Start Safe:
A Fire and Burn Safety Program for Parents and Caregivers of Preschoolers

Office of State Fire Marshal
Start Safe:

A partnership program funded by FEMA for 4, 5, and 6 year olds.

Contributors: Home Safety Council, Head Start, Weekly Reader, Oklahoma University and ProLiteracy
Shared Goal

• Working to prevent unintentional, preventable injury and death in Oregon's children ages 0 - 14.

• Focus on Fire
Objectives:

• Teaches age appropriate fire safety messages
• Fosters development of community partnerships
• Enlists the parents in fire safety
What does the data tell us about unintentional injuries and deaths related to fire and burns in preschool children?
Leading causes of mortality
(Source: Safe Kids Oregon)

Unintentional Injury Deaths
Oregon Children Ages 0-9
2005-2007
National Data on Children
(SOURCE: United State Fire Administration & National SAFE KIDS)

- 86% of deaths and 81% of injuries occur in the home.

- Hot tap water scald burns cause more deaths and hospitalizations than any other hot liquid burns.

- The leading cause of home fire and related injuries is home-cooking equipment.

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Children ages 5 and under are more than twice as likely to die in a fire than any other age group.

Two-thirds of child deaths and injuries in fires occur in homes without working smoking alarms.

Home fire safety is an parent/caregiver responsibility.
What does research tell us about fire safety education?

- 80% of fire safety education occurs in elementary schools
Fire Safety Education

• Effective education is developmentally appropriate.

• Preschoolers are too young to understand concepts that are fundamental to most fire education programs.
Fire Safety Education

• Effective fire education reinforces key safety messages by creating partnerships between the fire service, classroom teachers, and parents/caregivers.

(Source: Home Safety Council, 2007)
The Start Safe Classroom Curriculum…

Reflects the latest early childhood education practices:

• Uses vocabulary that young children can understand—better messaging

• Replaces complex behaviors with simple behaviors that young children can understand—simple messages
Simple Messaging

Start Safe focuses on one simple concept, teaching kids to stay away from things that are or can be hot.

Why? The majority of children ages 4 and younger, who are hospitalized for burn-related injuries, suffer from scald burns (65%) or contact burns (20%).
Key Examples of Better Messaging

• “Have a home escape **MAP**”
  Young children do not understand the word **PLAN**, but they do understand **MAP**.

• “Practice your **FAMILY FIRE DRILL**”
  Young children do not understand the word **HOME ESCAPE**, but they do understand **FIRE DRILL**.
What about Stop, Drop & Roll?

“Stop, Drop, & Roll” and “Crawl Low Under Smoke” are beyond the capabilities of most preschoolers. Research show that although they can repeat the slogan they cannot:

- remember 3 part directions in the proper order
- understand how *and* when to ‘Stop, Drop, & Roll’
- mix up ‘Get Low and Go’ with ‘S, D, & R’

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Why Start Safe and Head Start?

- Includes messages for parents and caregivers in keeping children safe at home from fires and burns.
- **Home Fire Safety is an adult responsibility.**
# Start Safe Messages

<table>
<thead>
<tr>
<th>Child Messages</th>
<th>Parent Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>• identify things that are hot and stay away</td>
<td>• tips for preventing fire and burn injuries</td>
</tr>
<tr>
<td>• call a grownup when they see something hot</td>
<td>• importance of locking up matches/lighters</td>
</tr>
<tr>
<td></td>
<td>• home escape maps and practicing home fire drills</td>
</tr>
<tr>
<td></td>
<td>• importance of having working smoke alarms</td>
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What’s included in Start Safe?

• Educator’s Guide
• Big Book & 28 mini versions
What’s included in Start Safe?

Instructional DVD

- Educator Training Materials
- Parent and Caregiver Presentation Materials
- Student Materials –
- PDF & Powerpoint Resources
- “I Spot Something Hot!” song track
What’s included in Start Safe?

• Lending Library DVD
  • Animated “I Spot Something Hot!” video
  • “I Spot Something Hot!” song track
  • Segment for parents on home escape maps and fire drills
• NBC’s TODAY
What’s included in Start Safe?

- 2 dual-sided posters
- hot/not hot items
- firefighter
What’s included in Start Safe?

- 32 bilingual fire and burn safety booklets for parents
- 12 reproducible, bilingual Safety Tips for Parents sheets*
- evaluation form
Partnerships = Effectiveness

In Start Safe pilot programs, the program was most successful when schools, fire departments, and families came together.

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Role of Classroom Teacher

- Inform and involve parents
- Teach lessons in classroom
- Invite fire educator to classroom
Role of Fire Educator

- Classroom Presentations
- Parent Presentations
- Home Visits (smoke alarm installation)
Introducing Start Safe to Parents

Explain Home Escape Maps and Family Fire Drills
My Family

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Name: __________________________
Age: __________________________

Other: __________________________

My Home

My Home Escape Plan

Alarm sounds,
GET LOW and GO!

Who does what?

Know 2 ways out!

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

Room: __________________________
1st way out: __________________________

My Early Warning System

Smoke Alarms
EVERY bedroom
Every sleeping area
EVERY level

Carbon Monoxide Alarm

Strobe Light Smoke Alarm (for hearing impaired)

Outside Fire Alarm

If you can't escape

Seal gaps. Close door and cover vents and cracks around door.

Call 9-1-1 and identify where you are in the house.

Signal and yell for help. Make lots of noise from the window.

Call 9-1-1:

Cell phone

Neighbor's Phone

Stay out!

Don't go back in for people, pets, or personal items!

Practice, practice, practice

a home fire drill at night and during the day.
Smoke Alarm Program

• Explain Oregon Smoke Alarm Law
  • Ionization Smoke Alarms (10 yr. battery)
  • Photoelectric Smoke Alarms
• Arrange for Home Smoke Alarm Installations
• Order Free Smoke Alarms from OSFM
• Install Smoke Alarms

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Role of Family Advocate

- Partner with fire educator
- Test Smoke Alarms in the home
- Assist family to develop & practice home fire drills
In Start Safe pilot programs, the program was most successful when schools, fire departments, and families came together.
Visit Online

Oregon Office of State Fire Marshal
www.oregon.gov/OSP/SFM/

Oregon Safe Kids
www.safekidsoregon.org

National Safe Kids
www.safekids.org/educators/Start-Safe/firesafety