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STEPHEN D. COAN  
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To: Heads of Fire Departments  
From: Stephen D. Coan, State Fire Marshal  
Date: January 1, 2016  
Subject: **Keep Warm, Keep Safe Public Awareness Campaign**

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Together, we have been promoting a group of winter fire safety messages under **the Keep Warm, Keep Safe** campaign that have reduced winter heating fires by 43% since 2008. The messages come in the fall as people are getting their homes ready for winter, and then again when the cold weather really hits. While it has been a mild November and December, it is only a matter of time before New England experiences some cold and stormy weather.

### **Media Campaign**

Starting in January and running into February, the Department of Fire Services (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.

### **Toolkit for Fire Departments**

There is a *Keep Warm Keep Safe* campaign toolkit for local fire departments on the DFS website: [www.mass.gov/KeepWarmKeepSafe](http://www.mass.gov/KeepWarmKeepSafe) and click on *Toolkit*. It includes:

- A customizable local press release;
- An op-ed to submit to your local paper;
- The television PSA;
- 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;
- An updated PowerPoint™ presentation for use at local events;
- The KWKS logo;
- Referral information for fuel and heating system maintenance assistance.



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