



American Red Cross & Pueblo City Fire Department Presentation to Pueblo City Council

March 28, 2022

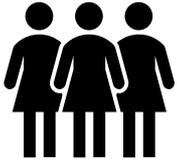


What is Sound the Alarm?

- A concentrated effort of Home Fire Campaign Safety during May
- Working together with partners we will conduct:
 - Door-to-door installation of smoke alarms and completion of home fire safety checklists and home fire escape plans in at-risk neighborhoods
 - Youth engagement and education
 - Fire safety marketing and public relations messaging



Why home fire safety matters



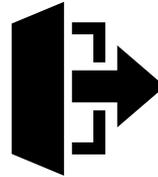
Fire fatalities have increased



When you doze, so goes your nose



5 of 6 homes in Pueblo do not have working smoke alarms



You only have 2 minutes to safely escape

Pueblo is the 2022 Signature City for Colorado



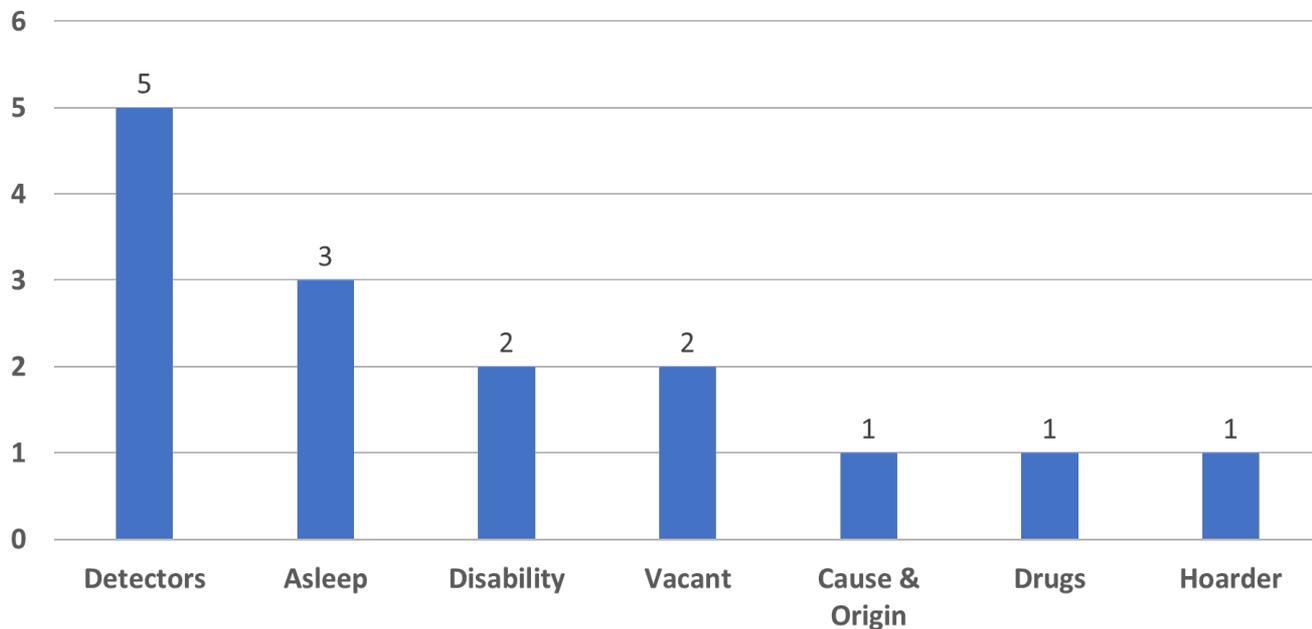
- Regional volunteers from across Colorado and Wyoming to support in:
 - Communications + Publicity
 - Smoke Alarm Installations
 - Increased Home Fire Safety

Why Pueblo?

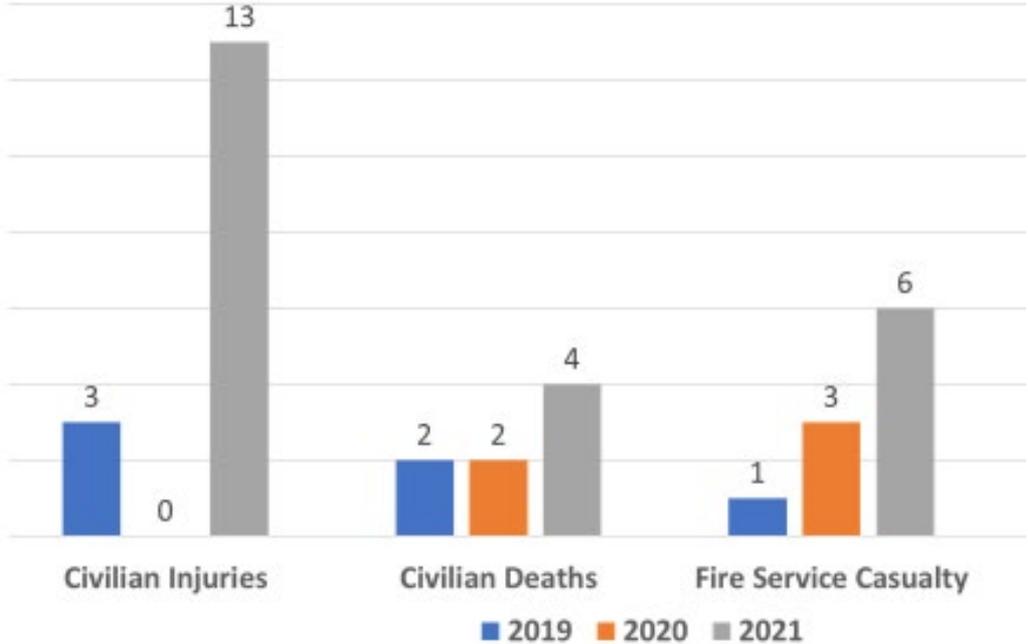
- One of the highest home fire risks in Colorado
- Strong history of program implementation in Pueblo and partnership with Pueblo City Fire Department
 - Working together since 2014
 - 94 alarms installed by PCFD 20-22



2021 Risk Factors for Civilian Injury and Death



2019-2021 Injuries and Deaths



West of City Park

May 7, 2022

9 am – 2 pm



- 600+ homes
- 30 volunteers needed

- Canvassing Date:
 - April 28, 2022
 - 10 am – 2 pm
 - 15 volunteers needed

Signature Event: Old Pueblo Northside + Southside

May 21, 2022
9 am – 2 pm



- 1000+ homes
- 100 volunteers needed

- Canvassing Dates:
 - May 11 & 12, 2022
 - 10 am – 2 pm
 - 15 volunteers needed

What can you do?

Spread the word



FREE Smoke Alarms Available!
SoundTheAlarm.org

Volunteer

