



**Chapter 7:
Messages for Different Age
Groups
Pages 142-168**



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Objectives (1 of 3)

- Differentiate among prevention, reaction, and preparation messages. (pp. 142–143)
- Identify appropriate fire and life safety messages for selected age groups. (pp. 143–164)
- Distinguish between primary and secondary audiences and the importance of providing appropriate fire and life safety messages for each of these groups. (p. 143)

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Objectives (2 of 3)

- Develop a list of age-appropriate objectives for each content area of life safety messages (NFPA 4.4.1). (pp. 143–164)
- Identify resources and locate available information to support basic fire and life safety messages (NFPA 4.2.4, 4.3.1). (p. 165)

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Objectives (3 of 3)

- Recognize and select additional safety messages based on risks and activities specific to the educator’s community (NFPA 4.2.4). (pp. 143–164)
- Understand how national and local fire and injury statistics help identify the safety messages public educators should be targeting. (p. 142)

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Introduction

- Using the age-appropriate topics in the chapter, supporting statistics, lesson plans, and other data can be obtained by referring to one of the many resources provided.
- Several variables should be taken into consideration when prioritizing local teaching objectives.

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Prevention Messages

- Safety educators can provide an invaluable service by developing **prevention messages** from their knowledge base.
- Accidents could be single-family residence fires, young children playing with matches, wildfires, drowning, or even older adult falls.
- Prevention should be the core of message delivery.

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Prevention Messages

- *“If it is predictable, it is preventable!”*
 - Drilling down to the root cause:
 - Helps develop prevention messages
- Learn from available data
 - Get to the public before misfortunes strike
- Prevention
 - Should be the core of message delivery

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Reaction Messages

- Safety educators should provide **reaction messages**, which teach the correct reactions to emergency situations (S,D,R).
- If we repeat these messages so they become second nature, the desired reaction will more likely occur in the face of danger.
- Reaction messages are very necessary, but prevention is more important.

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Preparedness Messages

- **Preparedness messages** need to be appropriate in terms of age group need.
- These messages need to reach beyond the immediate audience.
 - **Primary audience:** The group directly addressed by the educator
 - **Secondary audience:** Those who might have influence over the safety of the primary audience or can be influenced by the educator's contact with the primary audience

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Preparedness Messages



- Preparedness
 - Emergency response
 - Equipment and supplies
 - Training
 - **Disasters can be classified as Natural Disasters, Technological Hazards, and Terrorism**
 - All ages can learn some preparedness

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Preschoolers

- Active and curious
 - Lack capacity to understand dangers
 - Great risk for injury

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Prevention Messages for Preschoolers

- Matches and lighters
- Stay away from hot things
- Once I'm buckled, I stay buckled!
- Ask a grown-up before taking any medicine
- Eat carefully
- Never touch a gun or bullets, even if grown-ups use them
- Stay away from bodies of water unless supervised by a grown-up
 - Demonstrate a **personal floatation device (PFD)**.

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Reaction Messages for Preschoolers

- Know what a smoke alarm sounds like and what to do when it sounds
- Get Out and Stay
- Get Low Under Smoke



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Reaction Messages for Preschoolers

- Practice the family escape plan
- Cool a burn and call for help
- Stop, drop, and roll
 - Demonstrate
 - Have them demonstrate
- Call 911 if someone needs help

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Preparedness Messages for Preschoolers

- Recognizing the fire fighter as a helper – Prepare them to go to a firefighter in an emergency
- Talking to mom and dad about safety
- Bicycle helmets
- Buckling up when traveling in the car
- Families need smoke alarms



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Secondary Audiences for Preschoolers

- Parents, grandparents, daycare providers, pediatricians, babysitters, and teachers
- Suggestions for messages to be communicated:
 - Provide resources where they can find additional information.
 - **The message: Supervise, supervise, supervise!**
 - Parents should provide a safe environment for children.
 - Be prepared for family emergencies by having home escape plans, first aid kits, etc.
 - **The phone – talking, texting – kids come first!**

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Elementary-Aged Children

- More independent
 - Eager to learn and anxious to please
- Unintentional injuries
 - Leading cause of death
- Prevention message example
 - Matches and lighter safety and fire play
 - Teach them to tell an adult
 - Explain possible injuries

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Prevention Messages for Elementary-Aged Children

- Matches and lighter safety
- Electrical safety
- Home hazards
- Outdoor safety
- Falls
- Burns
- Bicycle safety
- Poisons
- Choking
- Handguns, power tools, lawn mowers, and snow blowers
- Vehicle, pedestrian, and bus safety



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Reaction Messages for Elementary-Aged Children

- Get low in smoke and stop, drop, and roll
- Call 911, poison control, or send a friend
- Basic first aid
- Get out, stay out
- Fire drills, alarms in other places, and exits marked in other places
- Kitchen safety
- Home fire extinguishers
 - Elementary school children should not be instructed in the use of fire extinguishers.

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Preparedness Messages for Elementary-Aged Children

- Home emergency telephone list
- Home escape plan
- Disaster and first aid kits
- Bike and skate helmets, seatbelts, and PFDs



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Secondary Audiences for Elementary-Aged Children

- Parents, teachers, grandparents, coaches, church leaders, scout masters, youth advisors, and pediatricians
- Messages to be communicated:
 - Supervise, supervise, supervise
 - Set a good example
 - Create a safe home environment.
 - Prevent injuries
 - Prevent fire-setting

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Adolescents

- Risk takers
 - Heavily influenced by peers
- Capable of abstract thinking
 - Understand consequences
- Prevention message example
 - Risk taking
 - Provide realistic demonstrations
 - Involve them in the planning
 - Follow-up with discussion
 - Reminders about things in their *daily life* (candles, texting and driving, medications and drinking)



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Prevention Messages for Adolescents

- The power of fire and the realities of burns
- On your own
- Risk taking
- Hazards and exits
- Boating and diving
- Babysitting
- Sports and recreational injuries
- Falls
- Flammable liquids and homemade bombs
- Distracted driving
- Vehicle and bus safety

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Reaction Messages for Adolescents

- First aid
- Severe weather and natural disasters
- Fire escape and fire extinguishers
- Pull to the right for sirens and lights
- Sticky situations



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Preparedness Messages for Adolescents

- Home emergency and first aid kits
- Babysitting kits
- Classes in CPR, first aid, and babysitting
- Driving (emergency kit for the car)
- Residential sprinklers

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Secondary Audiences for Adolescents

- Teachers, counselors, and school administrators
- Parents
- Coaches, scout leaders, and church group sponsors

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Adults

- **The greatest responsibility for prevention lies with adults**
 - Key to providing safe environments
- Prevention message example
 - Science and realities of fires and burns
 - Poor estimators of risk
 - Create prevention awareness and appreciation
 - Use demonstrations and outreach programs

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Prevention Messages for Adults

(1 of 2)

- The science and realities of fires and burns
- Effects of alcohol use
- Determine local fire and unintentional injury problems
- Unattended cooking
- Smoking
- Candles
- Technology and safety devices
- Sports injuries and home repair projects
- Room by room, inside and out

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Prevention Messages for Adults

(2 of 2)

- Teach children, employees, and tenants what to do to prevent fires and injuries
- Scald burns
- Heating and electrical equipment
- Outdoor safety
- Fireworks
- Poisons
- Handguns
- Falls
- Boating and recreational vehicles
- Suicide

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Reaction Messages for Adults

- Escaping from fire
- Close the door!
- Stop, drop, and roll
- Fighting fires
- Performing CPR, the Heimlich maneuver, and basic first aid
- Kids misusing fire
- Calling 911



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– **Public safety answering point (PSAP)**

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Preparedness Messages for Adults

- Home safety checklist
- Smoke alarms
- CO alarms
- **Residential sprinklers**
- People with disabilities
- Family emergency planning
- Disaster preparedness and first aid kits
- Electrical safety
- Outdoor safety

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Secondary Audiences for Adults

- Secondary audiences are situation specific.
- Messages should be appropriate enough to be delivered by the primary adult audience.

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Older Adults



- Age 65 and older
 - Highest risk for death from fires
 - Difficult to reach with safety messages if living independently

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Prevention Messages for Older Adults

- Falls
- Cooking
- Smoking
- Home design and home safety
- Medication safety
- Know your limitations
- Family members, neighbors, and the buddy system



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Reaction Messages for Older Adults

- Leave or stay?
- Stop, drop, and roll
- Cool a burn and other first aid
- Call 911

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Preparedness Messages for Older Adults

- Planning and practice
- File or vial of life
- Testing smoke alarms
- Handy numbers and neighbors
- Keepsakes and belongings
- Disaster planning

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Secondary Audiences for Older Adults

- Children, neighbors, physicians, friends, apartment, condominium and homeowners associations, churches, and visiting nurses
- Responsible older adults are capable of taking the message to them.

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Resources for Fire and Life Safety and Injury Prevention Programs

- Many agencies and organizations provide:
 - Statistics
 - Age-appropriate lesson plans
 - Innovative teaching strategies
- Resources for messages and age groups:
 - Investigate resources
 - [NFPA Educational Messages](#)
 - Refer to Pages 165 - 166 in text

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Resources for Fire and Life Safety and Injury Prevention Programs (1 of 2)

- Examples:
 - American Academy of Pediatrics: <http://www.healthychildren.org>
 - American Burn Association (ABA): <http://ameriburn.org>
 - American Red Cross: <http://redcross.org>
 - Burn Prevention Foundation: <http://burnprevention.org>
 - Campus Firewatch: <http://campus-firewatch.com>

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Resources for Fire and Life Safety and Injury Prevention Programs (2 of 2)

- Examples:
 - Carson J. Spencer Foundation:
<http://www.carsonjspencer.org>
 - The Center for Campus Fire Safety:
<http://campusfiresafety.org>
 - Centers for Disease Control and Prevention (CDC): <http://cdc.gov>
 - Children’s Safety Network:
<http://childrenssafetynetwork.org>
 - Citizen Corps: <http://www.citizencorps.gov>

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Summary (1 of 2)

- Many of the messages we begin teaching preschoolers are the same messages that spiral up through all age groups.
- The risks, strategies, depth of discussions, and levels of responsibility vary with each age group, but basic messages bear repeating with new emphasis for each age bracket.

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Summary (2 of 2)

- Some messages are very age specific and have the greatest effect if taught to the appropriate audience at the appropriate time in their lives.
- Today’s educators are fortunate to have many reliable statistics and affordable, expert references readily available. The messages in this chapter are most useful if used in conjunction with local fire and injury data.

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