



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



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PETER J. OSTROSKY
STATE FIRE MARSHAL

To: Heads of Fire Department
From: Peter J. Ostroskey, State Fire Marshal
Date: September 1, 2018
Subject: **Smoke Alarm Public Awareness Campaign**

The Department of Fire Services will continue its smoke alarm public awareness campaign this fall to support local fire departments efforts to educate the public on the importance of working smoke alarms. The campaign “Smoke Alarms: A Sound You Can Live With” is designed to embrace a variety of key smoke alarm messages.



Replace Aging Smoke Alarms

The campaign is starting with radio and television public service announcements (PSA) that focus on replacing aging smoke alarms. The general public does not appear to be well informed that smoke alarms must be replaced after ten years. We have requested electronic bulletin boards and roadside flash messages from the Mass. Department of Transportation during Fire Prevention Week (October 7-13, 2018). We plan to also place transit ads on buses around the state.

[Toolkit for Fire Departments](#)

A toolkit for local for fire departments has been developed to support your local community education efforts. Feel free to use the logo in your materials, use the PSA, customize the opinion-editorial and local press release, and ask for space on local roadside message boards. To find the toolkit, go to ww.mass.gov/dfs and search on *DFS Public Awareness Campaigns* or *Smoke Alarm Public Awareness Campaign*.

As we move into the winter months, fire officials know we will see more fires and sadly more where there are no working smoke alarms. I hope that our united education efforts will reduce deaths and injuries from these fires.