



HOME FIRE SPRINKLER
COALITION
HomeFireSprinkler.org



FY23
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MISSION STATEMENT

The Home Fire Sprinkler Coalition (HFSC) is a national, nonprofit, 501(c)(3) educational organization. HFSC is noncommercial and does not lobby for legislation. HFSC's sole focus is educational outreach. The mission of the Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of installed home fire sprinklers, ultimately increasing the number of installations in new one- and two-family dwellings.

HFSC BOARD

American Fire Sprinkler Association (AFSA)
Canadian Automatic Sprinkler Association (CASA)
FM
International Association of Fire Chiefs (IAFC)
National Association of State Fire Marshals (NASFM)
National Fallen Firefighters Foundation (NFFF)
National Fire Protection Association (NFPA)
National Fire Sprinkler Association (NFSA)
National Volunteer Fire Council (NVFC)
Phoenix Society for Burn Survivors
State Farm®
UL Research Institutes
U.S. Fire Administration/FEMA





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SUMMARY

Home fires are faster today and more deadly to residents and first responders. Because of fire sprinklers' proven effectiveness, national NFPA and ICC codes require them in all new one- and two-family homes. Unfortunately, these requirements are often removed locally in response to home building industry lobbying and misinformation. Anti-code activists often blame affordability and installation costs but that is disingenuous. Local fire service and decision makers need to understand the cost to their community when new homes are built without sprinklers: injury, death, firefighter exposure, property loss, displacement costs, fire department resources, environmental concerns, and more. Removing sprinklers from the codes encourages and allows inferior homes to be built, threatening community risk reduction for decades.

HFSC was awarded a FY2023 Fire Prevention & Safety Grant to disseminate information on a national level. We communicated how installed home fire sprinklers are a vital part of CRR to protect citizens and responding firefighters, developed turnkey resources that help the fire service prevent the fire sprinkler requirement from being omitted from codes, increased awareness about developer incentives in areas where sprinklers are not required, and encouraged the fire service to use incentives effectively and to boost home sprinkler education in their local CRR.

HFSC developed an online Community Impact Tool that fire departments can use to readily turn their local data into actionable insights for code hearings and other stakeholder presentations. A key feature of this tool is the highlighting of the true costs of home fires when sprinklers aren't installed. This data includes fatalities, injuries, property loss and displacement. HFSC also developed website content, fact sheets and updated the developer incentive information, and produced a series of short educational videos AHJs can utilize with the Impact Tool information.

Ten AHJs participated in HFSC pilot tests to formally evaluate the tool and test the messages with stakeholders. Members of the fire service were also requested to evaluate the online tool. Revisions were made based on these evaluations. Results from the pilot tests and evaluations were very positive, showing AHJs and fire service members believe the tool does support their education efforts and that using local data supports the sprinkler requirement.





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SUMMARY *continued*

HFSC implemented an educational ad campaign that reached more than 12 million, exceeding our goal of 7.5 million. It included print, digital and web ads with links to the new information. The Impact Tool was promoted to members of the fire service. Ads targeted decision makers with links to the website inviting them to learn why omitting fire sprinklers from codes allows construction of at-risk homes, putting citizens and firefighters in danger. Ads targeting home builders informed about home fire sprinkler cost-saving incentives that benefit them.

During the grant year, our goal was 25,000 website visitors. More than 144,000 visited our website, with 44,592 visiting the Impact Tool page. The fire service campaign resulted in 5.1 million impressions. The decision makers campaign reached 971,100. The builder campaign reached 1.9 million. Our digital campaign reached 4.2 million and resulted in more than 1 million engagements and 2.1 million YouTube views, exceeding our goal of 250,000 video views.

HFSC will sustain the Impact Tool and other grant content indefinitely and continue to review and revise as needed. As more visitors use this important resource, the program will prove to be even more cost-effective, especially when the result is homes that are protected.





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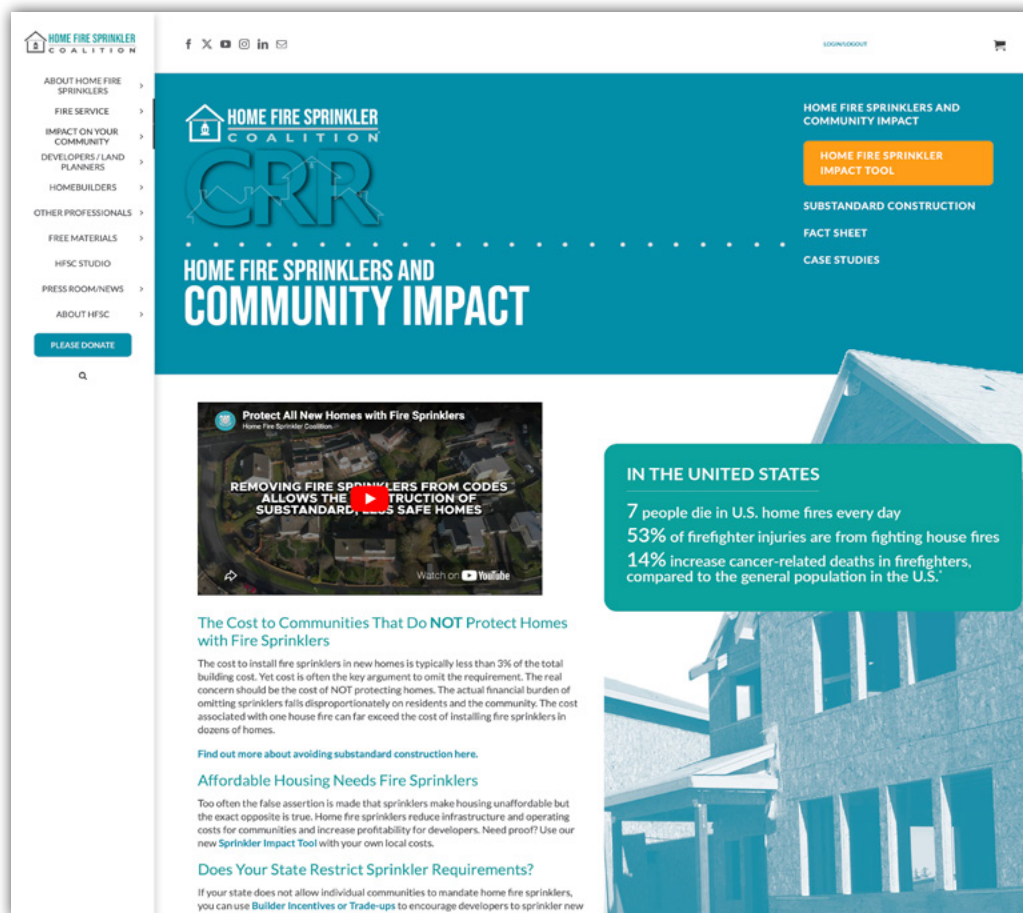
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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT

HFSC developed web content to guide visitors through the new resources that educate about the cost when new homes are built without fire sprinklers. It includes the 3-minute *Protect All New Homes with Fire Sprinklers* video, data and links to various resources.



<https://homefiresprinkler.org/community-impact/>



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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

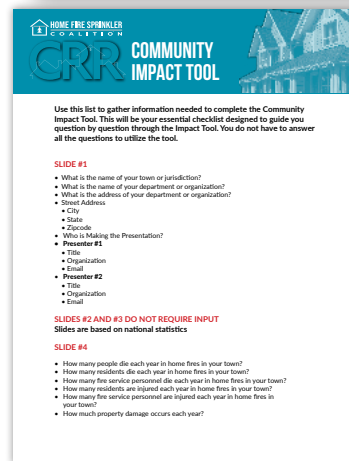
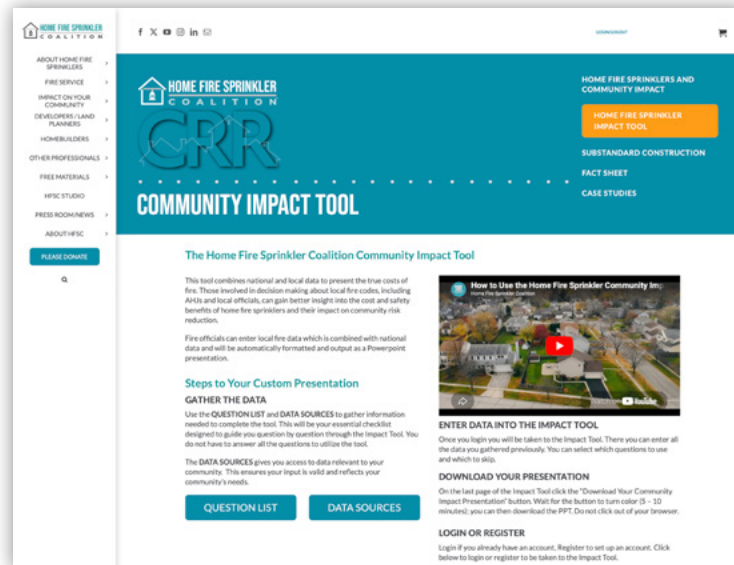
Community Impact Tool

The Home Fire Sprinkler Community Impact Tool combines national and local data to present the true costs of fire. Users can input local information and data including fatalities, injuries, property loss and displacement. This tool can be used to compare the costs between homes protected with fire sprinklers and homes that are not protected.

Users start with a Question List to help collect local data and information. Users log into the Impact Tool to input the information. The Impact Tool includes 28 slides. Users can choose which slides they want to include in their presentations. Once they enter the data, the Impact Tool automatically creates a PowerPoint presentation that can be used for presentations to local officials and other decision makers.

How to Use the Home Fire Sprinkler Community Impact Tool

In this “How-To” video, we walk users through how to use HFSC’s Home Fire Sprinkler Community Impact Tool to quickly generate local data and powerful insights that support their fire prevention and Community Risk Reduction (CRR) efforts.





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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

Educational Videos

HFSC produced a series of short videos to explain and support keeping the sprinkler requirement in codes. The videos reinforce the content in the presentations developed using the Impact Tool. The videos can also be shared through email and social media platforms.

Protect All New Homes with Fire Sprinklers

House fires are faster and more toxic because of plastics, synthetics, lithium-ion batteries and other content. A house fire can become deadly in as little as two minutes. Home fire sprinklers are the only technology that can stop a fire from becoming deadly. That is why fire sprinklers are in national codes automatically.

Removing Fire Sprinklers From the Codes Allows the Construction of Substandard, Less Safe Homes

Removing fire sprinklers from the codes allows the construction of substandard, less safe homes. That puts residents, firefighters and communities at risk. Construction costs can be reduced when entire developments are built with home fire sprinklers. These cost savings result through negotiated trade-ups, such as higher density that allows additional units, increased hydrant spacing, street width reduction, waiving fees and other incentives.

Firefighter Health & Safety, Fire Sprinklers Protect Our Firefighters

Today's home fires are more dangerous for responding firefighters. If flashover occurs before firefighters arrive, they are at an even higher risk of being injured. Firefighters also face an increased risk of cancer compared to the general populations due to contaminants and exposure. Fire sprinklers allow people and their pets to safely escape. Fire sprinklers protect firefighters.





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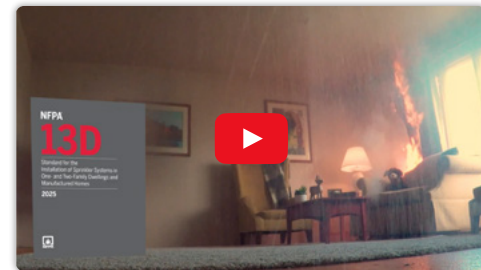
HOME FIRE SPRINKLER
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CRR

HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

Educational Videos *continued*

NFPA 13D Explained: How Home Fire Sprinklers Save Lives

NFPA 13D is the national installation standard for home fire sprinkler systems in one- and two-family dwellings, designed to provide affordable protection that helps prevent injuries, save lives, and reduce property damage. These systems require at least 10 minutes of water to control a fire in its early stages – often controlling or even extinguishing it before firefighters arrive – and in 90% of sprinklered home fires, only one sprinkler activates. Required primarily in living areas, NFPA 13D systems provide critical time for residents to escape safely and for the fire department to respond.



Why New Homes Need Fire Sprinklers: The Critical Difference in Today's Fast-Burning Fires

Every day, seven people die in house fires, and modern homes burn hotter and faster than ever due to synthetic furnishings, lightweight construction, open floor plans, and lithium-ion batteries. Flashover can occur within minutes – often before the fire department arrives – making survival unlikely without fire sprinklers. While smoke alarms provide a warning, home fire sprinklers actively suppress or even extinguish a fire in its early stages, preventing flashover and limiting toxic smoke and structural damage. In 90% of sprinklered home fires, just one sprinkler controls the fire. Fire is fast. Fire sprinklers are faster – and they are essential protection for new homes, families, and firefighters.



Trade-Ups & Incentives: How Fire Sprinklers Make New Developments Safer and More Cost-Effective

Installing home fire sprinklers throughout an entire housing development improves safety for residents and firefighters while creating builder opportunities for cost-saving trade-ups and incentives. Communities may allow benefits such as increased hydrant spacing, reduced street widths, higher density, longer dead-end streets, or alternative access designs when developments are fully sprinklered. These flexible incentives support Community Risk Reduction goals and help ensure today's codes deliver safer, higher-quality housing – compared to non-sprinklered substandard construction. It's a win-win approach that protects lives, strengthens communities, and makes smart development possible.





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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

Fact Sheet/Case Studies

Downloadable Fact Sheets and Case Studies support the Impact Tool Presentations.



Fact Sheet Online

<https://homefiresprinkler.org/crr-fact-sheet/>



Case Studies Online

<https://homefiresprinkler.org/case-studies/>



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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

Local Officials: Keeping Your Community Safe

Information for local officials and other decision makers to support protecting all new homes with fire sprinklers and preventing substandard homes from being built in their communities. Includes 3-minute video, Fact Sheet and information about how incentives can help reduce construction costs.

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HOMEBUILDERS
OTHER PROFESSIONALS
FREE MATERIALS
HFSC STUDIO
PRESS ROOM/NEWS
ABOUT HFSC
PLEASE DONATE

Keeping Your Community Safe

Prevent Substandard Homes From Being Built in Your Community

When a home is built without fire sprinklers, the true cost of a fire far outweighs sprinkler installation cost: injuries, death, property damage, displacement, responder exposure and impacts on municipal resources.

You can prevent substandard homes from being built in your community, protecting residents and firefighters.

Home fire sprinklers 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.

House fires are faster and more toxic because of plastics, synthetics, lithium-ion batteries and other content

A house fire can become deadly in as little as two minutes. Here's why: Today, homes are typically built of unprotected lightweight construction that fails quickly in a fire. They're filled with products that burn fast and produce toxic smoke.

Home fire sprinklers are the only technology that can stop a fire from becoming deadly

That is why fire sprinklers are in national codes. Removing fire sprinklers from codes allows the construction of substandard, less safe homes. That puts residents, firefighters and communities at risk.

Fire sprinklers can reduce construction costs

With installed fire sprinklers in an entire development, construction costs can be reduced. Incentives include increased hydrant spacing, street width reduction, waived fees, higher density and much more.

[Learn more about fire sprinkler incentives here.](#)

Protect All New Homes with Fire Sprinklers Video

This 3-minute video supports the messages in your Impact Tool slides. Use this link to Share the video or to use in your presentations.

House fires are faster and more toxic because of plastics, synthetics, lithium-ion batteries and other content. A house fire can become deadly in as little as two minutes. Here's why: Today, homes are typically built of unprotected lightweight construction. They're filled with products that burn fast and produce toxic smoke. Home fire sprinklers are the only technology that can stop a fire from becoming deadly.

Lighter building materials, like bamboo and engineered wood can fail more easily in a home fire

Expedited permit, planing and construction review can get new code in a home fire

Open floor plans allow fires to spread more quickly throughout the home

REMOVING FIRE SPRINKLERS FROM CODES ALLOWS THE CONSTRUCTION OF SUBSTANDARD, LESS SAFE HOMES

<https://homefiresprinkler.org/fire-sprinkler-resources-for-local-officials/>



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HOME FIRE SPRINKLERS AND COMMUNITY IMPACT *continued*

Developers/Builders: Reduce Construction Costs

Information for developers and members of the home building industry. Provides details about home fire sprinkler incentives and how they can reduce costs. Includes details about the NFPA 13D standard and case studies.

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Reduce Construction Costs with Home Fire Sprinklers

Lower Construction Costs

Including fire sprinklers in your new homes is a great idea that can save lives and money. As a builder or developer you can take advantage of the many trade-ups that are available to reduce your costs and offer your customers a superior product.

- REDUCED BASEMENT WINDOWS
- ADDITIONAL UNITS PERMITTED
- EXPANSION OF EXISTING WATER SUPPLY MAY NOT BE NEEDED
- LONGER DEAD END STREETS
- INCREASED HYDRANT SPACING
- STREET WIDTH REDUCTION
- INCREASED STREET GRADES AND BUILDING SETBACKS
- SUBDIVISION SINGLE ACCESS POINT
- GATED COMMUNITIES

NFPA 13D is a Life Safety System

The intent of NFPA 13D, the national installation standard for one- and two-family dwellings and manufactured homes, is to provide an affordable sprinkler system in homes while maintaining a high level of life safety.

80% OF MILLENNIALS would prefer to buy a home with home fire sprinklers after learning how they work.

<https://homefiresprinkler.org/building-residential-fire-sprinklers/>



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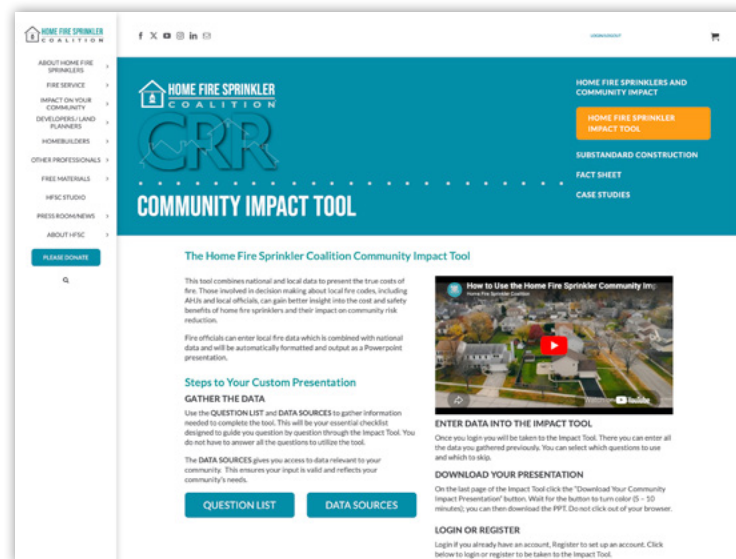


PILOT TEST

Ten Authorities Having Jurisdiction (AHJ) participated in the pilot test program to evaluate and test the Community Impact Tool. The test included two evaluations. AHJs used the Impact Tool to input local data. After they generated the presentation, they completed an evaluation about the tool, ease-of-use and content. Then they were required to share the presentation with at least one stakeholder. Following that presentation, they completed a second evaluation to determine effectiveness of content using local data and their attitudes about the content. AHJ's received a \$500 stipend for participating.

Pilot Test Markets

- Beecher FD (IL) – Chief Joe Falaschetti
- Brighton Area FD (MI) – Fire Marshal Rick Boisvert
- Delaware Fire Sprinkler Coalition (DE) – Paul Eichler
- Hopkinton FD (MA) – Fire Prevention Officer Tom Poirier
- Leawood Fd (KS) – Division Chief of Fire Prevention Brittany Brown
- Massena FD (NY) – Tyler Mulvenna, Building Safety Inspector
- Pea Ridge FD (AR) – Fire Inspector John Cottingham
- Peoria FD (IL) – Div. Chief of Fire Prevention Nathaniel Rice
- City of North Vernon FD (IN) – Fire Chief Michael Cole
- North Tooele Fire District (UT) – Fire Chief Kevin Nunn





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PILOT TEST *continued*

Pilot Test Comments

Delaware Fire Sprinkler Coalition

Paul Eichler

- National statistics loaded helps to address the fire problem from a big picture perspective.
- Tool will be of tremendous service to those agencies who have all pertinent information available in house, i.e. a fire department that does it's own responses, investigations and CRR Efforts.
- My next steps will include getting individual municipality fire chiefs and or fire marshals to use the Impact Tool for their jurisdictions.
- Thanks for developing and distributing the Impact Tool. I've seen it advertised in several of the fire service magazines and thru the NFSA magazine. My efforts will definitely benefit from the PPT I developed with the tool, specifically because of the content available, the ease of construction and my previous PPT is several years old and out of date.

Tony Fleming

Slide 7: Could add something here about this being beneath the national standard and placing many states in a potential time bomb.

Leawood Fire Department

Brittany Brown

This information was great, good format!

Massena Fire Department

Walter Bean

Found the presentation very well put together, liked having a PDF handout to follow along with and see slides closer, liked the information provided about code and sprinkler correlation with reducing damage and injuries, loved that our local information was included in the presentation.

Mikel Kelso

Liked the easy to read and eye catching colors and graphics, liked the ease of use with the tool to be able to add local information to make it more relevant to board members and local developers.

Tyler Mulvenna

Add a slide with an image of a home sprinkler system for those who have never seen a home fire sprinkler.



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PILOT TEST *continued*

Pilot Test Comments *continued*

North Toole Fire District

Kevin Nunn

- The Slide Deck was generated in minutes. Very easy to use, very easy to add data. What I really like about the tool was that it gave us something to present in a solid, data-driven format.
- Our Fire Marshal is very engaged with home fire sprinkler information and details. This presentation was easily delivered by him to one of our City Council meetings. He didn't even need preparation, he read the slide and delivered additional information from presentations that he's given prior to this. Lake Point City Council had never been engaged at this level and they appreciated the data.

Hopkinton Fire Department

Tom Poirier

Slide 13: One year isn't enough for our small community to demonstrate impacts. Being able to use data from the 10 years we looked at would've been a better option.

It would be helpful to provide any comments or questions multiple times during the process, potentially making it available for each slide.

Peoria Fire Department

Kimberly Richardson

Something that was not highlighted enough was the speed of today's fires, possibly more of a visual to demonstrate the speed of fire. Who is the actual audience and how to direct it more to the business community. what are some possible funding mechanisms. Give more examples of communities that have home sprinkler ordinances.



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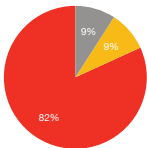


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PILOT TEST *continued*

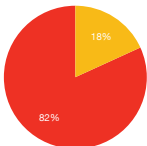
Tool Overview: Overall, the instructions were clear.

82% Strongly Agree
9% Agree
9% Neutral



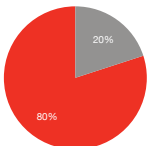
Tool Overview: Overall, the Impact Tool is easy to use.

82% Strongly Agree
18% Agree



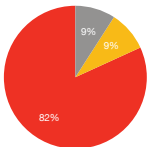
Tool Overview: The tool is easily shareable.

80% Strongly Agree
20% Neutral



Tool Overview: The presentation will help me educate decision makers.

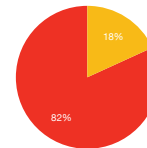
82% Strongly Agree
9% Agree
9% Neutral



● STRONGLY DISAGREE ● DISAGREE
● NEUTRAL ● AGREE
● STRONGLY AGREE ● NOT APPLICABLE

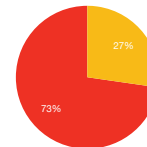
Tool Features: It was easy to register.

82% Strongly Agree
18% Agree



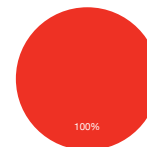
Tool Features: It was easy to input data.

82% Strongly Agree
9% Agree



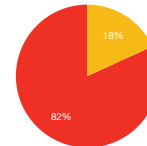
Tool Features: It was easy to delete slides not needed.

100% Strongly Agree



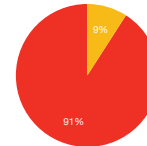
Tool Features: It was easy to upload a logo.

82% Strongly Agree
18% Agree



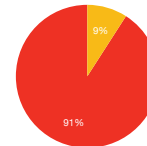
Tool Features: It was easy to create the final presentation.

91% Strongly Agree
9% Agree



Tool Features: It was easy to download the final PPT.

91% Strongly Agree
9% Agree





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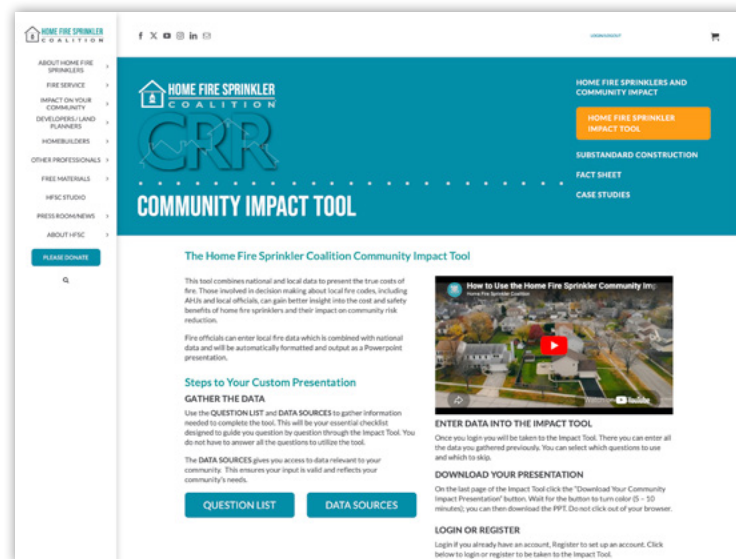


FIRE SERVICE EVALUATION

Members of the fire service were invited to evaluate the Impact Tool. The evaluation included using the Impact Tool to input local data and generate a presentation. Ten random people who completed the evaluation were chosen to receive a Yeti Cooler. We received 44 completed evaluations.

Yeti Cooler Recipients:

- Houston Fire Rescue (MS), Jonathan Blankenship
- Messena Fire Department (NY), Tyler Mulvenna
- Durham NH Fire (NH), Brendan J. O'Sullivan
- Wheaton Fire Department (IL), Robert Brill
- Central Arizona Fire & Medical (AZ), Kevin O'Neil
- Morrow Fire Department (GA), William Piper
- City of North Vernon Fire Department (IN), Michael Cole
- Harlem-Roscoe Fire Protection #1 (IL), Jennifer Anderson
- Roaring Fork Fire Rescue Authority (CO), Jesse Garcia
- Westmont Fire Department (IL), Neil Berkowitz





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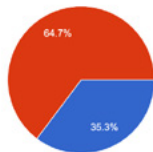
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FIRE SERVICE EVALUATION *continued*

Question 1: Are you gearing up for a building code cycle for single-family homes in your jurisdiction?

64.7% No

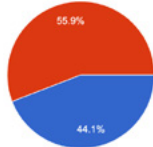
35.3% Yes



Question 2: Do you anticipate that keeping or omitting home fire sprinklers will be discussed during the code process?

55.9% No

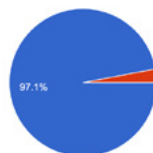
44.1% Yes



Question 3: The purpose of the Impact Tool is to use existing data to inform about the cost to the community when new homes are built without fire sprinklers. Do you believe this information will be helpful?

97.1% Yes

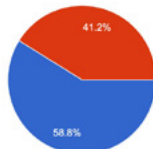
2.9% No



Question 4: During the code process, can you share slides and material?

58.8% Yes

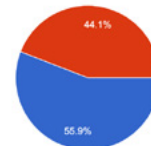
41.2% No



Question 5: Are there one- and two-family homes in your community that are protected with home fire sprinklers?

55.9% Yes

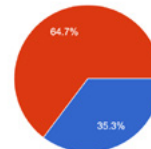
44.1% No



Question 6: Are you in an area where fire sprinklers have been omitted from codes?

64.7% No

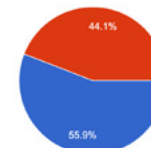
35.3% Yes



Question 7: Do you participate in code hearings?

55.9% Yes

44.1% No





FY23
Fire Prevention &
Safety Grant

SUMMARY REPORT

Home Fire Sprinkler
General Prevention &
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January 22, 2026

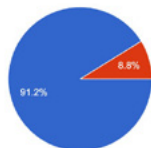


HOME FIRE SPRINKLER
COALITION
CRR

FIRE SERVICE EVALUATION *continued*

Tool Overview: Overall, the instructions were clear and easy to understand.

91.2% Agree
8.8% Neutral



Tool Overview: It was easy to register, set up a user name and password.

97.1% Agree
2.9% Neutral



Tool Overview: Overall, the Impact Tool is easy to use.

97.1% Agree
2.9% Neutral



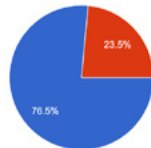
Tool Overview: The Impact Tool is easy to share.

88.2% Agree
11.8% Neutral



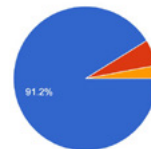
Tool Overview: The presentation will help me educate decision makers.

76.5% Agree
23.5% Neutral



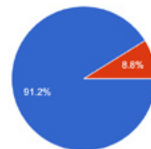
Tool Features: It was easy to input data.

91.2% Agree
5.9% Neutral
2.9% Disagree



Tool Features: It was easy to delete slides not needed.

91.2% Agree
8.8% Neutral



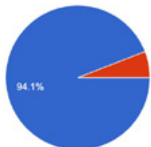
Tool Features: It was easy to upload a logo.

88.2% Agree
11.8% Neutral



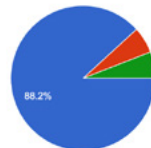
Tool Features: It was easy to create the final presentation.

94.1% Agree
5.9% Neutral



Tool Features: It was easy to download the final presentation.

88.2% Agree
5.9% Neutral
5.9% Did not download





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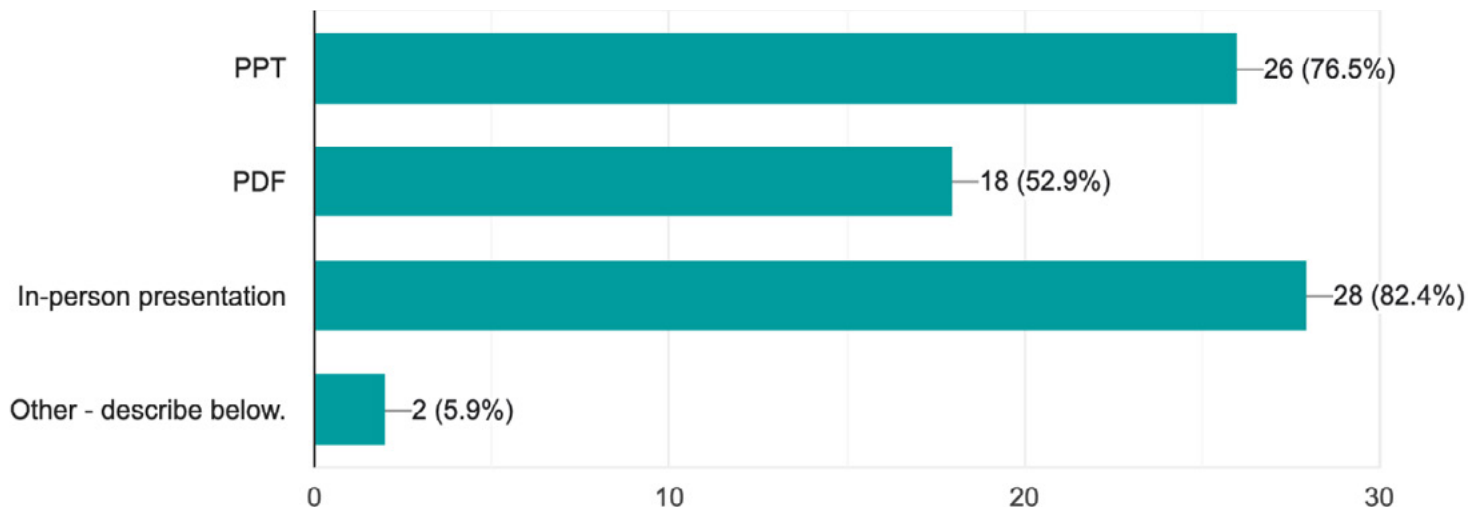
July 23, 2024 -
January 22, 2026



HOME FIRE SPRINKLER
COALITION
CRR

FIRE SERVICE EVALUATION *continued*

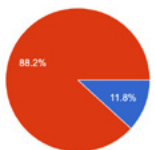
What format would you use to inform decision makers?



Is there any information that you would have liked to include in the presentation?

88.2% No

11.8% Yes





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE

HFSC implemented an educational ad campaign that reached more than 12 million, exceeding our goal of 7.5 million. It included print, digital and web ads with links to the new information. The Impact Tool was promoted to members of the fire service. The fire service campaign resulted in 5.1 million impressions.

Fire Service Print Ads

Firehouse – (63,401 circ.) September & October issues

Fire Engineering – (42,583 circ.) September & October issues

AFSA Sprinkler Age – (5,000 circ.)* Sept/Oct issue

NFPA Journal – (41,000 circ.)* Fall & Winter issues

NFSA National Fire Sprinkler Magazine – (3,000 circ.)*

Sept/Oct, Nov/Dec Issues

**Donated Ad Space*

eBlast through Firehouse Magazine

Deployment: **September 30, 2025**

Delivered to 42,036 Opt-in Subscribers

Opened: 16,835 (40.05%)

Clicks: 102 (.61%)

10/6 Delivered to 16,591 Unopened

Opened: 14,140 (85.23%)

Clicks: 58 (.41%)

Deployment: **October 22, 2025**

Delivered to 42,101 Opt-in Subscribers

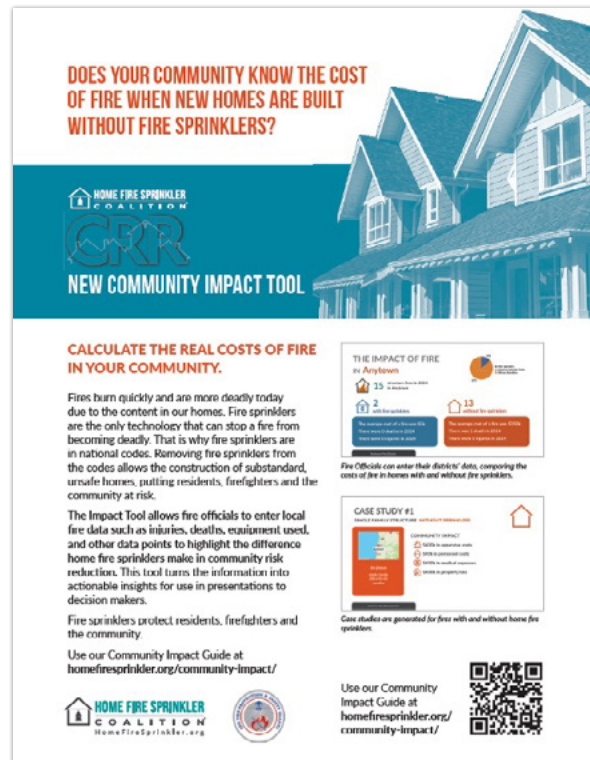
Opened: 16,359 (38.86%)

Clicks: 65 (.40%)

10/27 Delivered to 16,119 Unopened

Opened: 13,633 (84.58%)

Clicks: 27 (.20%)



DOES YOUR COMMUNITY KNOW THE COST OF FIRE WHEN NEW HOMES ARE BUILT WITHOUT FIRE SPRINKLERS?

HOME FIRE SPRINKLER COALITION
CRR
NEW COMMUNITY IMPACT TOOL

CALCULATE THE REAL COSTS OF FIRE IN YOUR COMMUNITY.

Fires burn quickly and are more deadly today due to the content in our homes. Fire sprinklers are the only technology that can stop a fire from becoming deadly. That is why fire sprinklers are in national codes. Removing fire sprinklers from the codes allows the construction of substandard, unsafe homes, putting residents, firefighters and the community at risk.

The Impact Tool allows fire officials to enter local fire data such as injuries, deaths, equipment used, and other data points to highlight the difference home fire sprinklers make in community risk reduction. This tool turns the information into actionable insights for use in presentations to decision makers.

Fire sprinklers protect residents, firefighters and the community.

Use our Community Impact Guide at homefiresprinkler.org/community-impact/

HOME FIRE SPRINKLER COALITION
HomeFireSprinkler.org

THE IMPACT OF FIRE in Anytown

15 homes burned in 2023
2 deaths
13 injuries
13 deaths
13 injuries

Fire officials can enter their district's data, comparing the costs of fire in homes with and without fire sprinklers.

CASE STUDY #1
How a small town in the Midwest reduced fire deaths and injuries.

Case studies are generated for fire with and without home fire sprinklers.

Use our Community Impact Guide at homefiresprinkler.org/community-impact/



DOES YOUR COMMUNITY KNOW THE COST OF FIRE WHEN NEW HOMES ARE BUILT WITHOUT FIRE SPRINKLERS?

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HOME FIRE SPRINKLER COALITION
HomeFireSprinkler.org



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

eBlast through Fire Engineering Magazine

Deployment: **September 17, 2025**

Delivered to 20,500 Opt-in Subscribers

Opened: 6,797 (33.27%)

Clicks: 38 (.60%)

Deployment: **November 12, 2025**

Delivered to 20,423 Opt-in Subscribers

Opened: 5,314 (26.02%)

Clicks: 25 (.47%)

eBlast through FireRescue1 Magazine

Deployment: **September 19, 2025**

Delivered to 43,785 Opt-In Subscribers

Opened: 26,162 (59.75%)

Clicks: 254 (.97%)

eBlast through FireChief.com Magazine

Deployment: **October 9, 2025**

Delivered to 7,635 Opt-in Subscribers

Opened: 5,202 (68.13%)

Clicks: 97 (1.86%)

DOES YOUR COMMUNITY KNOW THE COST OF FIRE WHEN NEW HOMES ARE BUILT WITHOUT FIRE SPRINKLERS?



NEW COMMUNITY IMPACT TOOL

CALCULATE THE REAL COSTS OF FIRE IN YOUR COMMUNITY

Fires burn quickly and are more deadly today due to the content in our homes. Fire sprinklers are the only technology that can stop a fire from becoming deadly. That is why fire sprinklers are in national codes. Removing fire sprinklers from the codes allows the construction of substandard, less safe homes, putting residents, firefighters and the community at risk.

THE IMPACT OF FIRE IN Anytown



15 structure fires in 2024 in Anytown

2 with fire sprinklers

The average cost of a fire was \$5k
There were 0 deaths in 2024
There were 0 injuries in 2024

13 without fire sprinklers

The average cost of a fire was \$350k
There was 1 death in 2024
There were 5 injuries in 2024

The Impact Tool allows fire officials to enter local fire data such as injuries, deaths, equipment used, and other data points to highlight the difference home fire sprinklers make in community risk reduction. This tool turns the information into actionable insights for use in presentations to decision makers. Fire sprinklers protect residents, firefighters and the community.

TRY OUR NEW IMPACT TOOL

This 3-minute video helps local officials understand why fire sprinklers protect all new homes.

VIEW THE VIDEO

Funded through a grant by




Visit HomeFireSprinkler.org



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Custom Article with FireRescue1.com

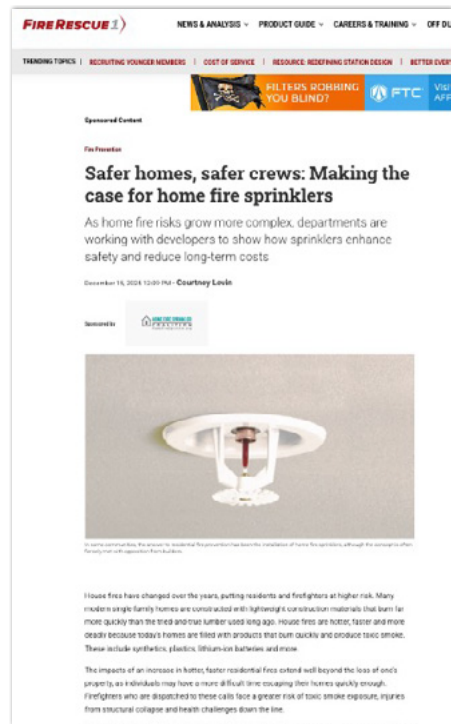
Posted **December 15, 2025**

404 Pageviews / 2 Clicks

Written by Courtney Levin, Branded Content Project
Lead with Lexipol (FireRescue1.com)

Peg Paul was interviewed by Courtney for the article

<https://www.firerescue1.com/fire-prevention/safer-homes-safer-crews-making-the-case-for-home-fire-sprinklers>



Custom Article with FirefighterNation.com

Posted **October 9, 2025**

Page Views: 54

Users: 39

<https://www.firefighternation.com/industry-news/new-impact-tool-presents-facts-on-the-real-cost-of-fire-in-homes-without-installed-fire-sprinklers/>



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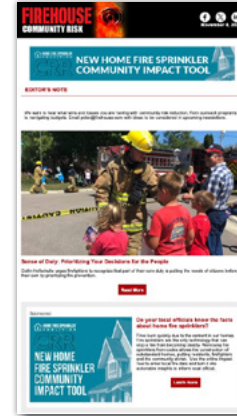
NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Health & Safety eNewsletter with Firehouse

September 19

Leaderboard
Banner Ad
Delivered: 35,244
Opened: 22,881
Clicks: 2

Sponsored Content
– Position 1
Clicks: 8

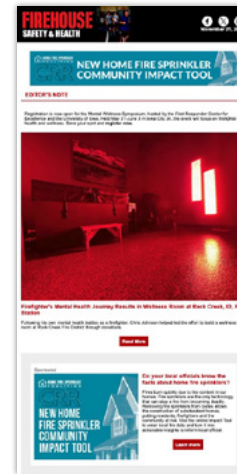


Community Risk Reduction eNewsletter with Firehouse

November 4

Leaderboard Banner Ad
Delivered: 16,264
Opened: 11,363
Clicks: 4

Sponsored Content – Position 1
Clicks: 11



Health & Safety eNewsletter with Firehouse

November 21

Leaderboard Banner Ad
Delivered: 35,148
Opened: 22,263
Clicks: 42

Sponsored Content – Position 1
Clicks: 9



Health & Safety eNewsletter with Firehouse

October 17

Leaderboard Banner
Ad
Delivered: 35,391
Opened: 22,927
Clicks: 3

Sponsored Content
– Position 1
Clicks: 14

Newsday eNewsletter with Firehouse

**October
20 - 24**

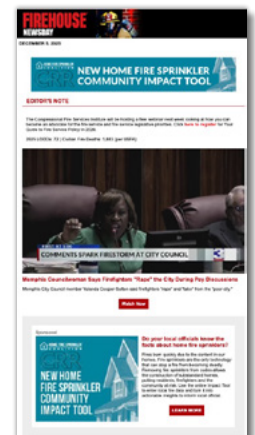
Delivered:
310,977
Open:
191,970
Clicks: 77

**November
3 - 7**

Delivered:
309,778
Open:
189,086
Clicks: 74

**December
1 - 5**

Delivered:
305,805
Open:
189,133
Clicks: 74





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HOME FIRE SPRINKLER
COALITION
CRR

NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Daily eNewsletters with FireRescue1.com

October 1

Delivered 136,623
Opened 61,111
Clicks 25

October 3

Delivered 136,471
Opened 64,439
Clicks 28

October 15

Delivered 135,980
Opened 61,274
Clicks 13

October 16

Delivered 135,935
Opened 60,490
Clicks 8

October 21

Delivered 135,813
Opened 67,369
Clicks 24

October 28

Delivered 135,514
Opened 64,569
Clicks 17

October 30

Delivered 140,193
Opened 63,936
Clicks 23





Dear FireRescue1 Member,

AI may be the most agreeable "employee" in the room – and while that feels great, it can also lead to problems. Below today's latest news, check out our featured piece by Division Chief Chad Crouse who details the draw of AI sophistication and why we must ensure people pleasing doesn't replace accuracy in our work.

Now, as it relates to your human employees, don't miss the newest episode of "The Brief," addressing the investigation into the alleged hazing of EMTs respiratory firefighters, plus Training Chief Trevor's insight take on new firefighters who may have different skill sets than the more seasoned members.

Stay safe and take care.

— Janelle Foskett
Editor-in-Chief, FireRescue1.com



Tenn. Supreme Court reinstates denial of PTSD benefits for former firefighter

The court reinstated a pension board's rejection, ruling the traumatic events behind the PTSD were expected within firefighting duties and thus didn't meet the fund's "unforeseen event" standard.

Do Your Local Officials Know the Facts?

The Home Fire Sprinkler Community Impact Tool helps inform about the cost of fire in your community to prevent substandard, less safe new homes.



[Learn More](#)





Dear FireRescue1 Member,

If you've ever taken command and thought, "There's got to be a better process," then listen up. In FireRescue1's upcoming webinar, "The Command Blueprint: Build the system, lead the fireground" sponsored by Culora, we break down how to set up a repeatable command system – from pre-arrival assignments, through division control, to command post placement.

[Register now](#) to join us on Dec. 10 at 10 a.m. PT / 1 p.m. ET to learn how to create structured, reliable command systems that help you make clear, consistent decisions under pressure.

Stay safe!

— The FireRescue1 Team



Mass. fatal assisted living facility fire AAR highlights rescues, challenges

An internal review calls the Fall River five-alarm fire that killed 10 "one of the most complex" in department history, citing 53 rescues and recommending code changes for high-rise sites.

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[Learn More](#)

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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Daily eNewsletters with FireChief.com

October 14

Delivered 14,846
Opened 9,351
Clicks 3

November 11

Delivered 14,741
Opened 8,006
Clicks 2



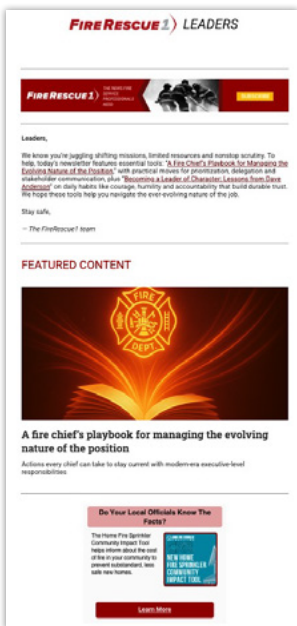
Daily eNewsletters with Fire Engineering

October 13

Delivered: 262,548
Opened: 85,647 (32.62%)
Clicks: 24 (.03%)

November 17

Delivered: 262,250
Opened: 86,392 (32.94%)
Clicks: 21 (.04%)



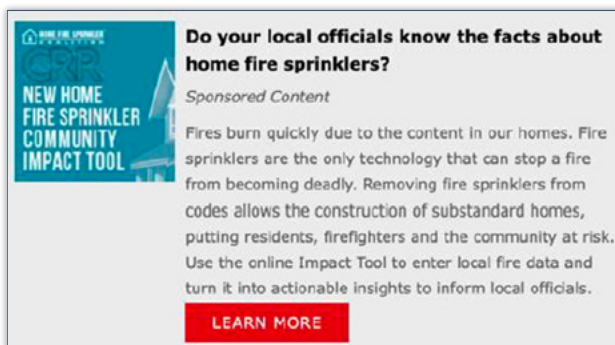
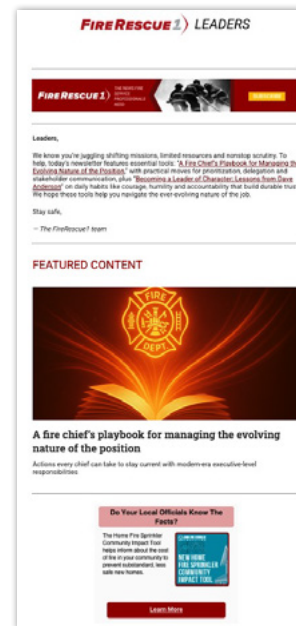
Daily eNewsletters with FireRescue1

December 22

Delivered 140,443
Opened 44,101
Clicks 8

December 23

Delivered 140,470
Opened 51,053
Clicks 5





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

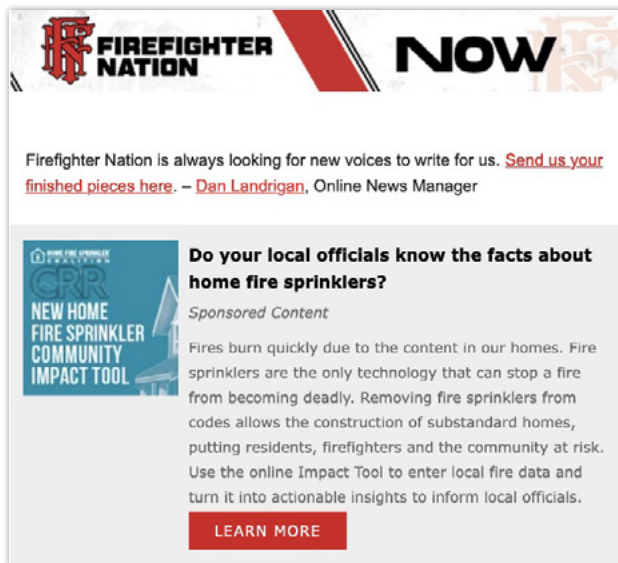
**NOW eNewsletters with
FireFighterNation.com**

September 8

Delivered: 92,110
Opened: 31,211 (33.88%)
Clicks: 45 (.13%)

October 6

Delivered: 93,274
Opened: 34,031 (36.48%)
Clicks: 15 (.04%)



Native Ads with Firehouse

Links to HFSC Article

September 1-30

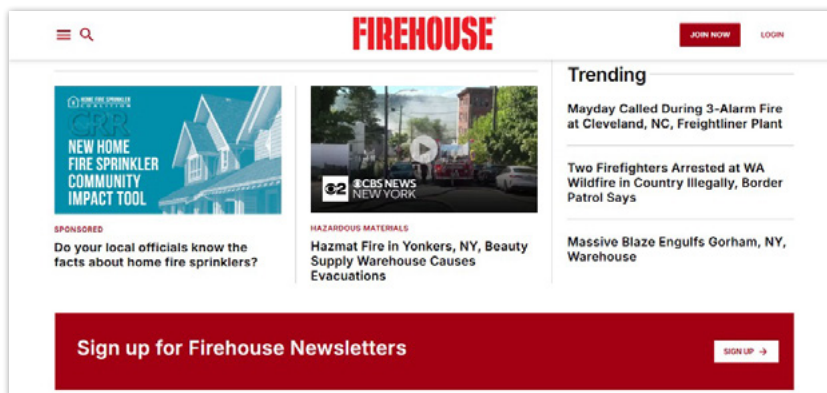
Impressions: 112,140
Clicks: 83

October 1-31

Impressions: 65,615
Clicks: 48

November 1-30

Impressions: 80,317
Clicks: 70





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Native Ad with Fire Engineering

October 1-31

39,171 Impressions
68 Clicks

December 1-31

36,453 Impressions
64 Clicks

January 1-31

90,344 Impressions
146 Clicks



Native Ad with FirefighterNation.com

October 1-31

50,256 Impressions
99 Clicks

December 1-31

44,581 Impressions
83 Clicks

January 1-31

85,428 Impressions
181 Clicks





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Facebook & Instagram Social Media Posts with Fire Engineering

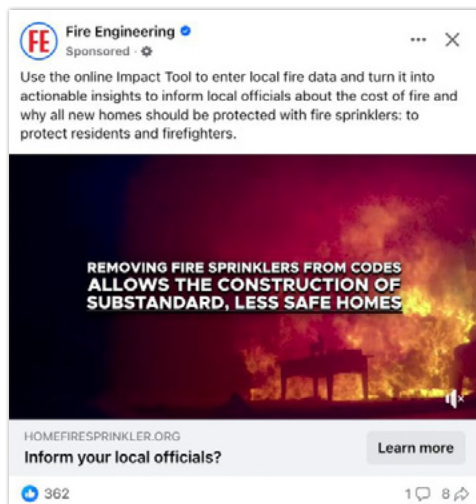
Facebook Boosted

November 1-14 - Video

Reach: 22,887
Impressions: 40,626
Clicks: 1,372
Post Engagements: 8,839

November 15-28 – Video

Reach: 17,983
Impressions: 36,095
Clicks: 1,499
Post Engagements: 5,744



Facebook & Instagram Social Media Posts with FirefighterNation.com

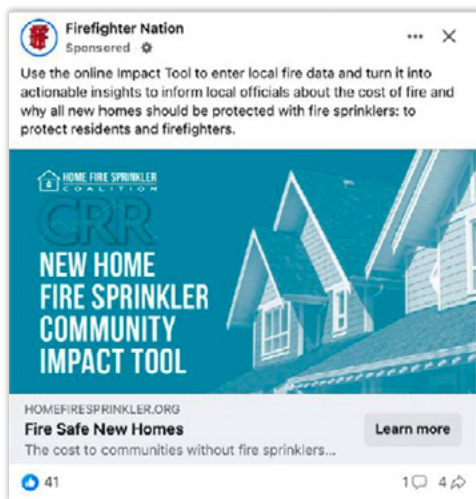
Facebook Boosted

September 1-14

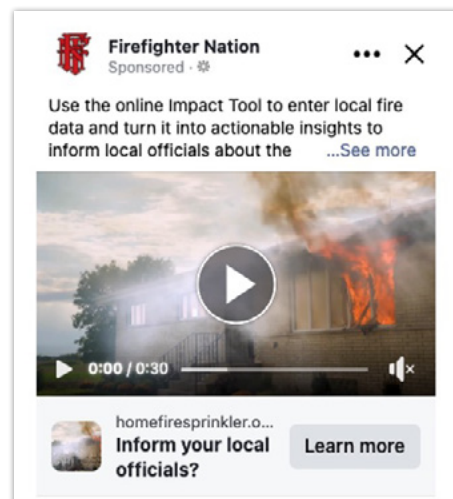
Reach: 36,474
Impressions: 53,382
Clicks: 510
Post Engagements: 565

October 1-14 – Video

Reach: 17,094
Impressions: 34,136
Clicks: 2,033
Post Engagements: 5,791



September 1-14



October 1-14



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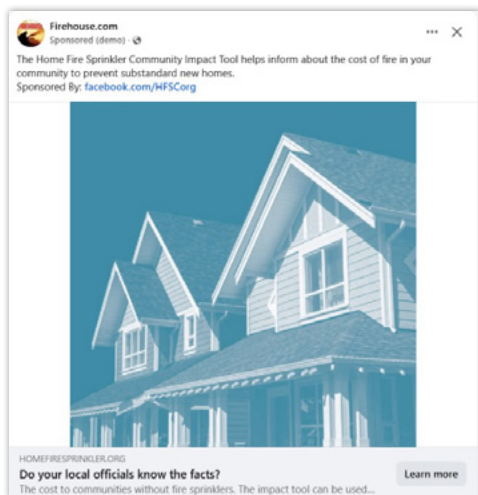
July 23, 2024 -
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HOME FIRE SPRINKLER
COALITION
CRR

NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

Facebook Social Media Posts with Firehouse

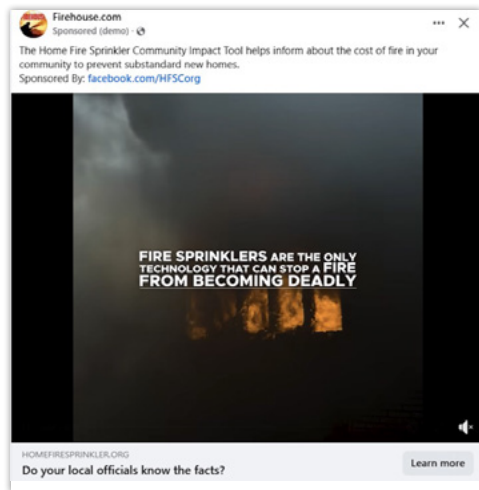


September 1 - 30

Impressions: 50,581

Clicks to HFSC Website: 475

Clicks (all Engagements): 961



October 1 - 31 - Video

Impressions: 52,255

Clicks to HFSC Website: 2,281

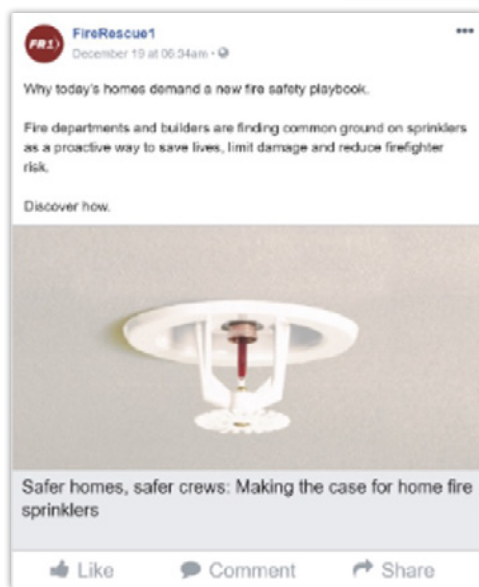
Clicks (all Engagements): 3,048

November 1 - 30 - Video

Impressions: 50,146

Clicks to HFSC Website: 932

Clicks (all Engagements): 1,701



Facebook Social Media Posts with FireRescue1

December 19

Impressions: 2,280

Reach: 2,283

Shares: 4

Likes: 9

Clicks: 6



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

LinkedIn & X Social Media Posts with FireRescue1

[Link to FireRescue1 HFSC Article](#)

LinkedIn

Reach: 89

Clicks: 2

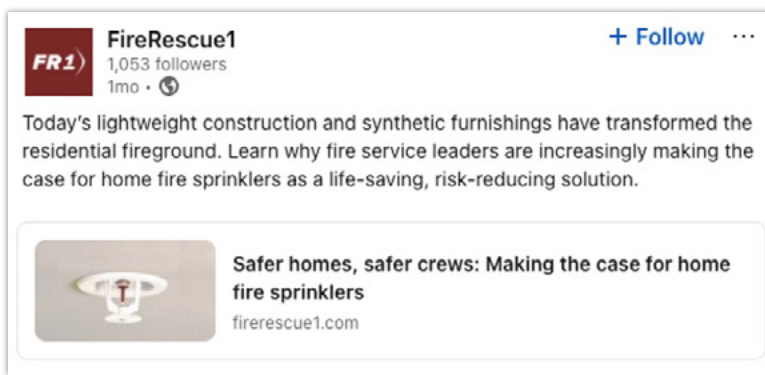
X

December 29

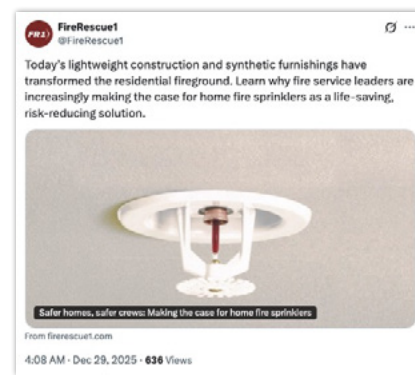
Reach: 636

Likes: 2

Shares: 2



LinkedIn



Leaderboard Banner Ads ROS with Firehouse

September 1 - 30

Total Impressions: 74,214

Total Clicks: 163

October 1 - 31

Total Impressions: 33,322

Total Clicks: 204

November 1 - 30

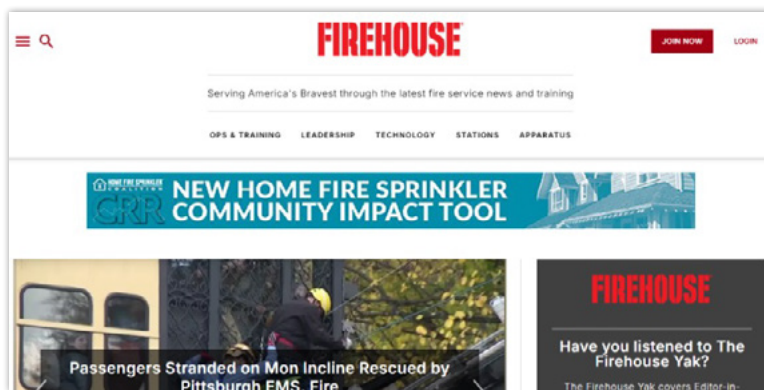
Total Impressions: 110,948

Total Clicks: 636

December 1 - 30

Total Impressions: 24,998

Total Clicks: 370





FY23
Fire Prevention &
Safety Grant

SUMMARY REPORT

Home Fire Sprinkler
General Prevention &
Awareness Campaign

July 23, 2024 –
January 22, 2026



HOME FIRE SPRINKLER
COALITION
CRR

NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — FIRE SERVICE *continued*

In-Banner Ads ROS with Video with Firehouse

October 1 - 31

Impressions: 46,041

Clicks: 11

100% Video Views: 129

November 1 - 30

Impressions: 48,140

Clicks: 10

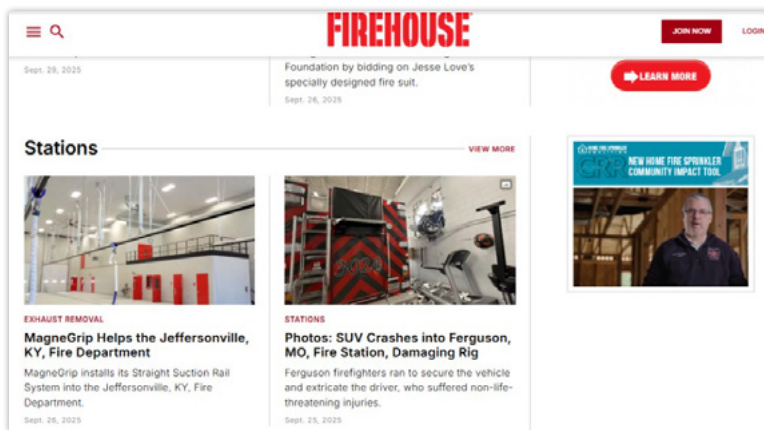
100% Video Views: 92

December 1 - 31

Impressions: 23,959

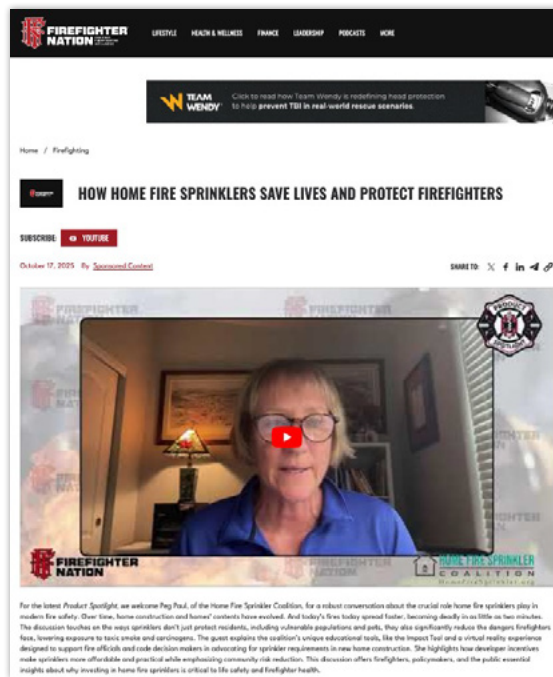
Clicks: 5

100% Video Views: 65



FireFighterNation.com Podcast

October 15, 2025





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — LOCAL OFFICIALS

Ads targeted local officials and decision makers with links to the HFSC website inviting them to learn why omitting fire sprinklers from codes allows construction of at-risk homes, putting citizens and firefighters in danger. This campaign reached 971,100.

E-BLASTS

Smart Cities Dive

September 25

Delivered to 64,246 Opt-in Subscribers

Opened: 23,119 (35.99%)

Clicks: 1,449 (2.26%)

October 21

Delivered to 63,753 Opt-in Subscribers

Opened: 22,360 (35.07%)

Clicks: 587 (.92%)

E-NEWSLETTERS

Smart Cities Dive

September 12

Delivered to 61,567 Opt-in Subscribers

Opened: 17,255 (28.03%)

Clicks: 266 (.43%)

October 8

Delivered to 122,593 Opt-in Subscribers

Opened: 38,852 (31.71%)

Clicks: 34 (.03%)

November 7

Delivered to 61,619 Opt-in Subscribers

Opened: 17,279 (28%)

Clicks: 30 (.05%)



YOU CAN STOP SUBSTANDARD HOMES FROM BEING BUILT

House fires are faster and more toxic because of plastics, synthetics, lithium-ion batteries and other content.

A house fire can become deadly in as little as two minutes. Here's why: Today, homes are typically built of unprotected lightweight construction. They're filled with products that burn fast and produce toxic smoke.

Home fire sprinklers are the only technology that can stop a fire from becoming deadly

That is why fire sprinklers are in national codes. Removing fire sprinklers from codes allows the construction of substandard, less safe homes. That puts residents, firefighters and communities at risk.

Fire sprinklers can reduce construction costs

With installed fire sprinklers in an entire development, construction costs can be reduced. Incentives include increased hydrant spacing, street width reduction, waived fees, higher density and much more.

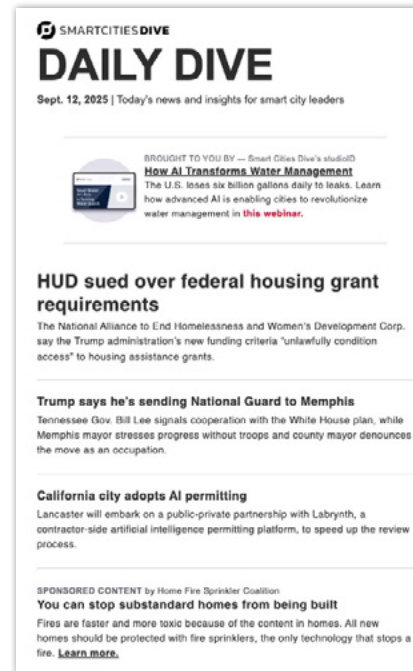
When a home is built without fire sprinklers, the true cost of a fire far outweighs sprinkler installation cost: injuries, death, property damage, displacement, responder exposure and impacts on municipal resources.

You can prevent substandard homes from being built in your community, protecting residents and firefighters.

[Watch the 3-minute video.](#)

FIND OUT HOW TO KEEP YOUR COMMUNITY SAFE

eBlast



SMARTCITIESDIVE DAILY DIVE
Sept. 12, 2025 | Today's news and insights for smart city leaders

BROUGHT TO YOU BY — Smart Cities Dive's studioID
How AI Transforms Water Management
The U.S. loses six billion gallons daily to leaks. Learn how advanced AI is enabling cities to revolutionize water management in [this webinar](#).

HUD sued over federal housing grant requirements
The National Alliance to End Homelessness and Women's Development Corp. say the Trump administration's new funding criteria "unlawfully condition access" to housing assistance grants.

Trump says he's sending National Guard to Memphis
Tennessee Gov. Bill Lee signals cooperation with the White House plan, while Memphis mayor stresses progress without troops and county mayor denounces the move as an occupation.

California city adopts AI permitting
Lancaster will embark on a public-private partnership with Labrynth, a contractor-side artificial intelligence permitting platform, to speed up the review process.

SPONSORED CONTENT by Home Fire Sprinkler Coalition
You can stop substandard homes from being built
Fires are faster and more toxic because of the content in homes. All new homes should be protected with fire sprinklers, the only technology that stops a fire. [Learn more.](#)

eNewsletter

SPONSORED CONTENT by Home Fire Sprinkler Coalition

You can stop substandard homes from being built

Fires are faster and more toxic because of the content in homes. All new homes should be protected with fire sprinklers, the only technology that stops a fire. [Learn more.](#) 



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — LOCAL OFFICIALS *continued*

PRINT AD

The Municipal

September Issue – Ad (31,100)

E-NEWSLETTERS

Building Safety Journal (ICC)
BSJ Weekly eNewsletters

Total: 426,841 Delivered

September 18 – 25,036

September 25 – 24,671

October 9 – 24,634

October 16 – 24,660

November 13 – 156,057

November 20 – 37,275

December 4 – 37,152

December 18 – 35,521

January 15, 2026 – 33,634

January 22, 2026 – 28,111

Building Safety Journal (ICC)
Platform Monthly Ads

Total Pageviews: 163,677

September – 34,639 pageviews

October – 37,243 pageviews

November – 30,356 pageviews

December – 27,470 pageviews

January 2026 – 33,969 pageviews

**YOU CAN STOP
SUBSTANDARD HOMES
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That is why fire sprinklers are in national codes. Removing fire sprinklers from codes allows the construction of substandard, less safe homes. That puts residents, firefighters and communities at risk.

Fire sprinklers can reduce construction costs

With installed fire sprinklers in an entire development, construction costs can be reduced. Incentives include increased hydrant spacing, street width reduction, waived fees, higher density and much more.

When a home is built without fire sprinklers, the true cost of a fire far outweighs sprinkler installation cost, injuries, death, property damage, displacement, responder exposure and impacts on municipal resources.

You can prevent substandard homes from being built in your community, protecting residents and firefighters.

For more information go to:
homefiresprinkler.org/fire-sprinkler-information-for-local-officials/

HOME FIRE SPRINKLER COALITION
HomeFireSprinkler.org

BUILDINGSAFETYJOURNAL

Single Stack Drainage Systems: A Cost-Effective Solution to Water Recycling Challenges

Single stack diversion drainage systems may be the solution to solving water recycling challenges without the astronomical price tag.

AUGUST 29TH, 2023
By John Lentini

The United States has some of the most water stressed regions in the world, prompting more localities to mandate water recycling systems. These requirements often double the quantity of drainage piping needed, as well as the associated labor and material costs.

Compounding the challenge is the fact that the plumbing industry has a skills shortage on both the design and installation side, while housing and construction costs continue to rise nationwide.

Single stack diversion drainage systems may be the solution to solving water recycling challenges without the astronomical price tag.

Single Stack Drainage Systems

The single stack system, also known as a primary vented stack, is a drainage piping configuration that relies solely on the stack vent for ventilation. This eliminates the need for a parallel vent stack, vent at traps, wet venting, circuit venting or any other venting strategy that requires a separate vent system at each level along the height of the building.

The single stack is uncommon in the U.S. and Canada, but standard in the UK, Europe, China and many other parts of the world. Its main limitations are that plumbing fixtures must be positioned within close proximity to the stack, and both the drainage load and stack height must stay within specific limits.

However, these constraints align well with the design and scale of most residential housing in the U.S. and Canada.

Understanding and Improving Single Stack Drainage Systems

The loading limitations of the single stack drainage configuration are published in regional standards throughout the world, yet there are significant discrepancies between them.

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KEEP YOUR COMMUNITY SAFE

HOME FIRE SPRINKLER COALITION

ICC INTERNATIONAL CODE COUNCIL®

BSJ WEEKLY

Member News | Technical Topics | Personal Perspectives

2025 Annual Conference Pre-Event Guide

Taking place Oct. 19-20, this year's conference will feature opportunities to network, educational sessions and the chance to learn more about the latest news and trends in the building safety industry. Here is a brief guide highlighting the major events and important details to help you make the most of your conference experience.

[Read More](#)

A Smarter Platform for Permitting, Planning and Code Enforcement

ICC Community Development recently launched Municipality NextGen, a transformative cloud-based platform designed to streamline permitting, planning and code enforcement for jurisdictions of all sizes. Municipalities can now work smarter and more collaboratively.

[Learn More](#)

ICC Celebrates National Service Dog Month 2025

Throughout the month of September, this campaign aims to raise awareness about the extensive training and hard work that goes into preparing service dogs for their roles – whether as guide dogs for the visually impaired or mobility assistance dogs. Since 2022, ICC has donated a portion of the proceeds from sales of ICC/ANSI A117.1 standard for accessibility to Canine Companions, the largest provider of service dogs in the world.

[Read More](#)

YOU CAN STOP SUBSTANDARD HOMES FROM BEING BUILT

KEEP YOUR COMMUNITY SAFE

HOME FIRE SPRINKLER COALITION



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — LOCAL OFFICIALS *continued*

ICC Conference / Expo

Attendance 1,747

October 19-20, 2025

2 Freestanding Ads

1 Daily Conference

Newsletter Banner Ads –
October 20 issue

Onsite Television Screen Ad



YOU CAN STOP SUBSTANDARD HOMES FROM BEING BUILT
KEEP YOUR COMMUNITY SAFE  **HOME FIRE SPRINKLER
COALITION**



CLEVELAND
CONFERENCE & EXPO
CONFERENCE ADVERTISER

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Home fire sprinklers are the only technology that can stop a fire from becoming deadly. Removing fire sprinklers from codes allows the construction of substandard, less safe homes. That puts residents, firefighters and communities at risk.

Fire sprinkler developer incentives can reduce construction costs.

Incentives include increased hydrant spacing, street-width reduction, waived fees, higher density and much more.

For more information go to:
[homefiresprinkler.org/
fire-sprinkler-information-
for-local-officials/](http://homefiresprinkler.org/fire-sprinkler-information-for-local-officials/)

 **HOME FIRE SPRINKLER
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HomeFireSprinkler.org





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — DEVELOPERS AND BUILDERS

Ads targeting home builders informed about home fire sprinkler cost-saving incentives that benefit them. The developers and builders campaign reached 1.9 million.

Builder: BUILDER Magazine

Native Article online (317,000)

Article posted 9/30/2025 – 1,422 views

Banner Ads 10/1/25-11/30/25

728x90 and 300x250

53,252 Impressions and

117 clicks (.22%)

Social media & boosted for
30 days

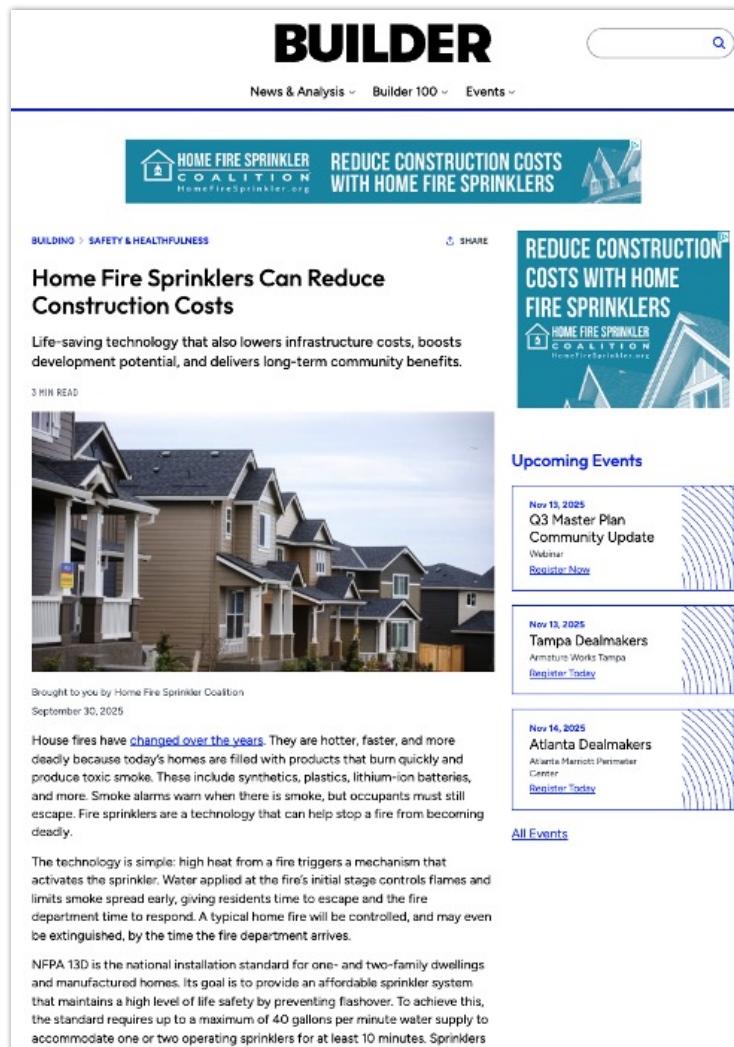
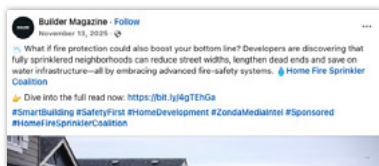
October 3, 13, 23

November 5, 13, 25

Facebook – 18,800 followers

X – 30,200 followers

LinkedIn – 6,400 followers





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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — DEVELOPERS AND BUILDERS *continued*

Builder: BUILDER Magazine

Native Article in print on page 5,
Q4 (December) 2025 issue (113,000)

<https://www.builderonline.com/building/safety-healthfulness/home-fire-sprinklers-can-reduce-construction-costs>



ADVERTISEMENT

HOME FIRE SPRINKLERS CAN REDUCE CONSTRUCTION COSTS

Life-saving technology that also lowers infrastructure costs, boosts development potential, and delivers long-term community benefits.

House fires have changed over the years. They are hotter, faster, and more deadly because today's homes are filled with products that burn quickly and produce toxic smoke. These include synthetics, plastics, lithium-ion batteries, and more. Smoke alarms warn when there is smoke, but occupants must still escape. Fire sprinklers are a technology that can help stop a fire from becoming deadly.

The technology is simple: high heat from a fire triggers a mechanism that activates the sprinkler. Water applied at the fire's initial stage controls flames and limits smoke spread early, giving residents time to escape and the fire department time to respond. A typical home fire will be controlled, and may even be extinguished, by the time the fire department arrives.

NFPA 13D is the national installation standard for one- and two-family dwellings and manufactured homes. Its goal is to provide an affordable sprinkler system that maintains a high level of life safety by preventing flashover. To achieve this, the standard requires up to a maximum of 40 gallons per minute water supply to accommodate one or two operating sprinklers for at least 10 minutes. Sprinklers are installed in living areas; the standard does not require sprinklers in small bathrooms or closets, pantries, garages, attics and other concealed non-living spaces.

Fire sprinkler installation in new-home developments is a good business. When entire developments are protected with sprinklers, fire officials frequently offer "trade ups" (incentives) to reduce infrastructure and other construction costs. Common trade ups include reduced street width, increased hydrant spacing, no need for expansion of existing water supply and single access points. Sprinkler incentives also improve profitability by allowing higher density, additional units, longer dead-end streets and T-turnarounds. Sprinklers often enable better land use by permitting development in areas otherwise restricted due to terrain or environmental constraints.

When a developer submitted plans for a 60-house development along a steep hillside in Camas, Washington, the Authority Having Jurisdiction offered to eliminate one of the required entrance roads if all homes had installed fire sprinklers. This saved the developer \$1 million in infrastructure and materials.

Forty years ago, Scottsdale, Arizona, passed an ordinance requiring fire sprinklers in all new construction homes. Working with developers, officials identified several "design freedom" that resulted in significant developer savings. The city has saved millions of dollars in water distribution costs.



Today, more than half of Scottsdale's homes are sprinklered, and fire-rated dollar losses remain well below the national average. In sprinkler-protected areas, there is a reduced demand for fire apparatus, allowing the city to focus its resources on EMS calls.

Besides benefiting homeowners, developers and municipal operations, fire sprinklers are good for the environment. Full-scale fire tests (FM 2021) comparing sprinklered and non-sprinklered home fires found that sprinklers reduce greenhouse gas emissions by 97%, water usage by 50% and 91%, and reduced persistent pollutants, such as heavy metals in the wastewater.

Learn about home fire sprinkler incentives at homefiresprinkler.org/building-residential-fire-sprinklers

Produced by Zonda Media, a Delaware corporation
marketing.zondamedia.com



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NATIONAL EDUCATIONAL ADVERTISING CAMPAIGN — DEVELOPERS AND BUILDERS *continued*

E-BLASTS

BUILDER Magazine

Deployment: **September 17, 2025**

Targeted: Big builders, developers, planners

12,789 Opt-In Subscribers

Opened: 3,122 (24.41%)

Clicks: 248 (7.94%)

E-NEWSLETTERS

BUILDER magazine Pulse eNewsletters

1,113,404 Opt-In Subscribers:

September 22-26 (300x250 banner)

Opened: 254,460 (45.71%)

Clicks: 49 (.02%)

September 22-26 (600x90 banner)

Opened: 255,919 (45.97%)

Clicks: 70 (.03%)

1,099,588 Opt-In Subscribers:

October 20-24 (300x250 banner)

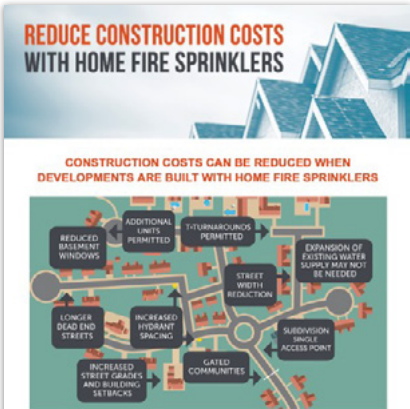
Opened: 252,643 (45.95%)

Clicks: 24 (.01%)

October 20-24 (600x90 banner)

Opened: 254,216 (46.95%)

Clicks: 41 (.02%)



**REDUCE CONSTRUCTION COSTS
WITH HOME FIRE SPRINKLERS**

CONSTRUCTION COSTS CAN BE REDUCED WHEN DEVELOPMENTS ARE BUILT WITH HOME FIRE SPRINKLERS

Construction costs can be reduced when entire developments are built with home fire sprinklers. These cost savings result through negotiated trade-ups such as higher density allowing additional units, increased hydrant spacing, street width reduction, waiving fees and other incentives.

Fire sprinkler incentives can provide opportunities to utilize land better by allowing development in areas that cannot otherwise be developed due to terrain or environmental constraints.

[FIND OUT MORE](#)

Funded through a grant by

 **HOME FIRE SPRINKLER
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Visit HomeFireSprinkler.org

UPCOMING EVENTS

Webinar: Building Products Forecast
Oct 23, 2025, Webinar.
Join our building products research team as they break down the latest industry shifts and share key insights on what to expect over the next 18...
[Register for Free >](#)

Tampa Dealmakers
Nov 13, 2025, Amature Works Tampa.
Explore the trends affecting Tampa Bay's housing market, connect with top home building leaders and get the strategies to stay ahead in 2025.
[Register Today >](#)

REDUCE CONSTRUCTION COSTS WITH HOME FIRE SPRINKLERS

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BUILDER
PULSE

 **REDUCE CONSTRUCTION COSTS
WITH HOME FIRE SPRINKLERS**

TOP STORY

LENNAR

Lennar's Q3 Average Sales Price Down 9.2% from a Year Ago
The home builder missed Wall Street projections amid soft market conditions in the fiscal third quarter. [Read more](#)

FEATURED EVENT

Future Place
Oct 27-28, 2025, Irving, TX.
Explore the future of master planned communities. Gain insights on how global economic dynamics and innovations will reshape the places of tomorrow. [Register now](#)

BUILDER
PULSE

 **REDUCE CONSTRUCTION COSTS
WITH HOME FIRE SPRINKLERS**

TOP STORY

10 Surprising Takeaways from the Minds of Today's Homebuyers
From affordability to air filtration, new data from the America at Home Study reveals key signals homebuilders can't ignore. [Read more](#)

FEATURED EVENT

Build-to-Rent
Apr 13-14, 2025, JW Marriott Phoenix Desert Ridge.
Top players in build-to-rent. Market intelligence that matters. Your edge for success in 2025. [Register Now](#)



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NATIONAL FIRE SERVICE DIGITAL ADVERTISING CAMPAIGN

Digital ads targeting members of the fire service with links to the Impact Tool were placed on YouTube and the Google Display Network. The ads were tested and modified throughout the campaign. Our digital campaign reached 4.2 million and resulted in more than 1 million engagements and 2.1 million YouTube views, exceeding our goal of 250,000 video views.

Sponsored

Home Fire Sprinkler
www.homefiresprinkler.org/

Reduce Responder Exposure - Safer Homes Start Here



Do your local officials know the facts? Fire is Fast. Fire Sprinklers are Faster. Don't send crews into preventable fire tragedies.

Case Studies Standard Construction Fact Sheets

Sponsored

Home Fire Sprinkler
www.homefiresprinkler.org/

Build for Firefighter Safety - Sprinkler Safety Starts Now

The cost to install fire sprinklers in new homes is typically less than 3%. Sprinklers buy time—for residents and responders. Substandard homes put responders at risk.



Fact Sheets Community Impact Tool Standard Construction

Sponsored

Home Fire Sprinkler
www.homefiresprinkler.org/

Sprinkler Safety Starts Now - Financial Burden Comparison



Sprinklers buy time—for residents and responders. Substandard homes put responders at risk. Do your local officials know the facts? Fire is Fast. Fire Sprinklers are Faster.

Fact Sheets Community Impact Tool Standard Construction

Sponsored

Home Fire Sprinkler
www.homefiresprinkler.org/

Build for Firefighter Safety - Sprinkler Safety Starts Now

The cost to install fire sprinklers in new homes is typically less than 3%. Sprinklers buy time—for residents and responders. Substandard homes put responders at risk.



Community Impact Tool Standard Construction

Sponsored

Home Fire Sprinkler
www.homefiresprinkler.org/

Homes Burn in 2 Minutes - Substandard Homes Kill

Protect your crew. Support sprinkler requirements in new builds. Do your local officials know the facts?

Case Studies Community Impact Tool Standard Construction



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NATIONAL FIRE SERVICE DIGITAL ADVERTISING CAMPAIGN *continued*

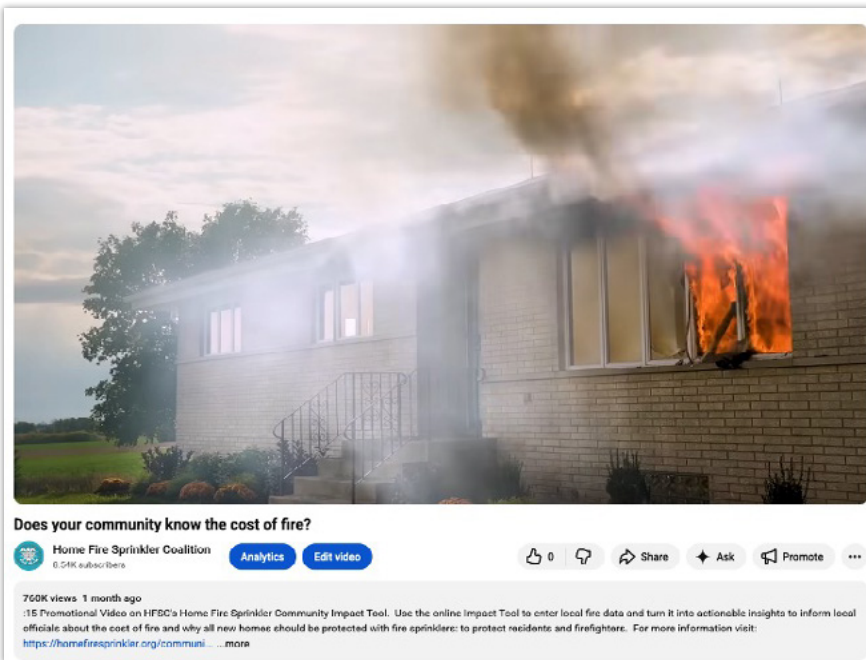
Google Ads

Impressions: 4,272,181
Engagements & Interactions: 1,123,260
26.29 overall interaction rate (very high!)
Clicks: 35,372

Video Performance Highlights (YouTube):

15-second ad: 890,636 views
15-second (Instagram): 101,616 views
30-second ad: 62,162 view
30-second (Instagram): 765,094 views
3-min video: 11,960 views

Total YouTube Views: 1,831,468



Does your community know the cost of fire when new homes are built without fire sprinklers?

This is a :30 Promotional Video on HFSC's Home Fire Sprinkler Community Impact Tool. Use the online Impact Tool to enter local fire data and turn it into actionable insights to inform local officials about the cost of fire and why all new homes should be protected with fire sprinklers: to protect residents and firefighters.





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WEBSITE AND YOUTUBE ANALYTICS

During the grant year, our goal was 25,000 website visitors. More than 144,000 visited our website, with 44,592 visiting the Impact Tool page. Our digital campaign reached 4.2 million and resulted in more than 1 million engagements and 1.2 million YouTube views, exceeding our goal of 250,000 video views.

WEBSITE STATS – HomeFireSprinkler.org

January 1 - December 31, 2025

87,940 users

144,026 page views

1.64 views/user

0:21 average/session

	Page path and screen class ▾		↓ Views	Active users	Views per active user
☒	Total		144,026 100% of total	87,940 100% of total	1.64 Avg 0%
☒	1 /community-impact/		44,592 (30.96%)	36,485 (41.49%)	1.22
☒	2 /		23,180 (16.09%)	17,695 (20.12%)	1.31
☒	3 /fire-service/		5,696 (3.95%)	5,115 (5.82%)	1.11
☒	4 /home-fire-sprinklers-nfap13d/		3,347 (2.32%)	2,597 (2.95%)	1.29
☒	5 /fire-department-sprinkler-education/		3,079 (2.14%)	2,652 (3.02%)	1.16



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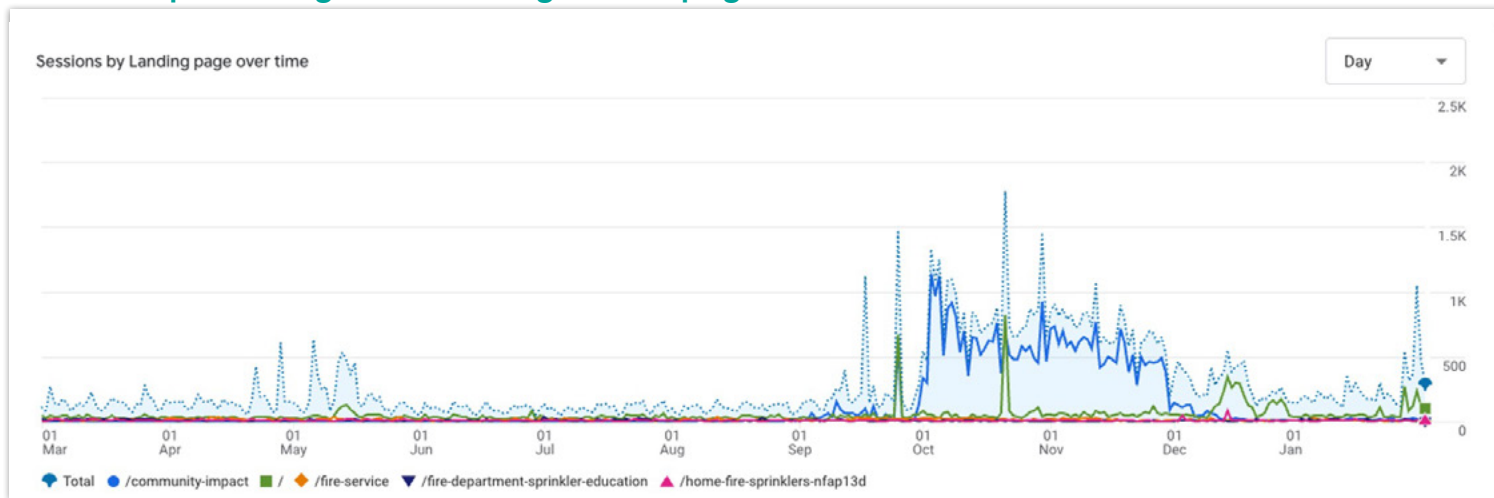
July 23, 2024 –
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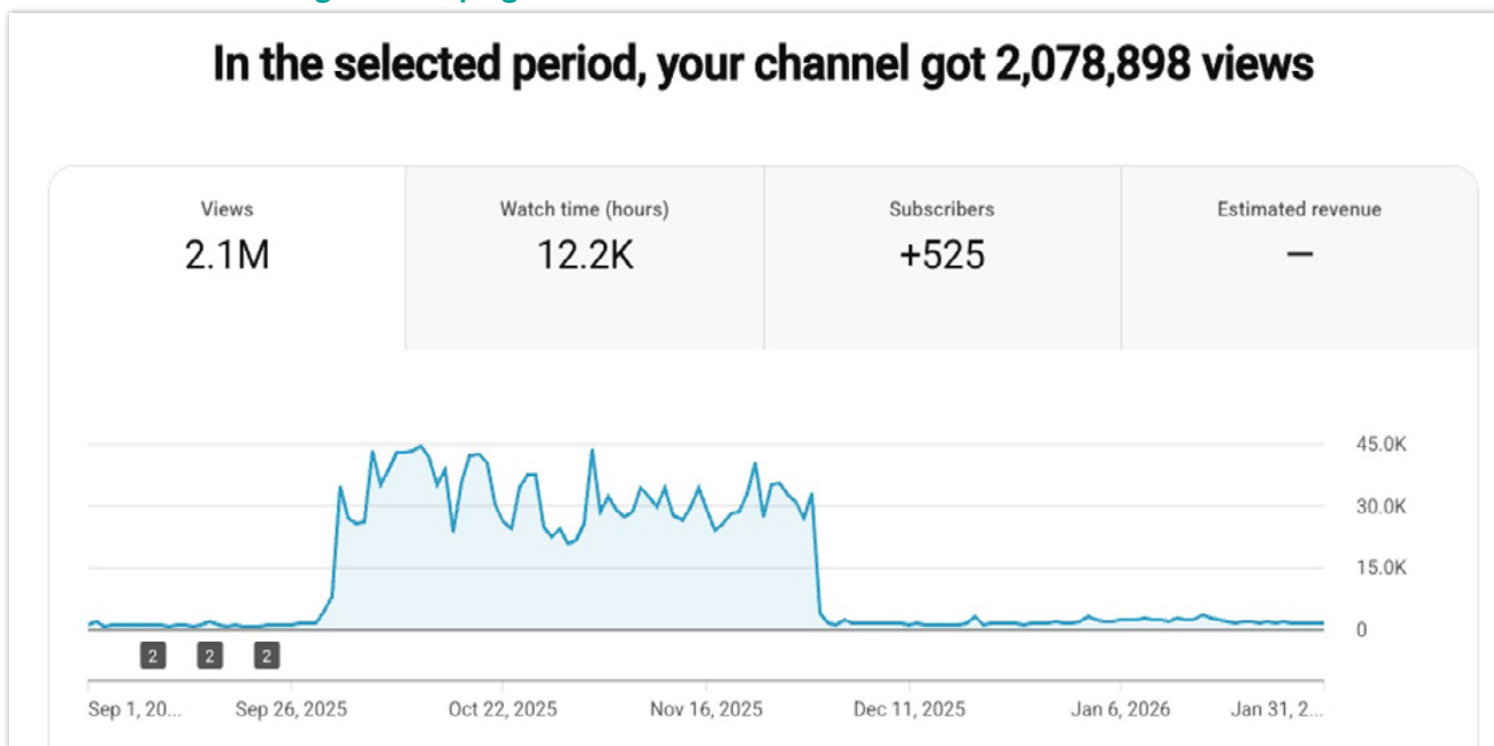
HOME FIRE SPRINKLER
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WEBSITE AND YOUTUBE ANALYTICS *continued*

HomeFireSprinkler.org Visitors During the Campaign



YouTube Views During the Campaign





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MEDIA OUTREACH: MAT RELEASE

Launch date: January 19, 2026

Online Placements: 988

Total Site Audience: 136,952,703

Estimated Ad Value Total: \$425,083

[latimes.com](https://www.latimes.com)

Los Angeles CA 14,968,333

[sfgate.com](https://www.sfgate.com)

San Francisco CA. 11,890,021

[chicagotribune.com](https://www.chicagotribune.com)

Chicago IL 4,892,365

[sfchronicle.com](https://www.sfchronicle.com)

San Francisco CA. 4,422,403

[miamiherald.com](https://www.miamiherald.com)

Sweetwater FL. 4,318,172

[chron.com](https://www.chron.com)

Houston TX 3,687,182

[mercurynews.com](https://www.mercurynews.com)

San Jose CA. 3,255,667

[denverpost.com](https://www.denverpost.com)

Denver CO 2,486,226

[houstonchronicle.com](https://www.houstonchronicle.com)

Houston TX 2,480,610

[nydailynews.com](https://www.nydailynews.com)

New York City NY 2,389,783

[storystudio.wcvb.com](https://www.storystudio.wcvb.com)

Needham MA. 2,353,326

