

*The Commonwealth of Massachusetts*  
*Executive Office of Public Safety and Security*  
*Department of Fire Services*



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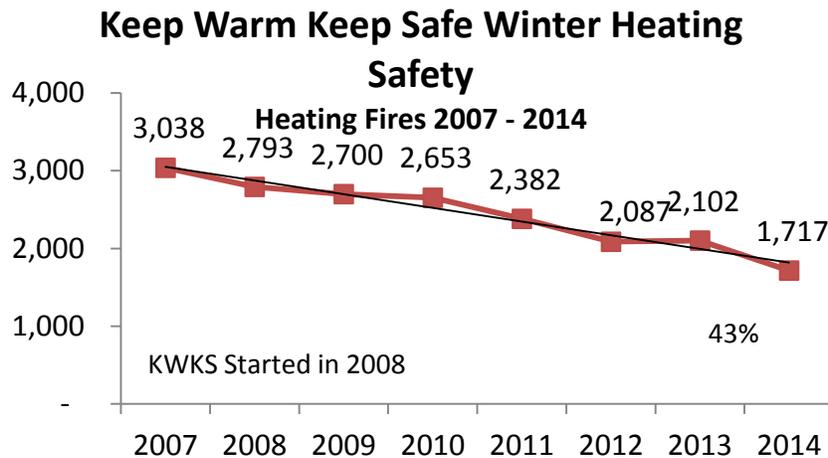
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STEPHEN D. COAN  
STATE FIRE MARSHAL

**MEMORANDUM**

To: Heads of Fire Departments  
 From: State Fire Marshal Stephen D. Coan  
 Date: October 1, 2015  
 Subject: Keep Warm, Keep Safe Campaign

Since 2008, the Massachusetts Fire Service and the Department of Fire Services have promoted winter heating safety messages together through the *Keep Warm, Keep Safe* (KWKS) campaign. This has led to a 43% reduction in heating fires in Massachusetts.



**Toolkit for Fire Departments**

There is a *Keep Warm Keep Safe* campaign toolkit for local fire departments on the DFS website: <http://www.mass.gov/eopss/agencies/dfs/dfs2/osfm/pubed/fs-topics/fs-topics-a/keep-warm-keep-safe-tool-kit.html>. It includes:

- A customizable local press release;
- An op-ed to submit to your local paper;

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- The television PSA (which is available for local cable stations through MyAccessTV);
- An English/Spanish bi-lingual handout (available in quantity from DFS)
- A KWKS handout in English, Spanish, Portuguese, Vietnamese, Russian, Chinese, Haitian Creole;
- Links to DFS pamphlets and FireFactors on winter heating, general fire safety and CO poison prevention;
- The KWKS logo;
- Referral information for fuel and heating system maintenance assistance.

### **Fall Prevention Messages**

In addition to the Fire Prevention Week messages, fall is the perfect time to also include winter heating fire prevention messages such as making sure the furnace and chimney get a check-up to be ready for winter, and changing our clocks and changing our batteries in our smoke alarm. When the really cold winter hits, or a major storm that leads to outages, will be the time for the other heating safety messages – especially how to use space heaters and generators safely.

### **Media Campaign**

This winter DFS will be supporting local fire department community education efforts with transit ads and television and radio public service announcements. These will reinforce local messages as they have in past years.

