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STEPHEN D. COAN  
STATE FIRE MARSHAL

## MEMORANDUM

**To:** Heads of Fire Department

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

**Date:** November 1, 2013

**RE:** Keep Warm, Keep Safe Campaign: Winter Heating Fire Safety

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Heating is the second leading cause of fires in Massachusetts homes and the leading cause of carbon monoxide poisoning. The Department of Fire Services is launching the [Keep Warm, Keep Safe](#) (KWKS) campaign once again this year. Our focus is getting the house ready for winter to prevent these fires and casualties. We hope you will use the material in our online [Keep Warm Keep Safe toolkit](#) as part of your own community education efforts. The fire service is most effective when we provide accurate consistent messages in unison. When the Keep Warm Keep Safe campaign first started, one of every 7 space heater fires caused a death. Today, it is one in every 20. Let's continue to reduce heating fires in the Commonwealth together.

### **KWKS Toolkit for Local Fire Departments**

The [Keep Warm Keep Safe Toolkit](#) on the website includes:

- A bi-lingual, full-color pamphlet in English and Spanish (contact us for more printed copies);
- KWKS handouts in English, Spanish, Portuguese, Haitian Creole, Russian, Chinese, and Vietnamese;
- A customizable press release and Op-Ed piece;
- A bill stuffer;
- The KWKS logo;
- Links to our winter heating and general fire safety *FireFactors*; and
- Links to fuel and home heating system maintenance assistance.

### **Community Outreach**

In addition to utilizing local media (print, web, social media, cable television), some suggested places for community outreach are: senior centers, WIC offices, libraries, lobbies of public buildings,

hospital waiting areas, fuel assistance agencies, houses of worship, and other community and civic groups.

**Statewide Support: Media and Social Campaigns**

In addition to the KWKS Toolkit, DFS is producing television and radio spots which will start to air soon. The theme of the new spot is getting the house ready for winter and focuses on getting furnaces and chimneys checked out, using a lidded, metal ash can, keeping space heaters three feet from things that can burn and checking smoke and carbon monoxide alarms. Once it is finalized it will be on our YouTube channel ([www.youtube.com/DFSOSFM](http://www.youtube.com/DFSOSFM)) with a link from the Toolkit. Consider asking your local cable access channel to run it. DFS will be running a social media campaign on Facebook ([www.Facebook.com](http://www.Facebook.com) Massachusetts Department of Fire Services) and Twitter (@DFSPIO). Feel free to use these posts and tweets as your own or to share and re-tweet. Lastly, you will see ads on the MBTA and in several local transit systems. We want to reach people coming and going.

The media campaign is designed to be an umbrella unifying all the local educational efforts under statewide messages.

If you need any assistance with your local Keep Warm Keep Safe campaign, please don't hesitate to contact the Fire Data and Public Education Unit at (978) 567-3381 or the Public Information Office at (978) 567-3189.