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PETER J. OSTROSKY
STATE FIRE MARSHAL

MEMORANDUM

To: Heads of Fire Departments

From: Peter J. Ostroskey, State Fire Marshal

Date: November 1, 2016

Subject: **Smoke Alarm Public Awareness Campaign**

The Department of Fire Services launched the second year of its *Smoke Alarms: A Sound You Can Live With* campaign with radio ads that supported this year's Fire Prevention Week theme of replacing aging smoke alarms. In early November there will also be television ads in both English and Spanish.



Replace Aging Smoke Alarms

The campaign is starting with radio and television ads to educate the public that smoke alarms should be replaced after ten years. The campaign will also include transit ads on buses around the state as well as roadside message boards and electronic bulletin boards through the state Department of Transportation.

Toolkit for Fire Departments

A toolkit for fire departments) has been developed to support local community education efforts. Feel free to use the logo in your materials, use the PSAs, customize the opinion-editorial and local press release, and ask for space on local roadside message boards. (<http://www.mass.gov/eopss/agencies/dfs/osfm/pubed/fs-topics/smoke-alarm-campaign-toolkit.html>)

In the month of September alone, we lost five people in two fires where there were no working smoke alarms. Together our education efforts can help prevent these tragedies by increasing the prevalence of working smoke alarms.

*Administrative Services • Division of Fire Safety
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