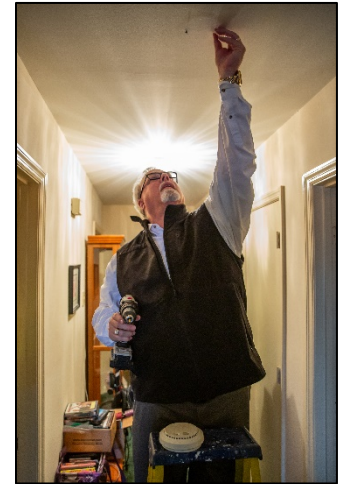


## **MARCH: Week 1 – Smoke Alarms: Change your Clock, Change your Battery/9-volt battery safety**

**Overview:** The State Fire Marshal's Office (SFMO) wants all Tennesseans to have working smoke alarms in their homes. Through the *Get Alarmed, TN!* program, the SFMO aims to supply local fire departments with 10-year battery smoke alarms to install for members of their communities. See supplemental information section for more details.

Since many residents have smoke alarms with a 9-volt backup battery, the "change your clock, change your battery" campaign is a tradition revolving around the spring daylight savings time change. The message: when you change your clocks one hour ahead in the spring (this year on March 14<sup>th</sup>) also change the 9-volt batteries in your smoke alarm. Note: there are some dangers inherent in 9-volt batteries themselves. See supplemental information section for more details on this.



**Resources:** The following resources are available:

- Smoke alarms at home tip sheet
  - <https://www.nfpa.org/~media/files/public-education/resources/safety-tip-sheets/smokealarms.pdf>
- "Chirps Mean Change" social media image
  - <http://www.nfpa.org/~media/images/public-education/by-topic/fire-safety-equipment/smoke-alarms/memechirpsmeanchange.jpg?as=1&iar=1&la=en>
- "Test Your Smoke Alarms!" cartoon image
  - <http://www.nfpa.org/~media/images/public-education/by-topic/fire-safety-equipment/smoke-alarms/sergeant-alarm.jpg?as=1&iar=1&la=en>
- Calendar tear-sheet for families:
  - <http://www.nfpa.org/~media/files/public-education/campaigns/fire-prevention-week/fpw11/fpw2011tearcalendar.pdf?la=en>
- "Fire Safety Video for Kids with Steve Songs & Sparky The Fire Dog"
  - <https://www.youtube.com/watch?v=8OVHhkqpZf8>
- "Home Smoke Alarm Basics" YouTube video
  - <https://www.youtube.com/watch?v=4LQ6uhXAzvk>
- "Safety Tips: Smoke Alarm" YouTube video
  - <https://www.youtube.com/watch?v=vCkHtCLpLbY>
- SFMO commercial (Smoke Alarms)
  - <https://www.youtube.com/watch?v=REIS6-NZovY>
- "Kix Brooks/Life Savers Ad"
  - <https://www.youtube.com/watch?v=SQ4SiUxPuSw>
- SFMO *Get Alarmed, TN* Program
  - <https://www.tn.gov/commerce/fire/prevention-education-and-outreach/get-alarmed-tn.html>

**Media Tools:** Use the following pre-written media releases and social media posts in your efforts to promote smoke alarm safety:

- **Customizable press releases and other print media tools**

- <http://www.nfpa.org/public-education/resources/education-programs/community-tool-kits/keeping-your-community-safe-and-sound>

- **Twitter**

- Change your clock, change your battery! Smoke alarms save lives, make sure they have working batteries. @TNCommerceInsur



- Are you sleeping soundly? Make sure you have working smoke alarms in every bedroom! @TNCommerceInsur



- Don't forget to change your batteries when you change your clock! Always test your smoke alarms once a month. @TNCommerceInsur
- What is that chirp you hear? It's probably your smoke alarm telling you to change its battery! Listen to it! @TNCommerceInsur
- Want smoke alarms with no hassle? Go with 10-year worry free smoke alarms—no batteries to change! @TNCommerceInsur
- *Get Alarmed, TN* The SFMO has been installing smoke alarms for the last 8 years—join us! @TNCommerceInsur

- **Facebook**

- Smoke alarms are a key part of a home fire escape plan. When there is a fire, smoke spreads fast. Working smoke alarms give you an early warning so you can get outside quickly. For more safety tips, go to: <http://www.nfpa.org/public-education/by-topic/smoke-alarms>

- Install smoke alarms in every bedroom. They should also be outside each sleeping area and on every level of the home. For more safety tips go to: <http://www.nfpa.org/public-education/by-topic/smoke-alarms>
- Test all smoke alarms at least once a month. Press the test button to be sure the alarm is working. Also, replace all smoke alarms when they are 10 years old. For more safety tips, go here: <http://www.nfpa.org/public-education/by-topic/smoke-alarms>
- The SFMO offers bed shaker alarms for the hard of hearing and deaf population. For more info, and to request a free smoke alarm, go to [www.tn.gov/fire](http://www.tn.gov/fire)
- Some alarms are effective for up to ten years. Check the manufacture date to make sure yours aren't out of date.
- Do you have enough smoke alarms in your home? There should be an alarm in every bedroom, outside every bedroom, and on every level of the home.

**Educator Tip:** Sign up to participate in the SFMO's *Get Alarmed, TN* program. This state-wide fire safety education and smoke alarm installation program started in 2012 and has distributed over 235,000 smoke alarms to participating fire departments to date. To get started, go to <https://www.tn.gov/commerce/fire/prevention-education-and-outreach/get-alarmed-tn.html> and look under "Organization Administrators Toolbox" for information on how to get your department on board.

For more information, please contact Alexandra Fontana ([Alexandra.Fontana@tn.gov](mailto:Alexandra.Fontana@tn.gov)).

### **NFPA Messaging:**

#### *Home Smoke Alarms*

##### *Installation*

**1.2.1** Install smoke alarms in every sleeping room, outside each separate sleeping area, and on every level of the home, including the basement. Larger homes may require additional smoke alarms to provide a minimum level of protection.

##### *Testing and Maintenance*

**1.3.1** Test smoke alarms at least once a month using the test button.

#### *People Who Are Deaf or Hard of Hearing*

**1.4.1** Install smoke alarms and alert devices that meet the needs of people who are deaf or hard of hearing.

**1.4.2.1** When people who are deaf are asleep, a pillow or bed shaker should be used to wake them and alert them to fire conditions so they can escape. This device is activated by the sound of a standard smoke alarm. People who are deaf may find that the shaker paired with a high-intensity strobe light is helpful to wake them.

#### *Battery Replacement*

**1.5.2** For smoke alarms that don't have non-replaceable (long-life) batteries, replace batteries at least once a year. If the alarm chirps, replace only the battery.

#### *Smoke Alarm Replacement*

**1.6.1** Replace all smoke alarms when they are 10 years old.