Fire deaths of children under the age of 14 in Wisconsin in 1989: 30

Fire deaths of children under the age of 14 in Wisconsin in 2015: 4

**Essay Contest**
Teachers Win up to $1500 for your classroom!
See page 3 for details.

**Poster Contest**
Enter for a chance to win gift cards.
See page 13 for details.
Legacy of fire safety and education in Wisconsin

Looking back on the positive impact of 30 years of fire and burn programming as well as 20 years of educational publications in Wisconsin.

It’s September 1987. In the early morning hours, a home on Milwaukee’s North side is ablaze. Inside are 15 people and no smoke detectors. Firefighters arrive on the scene, but it’s too late. In the attic are the bodies of two adults and 10 children, one of them just 11 months old.

Unfortunately, this is not the last fire scene that the city would see in those early weeks of autumn. Just one mile away, another house goes up in flames. This time the culprit is a child’s blanket coming into contact with a space heater. Seven children lost their lives.

This story begins in tragedy, but it ends with hope. And hope came in the form of the Wisconsin Alliance for Fire Safety (WAFS), now part of the Professional Fire Fighters of Wisconsin Charitable Foundation (PFFWCF). The alliance was founded 30 years ago, the same year as these devastating fires.

“At that time the City of Milwaukee averaged about 10 or 11 deaths a year due to fires,” said Dan Gengler, recently retired PFFWCF board of directors member, longtime WAFS chairman, and one of the founders WAFS. “There we were in a two-week span where 20 people died.”

**Igniting action**

In Milwaukee, fire prevention had been a priority. In fact the City of Milwaukee has archives of school fire drills and other programs dating back to the early 1910s. This was likely due to the City of Milwaukee’s fire prevention bureau founded during that time; however, the bureau fell victim to budget cuts in the 1960s. When Milwaukee’s 1987 fires occurred, the passion for fire safety was reignited.

“This was a stressful time. It was especially devastating because the fires happened in the same district, so the same fire stations went to both fires,” said James Ley, Deputy Chief of Special Operations, curator and historian with the City of Milwaukee Fire Department. “But it was just such a horrific event that it really got some community action going with city leaders, community groups, fire departments, everyone.”

Following the fires of 1987, the City of Milwaukee conducted a study under then-Mayor Henry Maier. Findings led to the conclusion that fire safety and prevention were not being made an urgent priority in the school system.

“A coalition came up with a number of recommendations,” Ley said. “And the big one was that any kid who went to Milwaukee Public Schools had to go through fire safety education.”

This focus on education – especially with school-age children – would serve as the basis for efforts not only in Milwaukee, but throughout Wisconsin as WAFS began ramping up its work.

“When we initially started, it was pretty much a Milwaukee County area organization, but we ultimately engaged the entire state,” Gengler said. “We tried to reach out to every fire department to let them know we existed as a resource network to assist them in educating their local communities, so that we can prevent fires, save lives, prevent injuries, and keep people safer.”

**Programming for prevention and safety**

Soon began several efforts by WAFS over the years to increase fire education and hopefully decrease the number of fire deaths.

One of those efforts is currently in your hands. This Fire Safety Newspaper in Education is the result of the hard work of WAFS and its partners. This educational supplement is provided to every Milwaukee Journal Sentinel subscriber, but copies are also distributed to private and public schools statewide.

“This is the only program of its kind that really delivers something to all the schools that they can utilize in the classroom,” said Michael Wos, PFFWCF Executive Director. “Over the years we gather the latest and greatest from some of the nation’s premier fire safety experts, and seeing people use the piece makes us very proud.”

In a collection of articles, child and adult readers learn the importance of fire safety and prevention. There is even a quiz to test children’s fire safety awareness. 

CONTINUED ON PAGE 16
Think about the sounds you hear around your home: the buzz of an alarm clock to wake you up, the whirring of a clothes dryer, the vroom of a vacuum cleaner across the floor, the sound of rushing water in the shower. There’s another sound you may not hear too often that can play a life-saving role in your home. The beeping of the smoke alarm. The smoke alarm beeps to let you know that there’s a fire. It was designed to give you the time you need to get out safely.

But do you know what makes a smoke alarm work? More than 40 years ago, smoke alarms were very expensive and difficult to install, so very few buildings had them. But in the last several decades, scientists have invented small, battery-operated smoke alarms. They are easy to use, and cost a lot less than the early models. They have been mass produced, making them more available to the public.

The two most commonly recognized types of smoke alarms are ionization alarms and photoelectric alarms. Ionization smoke alarms are generally more responsive to flaming fires. Photoelectric smoke alarms are generally more responsive to fires that begin with a long period of smoldering.

Here is how the ionization smoke alarm works: Inside the smoke alarm, there are two tiny metal plates called electrodes that are connected to a battery. This is called a circuit. There is also a substance called Americium-241. Americium-241 converts air molecules into positive and negative ions. Because opposites attract, the negative ions move toward the positive plate and the positive ions move toward the negative plate. This movement creates a complete circuit or path of electricity. When smoke enters the smoke alarm, the ions bond with the smoke, breaking the path of electricity. When the flow of electricity is reduced, the alarm goes off.

Here is how the photoelectric smoke alarm works: Inside the smoke alarm, there is an LED light that sends a beam of light (similar to a laser pointer) in a straight line across the chamber. In a separate compartment inside the chamber, there is a photo sensor that detects light. As smoke enters the alarm, the smoke particles interrupt the light beam, scattering it in many directions. Some of the LED light scatters toward the light sensor. When light beams hit the sensor, the alarm will go off.

Some smoke alarms contain both photoelectric and ionization smoke detection systems. These are called combination alarms. For the best protection, it is recommended that both technologies be used.

The 10-year-lithium-battery-powered smoke alarm was introduced in the 1990s. It is designed to remain effective for up to 10 years. If the alarm chirps, warning that the battery is low, the entire smoke alarm should be replaced right away. For smoke alarms that don’t have the nonreplaceable long life batteries, the batteries should be replaced at least once a year.
Let's talk about fire safety in the kitchen!

Q: In which room of the house or apartment do you think the most house fires are started?
A: Here's a hint: has anyone in your family ever cooked something too long, and it started burning and getting smoky in the air? If you are thinking about the kitchen, you are right. The kitchen is actually the most common room where house fires are started.

Q: What are the most common causes of kitchen fires?
A: Believe it or not, people (including men, women, and children) usually cause the fires to start, not electricity, appliances, or pets. Many fires are caused by what is called “unattended cooking,” which means that someone left food on the stove or in the microwave without watching it closely. Another type of kitchen fire is a “careless cooking fire,” which is caused by someone turning the heat up way too high.

Q: What can I do to prevent fires and keep myself and my family safe while cooking?
A: If you follow these tips from the Madison Fire Department, you can help stop kitchen fires before they even start!

• Pay attention and be alert; don’t cook if you are too sleepy or distracted.
• When cooking on the stove top, stay in the kitchen and watch the pot closely. Staying in the kitchen allows you to take quick action if the food begins to burn.
• Set the stove on a lower heat setting. You can turn it up if you need to, but be careful not to turn it up too high and burn your food.
• Use a timer to remind you when the food is finished cooking.
• Keep a lid for the pot close by. If a small fire erupts in the pot or pan, cover it to extinguish it.

• Keep a fire extinguisher near the kitchen in case a fire gets out of control. Only trained adults should use a fire extinguisher. Before you start cooking, make sure you know where the fire extinguisher is and how to use it.
• Keep flammable items far away from the stove! This includes mitts, pot holders, dish towels, and paper. Take time to clear away the area around the stove before you start to cook.
• Children should always be supervised by an adult while cooking. Keep younger children at least 3 feet away from the stove so they don’t accidentally reach for something or bump into something and get burned.
• Don’t store anything inside the oven. You might forget to take it out of the oven before you turn it on, which could start a fire.

Q: What’s wrong with this picture?
A: No one is watching the pot on the stove! Always stay in the kitchen and watch closely while food is cooking. Also, there are items too close to the stove (the book and the hat) that could accidentally start on fire.

Here are some fire safety tips for your home:

1. Make sure you have working smoke detectors on every level of your home including inside all bedrooms and outside each sleeping area.
2. Remind your parents to test smoke detectors every month.
3. Plan and practice a fire escape plan.
4. Don’t play in the kitchen when someone is cooking.
5. If a fire occurs in your home, remember to …

Get out! Stay out! Call for help!
Fire Sprinklers Are Good
For the Environment

You already know that a fire in a home is very dangerous to the people who live there and to the firefighters who must respond. Did you also know that a fire is very harmful to the environment? It’s true. Home fires damage the Earth in several key ways:

- The carbon emissions that result from burning materials,
- The use of large amounts of water to extinguish the fire,
- Polluted runoff water from the fire that gets into groundwater and standing water,
- The addition of fire-damaged materials that go into landfills, and
- The carbon emissions that result from replacing materials damaged in the fire.

Preventing a fire in the first place is the best way to help people and the planet. There is only one safety feature that protects people and the Earth – home fire sprinklers.

Home fire sprinklers are similar to ordinary plumbing – the pipes are usually hidden behind the walls and ceilings. If there is fire, the heat will activate only the sprinkler closest to the fire, putting water on the flames and controlling or putting out the fire.

That quick action saves lives, prevents injuries, and protects homes and belongings. But it also controls the fire with far less water than fire department hoses, which use more than 10 times the amount of water per minute. A fire in a sprinklered home is quickly controlled; while an unsprinklered home fire will burn and grow so large that it will likely take thousands of gallons of water to put it out.

Let’s do the math: The less time a fire burns means fewer greenhouse gas emissions are released. Less water needed to control the fire means less water is used, and less pollution runs off. Finally, the less fire damage, the fewer materials get hauled to the landfill. With home fire sprinklers, less is more!
Take Action!

PHOENIX SOCIETY FOR BURN SURVIVORS

Do you know someone who is a burn survivor? Maybe they’re a friend, a family member, a neighbor, or someone you just met. Have you ever wished there was something you could do for them or wanted to know more about the burn community? Did you know that you can help and be a part of this wonderful community?

The first thing you should know is that taking action really isn’t that difficult. Change begins with these three simple steps.

1. **Learn about your local burn communities and organizations.**

   Have a parent help you do an online search to find resources near you. You can do this without leaving your house or changing out of your pajamas! Have you searched how many resources there are in your city? Or county? Surrounding areas? Or even in your state! Learning what’s around is the first step to be an advocate for the burn community. For more information, check out the Professional Firefighters of Wisconsin Charitable Foundation at www.pffwcf.org!

2. **Connect with organizations, events, and burn community networks.**

   Now that you know of locations near you, it’s time to take action! Go outside and connect with the community. Maybe a burn related organization is in need of volunteers for events or fundraising opportunities. Some camps for burn survivors collect donations, and you could help! By participating in events and learning more about the families it serves, it connects faces to names and makes your contributions even more meaningful. Even kids can help support burn survivors by gathering resources like toys or stuff for a burn camp.

   Don’t have any organizations or resources near you?

   There are a variety of online resources, social media pages, and online groups that reach burn survivors around the world. The Phoenix Society for Burn Survivors is a leading non-profit organization that supports burn survivors and families from all over the world through support programs and an online community. Learn more about their amazing work and ways to connect at www.phoenix-society.org.

3. **Acceptance, Kindness and Advocacy.**

   This is easiest step of all, but it’s also the most impactful. Giving a kind word to anyone can brighten up their day. Set an example for others by being welcoming. Include a burn survivor in activities. This can make a big difference to somebody you know has a burn injury or a family member affected by a burn. Try this out at your school,

   neighborhood, community center, spiritual center, work, and even at the grocery store. Acts of kindness include small but important things! If you meet a burn survivor:

   - make eye contact and smile!
   - have a conversation (about anything!)
   - encourage them through their journey

   Being accepting and kind can open the doors to lasting friendships and create an opportunity to learn more about the burn community. Advocating doesn’t always mean standing at a podium and speaking to prove a point. It is about being consistent, genuine, and caring about an important cause or community.

Want to learn more? To find resources, read more articles, search events, and discover current topics for burn survivors, families, professionals - and supportive friends like you! go to:

www.phoenix-society.org

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Recommendations to become an active member of the burn community.

**2018 PFFWCF AFS Summer Camp for Burn Injured Youth Information:**

**AUGUST 12TH - 18TH, 2018**

If you know a burn survivor that would benefit from this program or if you know someone interested in becoming a volunteer camp counselor or supporter, please have them contact us at www.pffwcf.org or (608) 630-8440
FIRE SAFETY

Fires can start and spread quickly, so we all need to know what to do when it comes to being safe at home. Just a little bit of planning can make a big difference for your family.

WHAT KIDS SHOULD KNOW

- Never play with matches, lighters, candles or fireworks.
- Leave the house if you hear an alarm, see flames or smell smoke.
- Always feel doors before opening them. If hot, find a new way out.
- Never go back into a burning building.
- Never stop for toys or pets.
- Get Low & Go! Smoke rises, so stay low to beat the heat.
- If you can’t get out, cover vents and cracks around the door to keep smoke out. Stand by window and signal for help.

SMOKE ALARMS

Install one on every floor of your home, including outside of sleeping areas and inside each bedroom. They should be tested monthly and replaced every 10 years. Replace batteries once a year or consider installing alarms with 10-year batteries.

IN THE KITCHEN

Keep young children away from the stove area, fireplaces and other heat sources. Never leave the kitchen unattended while cooking, and keep flammable objects away from the stovetop.

APARTMENTS

Know your building’s escape exits and use stairs to get out. Pull the nearest fire alarm as you leave.

GET OUT & STAY OUT!!!

Practice makes perfect when it comes to your family’s escape plan. Make sure you have at least two ways out from every room and choose a place to meet that is a safe distance away from your home. Once you’re outside, call 911.

FIRE FACTS

- Every hour, approximately 16 children are injured from fires or burns.
- 85% of all fire-related deaths are due to home fires.
- Fires can spread rapidly and leave families as little as two minutes to escape.
- Smoke alarms reduce the chances of dying in a fire by nearly 50 percent.

Safe Kids Wisconsin
(715) 843-1890 | safekidswi.org | safekids.org | chw.org
Electricity and natural gas are important parts of your daily life. You use them to heat your home, cook your food and power things like TVs and computers. That's why it's important to use energy safely. Follow these rules to stay safe around electricity and natural gas:

**Stay away from power lines.**
Stay far away from all power lines – especially when they’re lying on the ground. Never climb trees or fly kites near power lines. And don’t release metallic balloons outdoors – they may touch power lines, causing fires and outages.

**Natural gas smells like rotten eggs.**
If you smell natural gas, do not use a light switch or even a phone, which could generate a spark and cause a fire or explosion. Get everyone out of the house and tell a trusted adult to call We Energies for help.

**Mr. Ouch means danger.**
Never play near electrical equipment such as substations, power poles or transformers (green boxes). When you see Mr. Ouch, don’t touch.

**Outlets are for plugs.**
Don’t put your fingers or any object other than a plug into an electrical outlet. And keep electrical appliances away from water. Electricity + Water = DANGER.

**Call before you dig.**
Before doing any digging or planting in your yard, call Diggers Hotline at 811 to have public underground utilities marked for free. And don’t pull out marker flags until the work is complete; others working in your yard may need to know where underground utilities are located to avoid a dangerous accident.

Go to we-energies.com for more energy safety information.
Be a detective on the case — of fire safety in your home

Your role is to investigate and report on possible fire hazards so your family can correct them and make your home safe.

Fire strikes more than a million times a year in the United States. That’s a big number, but people never expect a fire to happen to them. What’s really sad is that most fires could have been prevented by following common sense, safety steps. Today your family is counting on you to do some careful checking throughout your home. You also will need to plan escape routes and practice fire drills at your house.

Prepare
My Fire Safety Information Sheet
Fill out and memorize everything on this information sheet of paper. Keep this sheet of paper where you can easily find it until you committed everything to memory.

What number do you call in case of a fire or other emergency?

________________________________________

Your address:
________________________________________

Your city:
________________________________________

Telephone Number:
________________________________________

Parent(s)’ or guardian(s)’ cell phone and work numbers:
________________________________________

Fire Safety Checklist
Answer yes, no, or I don’t know. Fix all no’s immediately, talk to your parents or guardians about the “I don’t know’s”

Do you know the number to call to report a fire after you get out of your home? YES/NO/I DON’T KNOW
Can you see your address numbers from the street off your house in case a fire fighters need to find it?
YES/NO/I DON’T KNOW

Smoke Alarms
How many smoke alarms are in your home? _________
Do they ALL work? YES/NO/I DON’T KNOW
Do you test them monthly? YES/NO/I DON’T KNOW
Do you check or replace batteries every year? YES/NO/I DON’T KNOW
Are they all less than 10 years old? YES/NO/I DON’T KNOW

Fire Safety in all areas of your home

Electrical (examine all the electrical components in your home including cords on appliances like your television, lights, and appliances).
Are all wires and cords in good repair? YES/NO/I DON’T KNOW
Are wires and cords kept out from beneath furniture or carpets? YES/NO/I DON’T KNOW

Heating Devices
Are all space heaters and other heating devices UL listed and kept 3 feet from anything that could catch fire? YES/NO/I DON’T KNOW
Is the heating and hot water system in your home in good repair? (Filters replaces, vents clear, and all covers in place?) YES/NO/I DON’T KNOW

Appliances
Are electrical appliances like clothes dryers, laptops, tablets, computer equipment, and televisions properly ventilated to prevent overheating? YES/NO/I DON’T KNOW
Are kitchen and other appliances that get hot unplugged when not in use? YES/NO/I DON’T KNOW
Are appliances in good repairs, maintained, and kept clear of anything that could catch fire? YES/NO/I DON’T KNOW
Do you keep anything that could catch fire away from the stove? YES/NO/I DON’T KNOW
Are all burners on the stove turned off when not in use? YES/NO/I DON’T KNOW
Are you careful not to put metal objects (aluminum foil and pots and pans) in the microwave? YES/NO/I DON’T KNOW
Do you cook under the close supervision of an adult or have you talked about kitchen safety with an adult in your home? YES/NO/I DON’T KNOW
When cooking does everyone in your home know to stay out of the kitchen or be extra careful, and to turn handles of pots and pans inward to prevent burns? YES/NO/I DON’T KNOW

Flammable items, Matches, and Lighters
Are flammable items including matches, lighters, or flammable liquids (Gasoline, light fluid, aerosols, nail polish remover...) stored out of the reach of children? YES/NO/I DON’T KNOW
Do you know flammable liquids can explode, cause serious injuries or even death if they come in contact with a heat source? (Example: Spilling gasoline onto a fire).

If members of your household smoke:
Do they use ashtrays? YES/NO/I DON’T KNOW
Do they empty ashtrays in metal wastebasket or extinguished in a way they cannot start a fire? YES/NO/I DON’T KNOW

Fireplaces
Do all fireplaces (natural or gas) have a screen or protective guard to prevent accidental contact with hot surfaces? YES/NO/I DON’T KNOW
Is your chimney regularly cleaned to avoid flammable build up? YES/NO/I DON’T KNOW

Bedrooms
Are windows and doors easily opened by all who sleep in the room. YES/NO/I DON’T KNOW
Are sources of ignition including candles and smoking materials kept away from beds? YES/NO/I DON’T KNOW

Fire Escape Plan
Do you have a fire escape plan and practice it several time per year to ensure everyone knows what to do to get out safely in the event of a fire? YES/NO/I DON’T KNOW

How Fire Safe Are You?
Send your answers to FireSafety2017@pffwcf.org to be entered into a contest and to receive the answer key.

AT HOME

ARTICLE SUBMITTED BY SAFE KIDS WISCONSIN
How to make a Home Fire Escape Plan

- Draw a map of your home. Show all doors and windows.
- Visit each room. Find two ways out.
- All windows and doors should open easily. You should be able to use them to get outside.
- Make sure your home has smoke alarms. Push the test button to make sure each alarm is working.
- Pick a meeting place outside. It should be in front of your home. Everyone will meet at the meeting place.
- Make sure your house or building number can be seen from the street.
- Talk about your plan with everyone in your home.
- Learn the emergency phone number for your fire department.
- Practice your home fire drill at least twice a year!

Make your own home fire escape plan using the grid provided.

Grown-ups: Children don’t always wake up when the smoke alarm sounds. Know what your child will do before a fire occurs. Get more information on smoke alarms and escape planning at www.nfpa.org/factsheets.
Cover
In 1989, how many children under the age of 14 died in fires in Wisconsin?
_________________________________________
How much money can your teacher win for their classroom?  
_________________________________________
How many years have we been doing this Fire Safety Newspapers in Education program?  
_________________________________________
NFPA Smoke Alarms
What beeps and can save your life?  
_________________________________________
What are the two most recognized types of smoke alarms?  
_________________________________________
What substance is found in ionization smoke alarms?  
_________________________________________
What is this year’s national fire prevention week theme from the National Fire Protection Association (NFPA)?  
_________________________________________
Fire Safety Timeline -
Fill in the blank. “Every _______ seconds, a home burns in the United States.”
How long after a fire started does it take for a smoke alarm to sound?
_________________________________________
Fill in the blanks. “Heat activates the _________ sprinkler _________ to the fire. Within seconds, the flames are controlled and may be extinguished.”
Fire Safety
True or False.
Smoke Alarms should be installed on every floor of your home, including outside of sleeping areas and inside each bedroom. True / False
Smoke Alarms should be tested monthly and replaced every ten years. True / False
At least how many ways should you have out of every room?
_________________________________________
Do you have a fire escape plan for your home?  
Circle Yes or No.
Energy Safety from We Energies
Why shouldn’t you release metallic balloons outdoors?
_________________________________________
_________________________________________
What does natural gas smell like?
_________________________________________
What does it mean when you see a Mr. Ouch sign?
_________________________________________
UL - Close Your Door
Why is fire more toxic and faster than ever?
_________________________________________
_________________________________________
_________________________________________
Take Action - Phoenix Society for Burn Survivors
Do you know someone who is a burn survivor?  
Circle: Yes or No
What are the three steps to help burn survivors be a part of this wonderful community?
_________________________________________
_________________________________________
_________________________________________
HOME FIRE TIMELINE
This timeline shows how quickly — within 5 minutes — a small fire can become a life-threatening blaze.

It’s 12:53 a.m.

10 seconds You and everyone in your home are sound asleep. Ten seconds ago, a small fire started in your living room. In the next five minutes, your life may change forever. Or you may just need to clean up in the morning and air out the house.

It will all depend on whether or not you have fire sprinklers protecting your home.

Every 84 seconds, there is a house fire in the United States. More than 3,000 Americans die in fires every year, 85% of them in home fires. The victims are usually children and older adults. Although the majority of home fires start during the day, most fatal fires start at night. Like this one.

1 minute One minute after the fire starts, the smoke alarm sounds. You awaken. You don’t smell smoke, but you get up to check. It takes almost 30 seconds to get out of bed and exit the room.

90 seconds As you exit, you start to smell smoke. You see smoke billowing out of the living room. The curtains in the room are in flames. The temperature at the ceiling is approaching 1,000 degrees Fahrenheit. You are forced to “stay low and go.”

2 minutes If your home has fire sprinklers. Heat activates the single sprinkler closest to the fire. Within seconds, the flames are controlled and may be extinguished. Smoke in the living room starts to clear. Buying you time to get out alive, while saving your property.

2 min. 9 sec. If your home is not protected by fire sprinklers, you have to crawl through thick, hot smoke to get out. You yell to warn others in your home, you are blinded by smoke, and you fear for the safety of others in your home. You will not survive in this environment much longer. The fire is not bright. It is hidden by thick, black smoke. Modern building materials and furnishings give off poisonous gases as they burn. Most people who die in fires don’t die from burns. Smoke and toxic fumes are almost always the killer.

Fire sprinklers save lives and property.

2 min. 25 sec. In the blackness, you collide with your family members. You all know what to do because you practiced your fire escape plan. Your house is filled with deadly smoke. Your family safely reunites at your safe meeting place and activates 911.

Fire spreads through your home. The temperature at the living room ceiling approaches 1,400 degrees Fahrenheit.

Homes protected by fire sprinklers save lives and cause far less damage because they stop a fire when it is small and use far less water than the Fire Department does when they arrive.

3 min. 57 sec. You are glad that everyone is out safe, but sad that you’ve lost everything. Seconds later, the living room is enveloped in flames as everything in the room reaches ignition temperature and catches fire. This is known as flashover.

4 min. 16 sec. Fire is amazingly fast. In less than five minutes, the fire is out of control.

6 min. 12 sec. The Fire Department arrives on the scene to find fire coming out the windows of your home. They deploy their fire hoses and spray water at a rate of 150 to 300 gallons per minute.

If you have fire sprinklers, you may spend the time describing the fire and how it was controlled. If not, they will get to work extinguishing the fire. The firefighters will put out the hot spots, turn off the water, and work to save your property.

Fire sprinklers use less than 341 gallons of water to put out an average fire.* Firefighters use more than 2,935 gallons for an average fire. *According to the Scottsdale Report

With fire sprinklers, an average fire will cause $2,166 in damage. Without fire sprinklers, an average fire will cause $45,019 in damage. A fire like this one is likely to cost more than 10 times that much.

Fire sprinklers save lives and property.
PREPARATION • PREVENTION • PRACTICE

Our Home is

Fire Safe!

The student named below has successfully completed the Fire Safety Home Survey exercises with their family, and their home is now a certified “Fire Safety Zone.”

Please hang this certificate proudly in your home to remind you to always maintain your fire safety plan.

Student’s Name

I promise to be aware of fire safety and to practice fire safety at all times.

Student Signature

Parent or Guardian Signature

Teacher Signature

• I have performed the Fire Safety Home Survey exercises with my family, and I will save and display this certificate in my home.
• I know to call 911 in the event of a fire.
• Our family has a fire escape plan, our home has smoke alarms and we pledge to maintain them on a regular schedule.
• I will not play with matches or lighters.
• My family and I have inspected our home, including our basement, attic and garage and certify that we have not found any potential fire risks.

Poster Contest

You could win gift cards from the Professional Fire Fighters of Wisconsin Charitable Foundation

Here’s a chance for students to be recognized for promoting fire safety with their artwork. Winning posters will receive gift cards from the Professional Fire Fighters of Wisconsin Charitable Foundation.

Suggestions for posters include emphasizing a safety tip, promoting National Fire Prevention Week, or promoting a fire safety slogan. All entries will be considered for use in upcoming promotions, including next year’s Milwaukee Journal Sentinel/Newspaper in Education Fire Safety section, seen by students, teachers, and parents throughout Wisconsin.

Rules

Poster entries must meet the following criteria to be considered for the contest:
• Poster must be done by a 4th, 5th, 6th, or 7th grade student.
• Color or black and white art is acceptable in any media — pencil, ink, crayon, watercolor, etc.
• All entries must include the student artist’s name, grade, school, teacher, address, telephone number, email (a school address, phone number, and email are acceptable). This information must either be written on the back of the artwork or firmly attached to the artwork for identification purposes.
• 8.5” x 11” or 11” x 17” final size.
• If you will be entering computer generated art, the finished piece must be submitted as a printed copy; electronic files will not be accepted.
• Only one entry per student.

Deadline for poster entries:

Postmarked by December 22nd, 2017.

Awards will be posted by January 31st, 2018.

Judging

• All entries will be judged by a panel of Wisconsin fire safety experts based on the following criteria:
  50% Effectiveness of the message
  25% Creativity
  25% Artistic ability
• Please note that judges’ decisions are final.

Prizes

GRAND PRIZE Winner will receive a framed poster and a $100 gift card.
FIRST PLACE Winner will receive a framed poster and a $75 gift card.
SECOND PLACE Winner will receive a framed poster and a $50 gift card.
HONORABLE MENTION Winner will receive a framed poster and a $25 gift card.

For more information go to www.pffwcf.org or www.pffwcf.org/firesafety

Entry Coupon

Only students in 4th - 7th grades are eligible to enter.

Student’s name__________________________
School_________________________________
Teacher’s name__________________________
Teacher’s email__________________________
Grade_________________________________
School phone____________________________
School address___________________________
_______________________________________
City, state, zip___________________________

Please mail entries to:
Professional Fire Fighters of Wisconsin Charitable Foundation
321 E. Main Street, Suite 200, Madison, WI 53703
You can create a home escape plan with your family.

- Draw a map of your home showing all doors and window.
- Know at least two ways out of every room.
- Have an outside meeting place in front of your house, a safe distance away, where everyone can meet.
- Have a grownup push the test button to start the drill. Practice using different ways out.
- Get out and stay out. Never go back for people or pets or things.
- Encourage grownups to plan the drill at night and during the day, twice a year.
- Talk to your family about what went well in the drill and what can be done better.

When the batteries get low, the smoke alarm automatically activates a low battery chirping sound different from the alarm sound so you know it’s time to get new batteries.

Once the smoke alarm sounds, you could have less than two minutes to escape safely. With this in mind, the National Fire Protection Association chose this year’s Fire Prevention Week theme: “Every Second Counts: Plan Two Ways Out™” to remind everyone to have a home escape plan and practice their home escape drill.

For some fun family activities about smoke alarms and other fire safety topics, check out sparky.org, where Sparky the Fire Dog® and friends present free apps, videos, games and activities.
Because of the plastics in most modern furniture and household items, fire is more toxic and much faster than ever before. A closed door can help slow fire's spread and keep dangerous smoke away from you.

Fire needs heat, fuel and oxygen to exist. Closing the door when exiting a burning structure can cut off the oxygen and stop the growth of fire.

Close the door and better your chances! A closed door could buy you time in a fire, and that's not all...

A closed door can hold back fire's heat. In tests, an open door room reached dangerous temperatures while a closed door room stayed under 100° F.

A fire needs oxygen to burn. Don't let it take yours! A closed door can keep more oxygen in the room – and away from the fire – so you can breathe better.

Closing the bedroom door at night could give you more time to react to if the smoke alarm sounds.

A closed door can help slow fire's spread and keep dangerous smoke away from you.

Because of the plastics in most modern furniture and household items, fire is more toxic and much faster than ever before.

RELATES TO NEXT GENERATION SCIENCE STANDARDS PS1.B AND PS3.1.
knowledge as well as puzzles to enhance learning. Essay and poster contests further engage classrooms and families.

“The opportunity for lives to be spared is much greater, because they’re learning about early warning with smoke alarms, evacuation planning, benefits of fire sprinklers and those types of things,” Gengler said.

On January 1st, 2015 the PFFWCF absorbed the WAFS with the promise to maintain the cause and programs moving forward. One of the major programs is the Summer Camp for Burn Injured Youth or “Burn Camp”, which takes place for one week in mid-August at Camp Timber-Lee. The camp provides a safe place for young burn survivors to find renewed enjoyment in life. Attendees also benefit from this space to have their unique feelings and experiences truly understood.

“Through the years there have been hundreds of kids who have been burn-injured in some fashion, and have come to that camp to have some healing emotionally,” Gengler said. “The burns are there, but they learn to cope with them better.”

Campers enjoy outdoor activities like horseback riding, swimming and more. They also participate in field trips, including a dinner at the East Troy Fire House. Older children have massage therapy options, and therapy animals visit campers as well. The camp is staffed by dozens of volunteers that include fire firefighters, medical professionals, teachers and family members. Gengler said volunteering for this camp is often cathartic for first responders, who often don’t see fire survivors after the flames have been extinguished.

In 2015 the PFFWCF received a FEMA grant and reinvigorated the Wisconsin Smoke Alarm and Fire Education (WisSAFE) program, a statewide smoke alarm installation and education program. WisSAFE has since distributed over 16,000 smoke alarms to fire departments to install in the homes of at risk populations in their communities. This program now operates in collaboration with the American Red Cross as well as state fire and public service organizations. WisSAFE helps homeowners statewide obtain working smoke alarms, an item shown to increase fire survival by 50 percent. This is just a small sample of WAFS’s and PFFWCF’s varied fire and burn prevention and support programming. Over the years the organization has sponsored a fire safety children’s book, supported the Survive Alive House and mobile units, created engaging infomercials, and much more.

“We’re very proud of our programming that we had with the Wisconsin Alliance for Fire Safety. We’ve done a lot of great things,” Gengler said. “The alliance lasted for 24 years before it became part of the Professional Fire Fighters of Wisconsin Charitable Foundation, where that programming continues to move forward.”

Leaving a legacy

We said that this story began but does not end in tragedy. And the numbers show the hope that has arisen just in the past several years.

Fire deaths in Wisconsin have dropped from 88 in 1989 to 47 in 2015. For children younger than 14, this number went from 30 in 1989 to 4 in 2015. Although PFFWCF members said they cannot take full credit for this positive trend, their three decades of work have definitely left its mark.

“Although we can’t measure our impact, we do know that the numbers have gone down, and we do know that teachers, when they receive the Fire Safety Newspapers in Education, are appreciative,” said Gengler, who just retired from the foundation’s board this year.

For Wos, he is happy to have been a part of WAFS’s evolution and the future of PFFWCF.

“It’s just been an amazing journey and I’m incredibly honored to be a part of it,” Wos said. “At the same time, it’s very humbling to see all the supporters that have made this possible.”

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Word search solution from page 14

Thank you!

Thanks to the generous contributions of the sponsors, students throughout Wisconsin are able to participate in the Milwaukee Journal Sentinel’s award-winning “Fire Safety” program, developed in cooperation with the Professional Fire Fighters of Wisconsin Charitable Foundation Alliance for Fire Safety. Students learn lifesaving lessons about fire and burn prevention, gas and electrical safety, and risk prevention techniques.