

FILMS ON FIRE!
Prevention 1st's Short Film Competition
Messaging Sheet

Middle and high school students are invited to submit a short film that educates their audience on the danger of home fires, the need to be prepared should they occur, and/or the steps families can take to prevent fires. Films should be entertaining, meaningful and focus on key risks or behaviors, the most common of which are as follows:

The Risk/Behavior:	Is It Really a Problem?
<ul style="list-style-type: none"> ● Leaving the kitchen while cooking <i>"I had to answer the door!"</i> <i>"I just laid down for a minute!"</i> 	<ul style="list-style-type: none"> ● Yes – most home fires start in the kitchen.
<ul style="list-style-type: none"> ● Smoking <i>"I wanted to finish my cigarette before I went to sleep!"</i> <i>"I just had one drink..."</i> 	<ul style="list-style-type: none"> ● Yes – more people die in fires caused by smoking because they are usually in bed or in a chair, which catch fire and burn fast.
<ul style="list-style-type: none"> ● Space heaters <i>"I forgot to turn it off when I left!"</i> <i>"Oops, I left my clothes on it!"</i> 	<ul style="list-style-type: none"> ● Yes – the #2 cause of home fires.
<ul style="list-style-type: none"> ● Candles <i>"I thought I blew them all out!"</i> <i>"I forgot the one in the bedroom!"</i> 	<ul style="list-style-type: none"> ● Yes – especially at the holidays.
<ul style="list-style-type: none"> ● No working smoke detectors <i>"I only borrowed those batteries for a minute!"</i> <i>"It kept going off while I was cooking!"</i> 	<ul style="list-style-type: none"> ● Yes – having even one working detector cuts the risk of dying in a fire by half.
<ul style="list-style-type: none"> ● Thinking you'll know how to escape a home fire <i>"I've lived here forever – I'll know what to do!"</i> <i>"Oh no – I forgot about Grandma!"</i> 	<ul style="list-style-type: none"> ● Yes – most injuries from a home fire come while trying to escape in the dark and smoke without a plan.

Learn more about additional risks, safety strategies and educational messages here:

www.prevention1st.org
www.nfpa.org/publiceducation

www.homefiredrill.org
www.fema.gov/education

Remember, fires are a common and dangerous problem. Do not use real fire in producing your film.