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STEPHEN D. COAN  
STATE FIRE MARSHAL

## MEMORANDUM

**To:** Heads of Fire Departments

**From:** Stephen D. Coan, State Fire Marshal

**Date:** December 1, 2014

**RE:** **Cooking Safety and Keep Warm Keep Safe Public Awareness Campaigns**

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The Department of Fire Services has developed two public awareness campaigns: [Cooking Fire Safety](#) and [Keep Warm Keep Safe](#) (KWKS) addressing several of the major causes of fires and fire deaths in Massachusetts. These campaigns include toolkits on our website with resources for local fire departments to join us in promoting an accurate and consistent message locally. These tool kits include information in multiple languages, logos, handouts, lesson plans and customizable local press releases. You can also find our radio and television spots there. Feel free to encourage local media to run them or to put on your own website.

### **DFS Supports Local Education with Media Campaigns**

We will be supporting local fire education efforts with the umbrella of a media campaign using television and radio public service announcements (PSAs). The cooking PSA with celebrity chef Ming Tsai will start to air December 1 while we are still in the holiday cooking season. January and February will air the Keep Warm Keep Safe PSA produced last year. There will be a transition period late December and early January with both spots running. We also have Spanish language versions of the radio spots that will air as well.

### **Keep Warm Keep Safe Effective**

The [KWKS campaign](#) started in 2008. Heating equipment fires have dropped 31% from the 3,038 that occurred in 2007, the year before the campaign started, to 2,093 in 2013. When the fire service speaks with a unified voice to the local paper, the big city television reporter, and to our school children, civic clubs and senior citizens, we can have a major impact on safety. There has not been one fatal space heater fire since 2008.

*Administrative Services • Division of Fire Safety*  
*Hazardous Materials Response • Massachusetts Firefighting Academy*

### **Cooking Campaign**

Cooking is the leading cause of residential fires, home fire injuries and in 2013, the leading cause of residential fire deaths. Please join us in teaching our residents to “Stand By Your Pan” to prevent cooking fires and to “Put A Lid On It” if one occurs.