

Row houses are a common and often iconic housing style in many large cities but are also present in small towns. The characteristics of row houses that make them unique also pose a challenge to fighting fires. To address these challenges, the National Institute for Occupational Safety and Health (NIOSH) in collaboration with several partners developed a factsheet and poster that fire departments can use as part of their training efforts to reduce and eliminate the risk of firefighter injury and death.

#### How to Use This Promotion Kit

This kit provides social media posts, text, and graphics that you can use to share and promote the Row House Firefighting Tactics factsheet and poster with your organization, colleagues, partners, and the fire service.

We encourage you to share this kit with others to help spread the word about these new materials that are publicly available for fire departments.





Poster

## **Promotion Kit Contents**

- Social Media
  - LinkedIn
  - Facebook
  - **■** Twitter
  - Instagram
- Newsletter Text
- Colleague Email

See NIOSH press release.



**Ouestions?** 

Contact: Sydney Webb, PhD



yht4@cdc.gov



(304) 285-6006



### Social Media

### LinkedIn



A new factsheet is available for free download to help educate members of the fire service about typical features of row houses, potential for fire extension, and firefighting tactics.

https://go.usa.gov/xGXcW

Image File: LinkedIn\_SocialMsg\_Fact\_1.jpg

### **Facebook**



Firefighters: Here are 6 tactics you can use to stay safe when fighting row house fires. Check out this factsheet to learn more. https://go.usa.gov/xGXcW

Image File: Facebook\_SocialMsg\_Fact\_2.jpg



#### **Facebook**



Are row houses in your jurisdiction? If so, download and display this poster developed in partnership with @NIOSH @IAFFonline @firechiefs @nvfc1 @ULfirefightersafety @usfire on row house firefighting tactics.

https://go.usa.gov/xGXcX

Image File: Facebook\_SocialMsg\_Poster\_3.jpg

Note: remove your organization tag prior to posting.

#### **Twitter**



Don't underestimate the danger to firefighters when fighting a row house fire. Access to the rear of the property is a major challenge. Basement and cellar fires in row houses have resulted in many line of duty deaths. You must be diligent and prepare as though you're going to a fire each time you report for duty.

Assistant Chief Harry Bannan

Philadelphia Fire Department, Platoon D

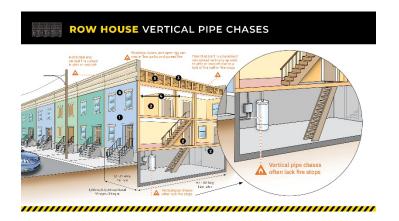
"Don't underestimate the danger to firefighters when fighting a row house fire..." Learn tactics #firefighters can follow to stay safe when fighting row house fires.

https://go.usa.gov/xGXcX

Image File: Twitter\_SocialMsg\_Quote\_4.jpg



#### **Twitter**



Did you know that vertical pipe chases often lack fire stops in row houses? Learn about other potential fire extensions in row houses and tactics #firefighters can use to fight row house fires. https://go.usa.gov/xGXcW

Image File: Twitter\_SocialMsg\_VerticalPipe\_5.jpg

#### Twitter

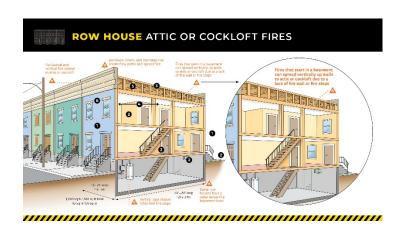


"Basic skills – quick, proficient hose line deployment and advancement – aggressive searches." Learn tactics #firefighters can follow to stay safe when fighting row house fires. https://go.usa.gov/xGXcX

Image File: Twitter\_SocialMsg\_Quote\_6.jpg



#### **Twitter**



Row house fires can start in a basement and can spread vertically up walls to attics or cocklofts. Learn tactics #firefighters can follow to stay safe when fighting row house fires.

https://go.usa.gov/xGXcW

Image File: Twitter\_SocialMsg\_Attic\_7.jpg

### Instagram



Six tactics for #firefighters to follow to stay safe when fighting row house fires. Swipe to learn more!

https://go.usa.gov/xGXcW

#### Image Files:

Instagram\_SocialMsg\_1Tactics\_8.jpg Instagram\_SocialMsg\_2Tactics\_9.jpg Instagram\_SocialMsg\_3Tactics\_10.jpg Instagram\_SocialMsg\_4Tactics\_11.jpg Instagram\_SocialMsg\_5Tactics\_12.jpg Instagram\_SocialMsg\_6Tactics\_13.jpg

#### Notes:

- If possible, add a link to the factsheet in your Instagram bio
- There are 6 images one for each tactic that you can upload for this message



### **Newsletter Text**

#### Instructions:

Use the copy provided below, or modify for your purposes, and include any relevant publications, such as organizational newsletters, webpage spotlight boxes, etc.

### **NEW Row House Firefighting Materials**

NIOSH in collaboration with the International Fire Chiefs Association, International Association of Fire Fighters, National Volunteer Fire Council, UL Firefighter Safety Research Institute, and the U.S. Fire Administration developed a <u>factsheet</u> and <u>poster</u> that highlights tactics for fighting row house fires and areas for potential fire extension. These materials can support fire service training efforts and are available for download free of charge.



### Colleague Email

#### Instructions:

Use the copy provided below, or modify for your purposes, and send an email to your colleagues, partners, stakeholders, firefighters, and the like encouraging them to review the factsheet and display the poster.

SUBJECT: NEW Row House Firefighting Tactics Materials

Dear Fire Service Colleagues—

NIOSH in collaboration with the International Fire Chiefs Association, International Association of Fire Fighters, National Volunteer Fire Council, UL Firefighter Safety Research Institute, and the U.S. Fire Administration developed a <u>factsheet</u> and <u>poster</u> that highlight tactics for fighting row house fires.

In addition to the row house firefighting tactics, the factsheet and poster highlight:

- areas for potential fire extension
- typical exterior and interior features of row houses as well as the construction and materials often used to build such structures
- quotes from a reputable fire officer and firefighter
- additional resources, including a basement fire video from the UL Firefighter Safety Research Institute

NIOSH recommends distributing the factsheet to firefighters as part of training efforts and displaying posters in common areas of the fire department.

Thanks, <INSERT NAME & SIGNATURE>

