IMMEDIATE RELEASE
October 13, 2010

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INTERNATIONAL ASSOCIATION OF BLACK PROFESSIONAL FIRE FIGHTERS LAUNCHES "NO CHILD LEFT ALONE FIRE SAFETY CAMPAIGN" DURING FIRE PREVENTION WEEK (October 3-9, 2010)

National campaign urges parents and caregivers of African-American and Spanish-speaking children to never leave young children alone at home.

WASHINGTON, D.C. – The International Association of Black Professional Fire Fighters (IABPFF) will launch the ***No Child Left Alone Fire Safety Campaign*** during Fire Prevention Week, which takes place October 3-9, 2010. The fire safety and awareness campaign focuses on informing parents and caregivers of children about the perils of leaving children alone at home and provides life-saving information to make their children "fire-safe." The ***No Child Left Alone Fire Safety Campaign*** is funded by a grant from Assistance to Firefighters Grant Program. IABPFF will implement the campaign across the country and in cities where there are high African-American and Spanish-speaking populations.

"Leaving children alone at home is dangerous, because if a fire starts, children can be injured or even lose their lives," said IABPFF President Joseph Muhammad. "The IABPFF's ***No Child Left Alone Fire Safety Campaign*** teaches parents and caregivers that it's *never* okay to leave children home alone or without proper supervision, because so many things can go wrong…in just seconds."

According to the United States Fire Administration's (USFA) 2008 report, *Fire Risk to Children in 2004*, 38 percent of all children killed in home fires in the United States were African American. Both African-American children and adults have a very high risk of fire death. Simple steps like never leaving children alone at home and teaching them what to do when a smoke alarm activates can mean the difference between life and death. Statistics compiled from reports by the USFA and the National Fire Protection Association (NFPA) underscore the significant fire risk posed to African-American and Spanish-speaking children:

- African Americans face a risk of fire death almost twice that of an individual of another race.
- Spanish-speaking children under the age of five-years-old comprised an average of 23 percent of all Spanish-speaking people killed in home fires in the United States, from 2003 to 2007.
- More than half of all child-fire deaths occur to children under five-years-old. These children are usually unable to escape from a fire by themselves.
- More than half of "child-playing" fires start in a bedroom.

"The impact of a child harmed in a house fire is felt by everyone involved, including the hurt child, family members, friends, first responders and the community at large. We are honored to assist the IABPFF in such a meaningful cause as the No Child Left Alone Fire Safety Campaign," said Daniel Valenzuela, President, National Association of Hispanic Firefighters (NAHF). He added, "The

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IABPFF should be credited for having the foresight to have the message translated in Spanish, as every firefighter knows, fire does not discriminate."

This October, IABPFF members are bringing the ***No Child Left Alone Fire Safety Campaign*** to their own communities. Campaign materials are available to supplement their outreach efforts, including a brief educational video with Spanish subtitles, as well as brochures and posters in both English and Spanish. Campaign materials are free of charge and are available for download through IABPFF's website at www.iabpff.org. Community leaders, educators, and members of the fire service should e-mail their orders for hard-copy materials to Teresa Everett, IABPFF Grant Manager, at execdir411@hotmail.com.

To arrange an interview with a spokesperson from the International Association of Black Professional Fire Fighters, please call David Neidlinger at (202) 842-3600 or e-mail dneidlinger@hagersharp.com. **View and download campaign photos** by clicking **HERE**. **Download the educational video,** featuring a dramatization of what could happen if children are left home alone, by clicking the links at the bottom of the ***No Child Left Alone Fire Safety Campaign*** **website**.

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