



CHARLES D. BAKER
GOVERNOR

KARYN E. POLITO
LT. GOVERNOR

DANIEL BENNETT
SECRETARY

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

P.O. Box 1025 ~ State Road

Stow, Massachusetts 01775

(978) 567~3100 Fax: (978) 567~3121

www.mass.gov/dfs



PETER J. OSTROSKY
STATE FIRE MARSHAL

MEMORANDUM

To: Heads of Fire Departments

From: Peter J. Ostroskey, State Fire Marshal

Date: November 1, 2018

Subject: Keep Warm, Keep Safe Campaign Toolkit

Since the *Keep Warm, Keep Safe* campaign first started, winter home heating fires have dropped 50% from 2,494 in 2008 to 1,253 in 2017. However, heating remains one of the leading causes of fire deaths. Six civilians and one firefighter died in heating-related fires last year. As fire officials, we know this is the time of year to reach out to residents with all the important winter heating safety messages: smoke and CO alarms, cleaning and inspecting chimneys, having furnaces tuned-up, safe use of space heaters, etc.

Keep Warm, Keep Safe Toolkit for Fire Departments

DFS has a [Keep Warm, Keep Safe campaign toolkit](http://www.mass.gov/keepwarmkeepsafe) for local fire departments online (www.mass.gov/keepwarmkeepsafe). It includes links to our public service announcements (PSAs), a customizable press release, an op-ed piece, the logo, a PowerPoint™ presentation for local audiences, and downloadable handouts in multiple languages. I encourage you to use these materials and reach out to your community through community group presentations, fire station open houses, the local cable access TV, media interviews, and home visits and by reaching out to community partners such as fuel assistance programs, Women and Infant Children programs, senior centers and libraries.

DFS Support

DFS will be airing television and radio spots in English and Spanish during November. We have reached out to local transit authorities to ask for space for transit ads, and the MassDOT has offered space on electronic bulletin boards in November. These outreach efforts are designed to support local education programs.

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