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**Fire Prevention Week, October 7-13**

**“Look. Listen. Learn. Be aware. Fire can happen anywhere.”**

**Arnprior, ON.** Home fires today can burn faster than ever. Occupants may have as little as one to two minutes to escape safely from the time the smoke alarm sounds. Knowing how to use that time wisely takes planning and practice.

The Arnprior Fire Department is teaming up with the National Fire Protection Association (NFPA) – the official sponsor of Fire Prevention Week for more than 90 years – to promote this year’s Fire Prevention Week campaign: Look. Listen. Learn. Be aware. Fire can happen anywhere. The campaign works to educate the public about basic but essential ways to quickly and safely escape a home fire. Fire Prevention Week is October 7-13, 2018.

Data from Statistics Canada saw that the number of structure fires declined by 26 percent between 2005 and 2014. However, residential fires consistently accounted for roughly six of every 10 structural fires during that period. According to Stats Can, cooking equipment and smokers’ material caused approximately six of every 10 residential fires.

“These numbers show that while we’ve made significant progress in teaching people how to prevent fires from happening, there’s still much more work to do in terms of educating the public about how to protect themselves in the event of one,” said Lorraine Carli, NFPA’s Vice President of Outreach and Advocacy. “This is particularly critical given the increased speed at which today’s home fires grow and spread.”

Carli notes that home is the place people are at greatest risk for fire, but home is the place people feel safest. That over-confidence contributes to complacency toward home-escape planning and practice.

“Working in the fire service for many years, we know that people often make choices in fire situations that jeopardize their safety or even cost them their lives,” said Captain Cory Nicholas of the Arnprior Fire Department. “We need to do a better job of teaching people about the potentially life-saving difference escape planning and practice can make and motivating them to action.”

This year’s “Look Listen Learn” campaign highlights three steps people can take to help quickly and safely escape a fire:

• **WHERE THE RIVERS MEET** •

- **Look** for places fire could start
- **Listen** for the sound of the smoke alarm
- **Learn** two ways out of every room

While NFPA and the Arnprior Fire Department are focusing on home fires, these messages apply to virtually any location.

“Situational awareness is a skill people need to use wherever they go,” said Captain Nicholas “No matter where you are, look for available exits. If the alarm system sounds, take it seriously and exit the building immediately.”

The Arnprior Fire Department is hosting a series of events in support of this year’s Fire Prevention Week campaign – Look Listen Learn! Join the Arnprior Fire Department at their annual Open House on Saturday October 13<sup>th</sup> 2018 from 10:00 am to 2:00pm at 67A Meehan Street.

For more information about Fire Prevention Week and home escape planning, visit:

[www.firepreventionweek.org](http://www.firepreventionweek.org)  
[www.arnprior.ca](http://www.arnprior.ca)

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