



201 West End Place
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Main Office: (908) 709-6272
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Cranford High School

(908) 709-8870 Lisa R. Hayeck, Supervisor of Science

October 25, 2013

Dear Grade 6 Students and Parents/Guardians:

As National Fire Prevention Month comes to a close, the Cranford Public Schools would like to support and encourage further fire prevention and fire safety conversations with our 6th grade students and their families. In partnership with the Cranford Fire Department, we are integrating the "Fire is" video series into our sixth grade science classes. We request that all 6th grade students view the series of "Fire is" videos, a realistic and informative program developed by Dr. Frank Field, at home with their parents. Each video runs approximately 20 minutes. One video will be assigned each month as follows:

- "Fire is Black" in November
- "Fire is Hot" in December
- "Fire is Fast" in January
- "Fire is Smoke and Gas" in February
- "Fire is an Emergency" in March

In addition to viewing the videos, the 6th grade science teachers will facilitate short lessons, activities and discussions to reinforce important facts and concepts. Each student will be asked to complete a pre/post test survey. The FMBA will use the results of the assessments to evaluate the effectiveness of the program.

The videos can be found by accessing the Cranford School District website at <http://cranfordschools.org/> and follow the link NJ FIRE SAFETY. If you are unable to view the videos via internet, a DVD can be borrowed each month from your child's science teacher.

Thank you in advance for your help and cooperation in this educational and life-saving experience.

Sincerely,

Lisa R. Hayeck
K-12 Supervisor of Science



Cranford Public School District

Gayle M. Carrick, Ed.D.
Superintendent of Schools

132 Thomas Street
Cranford, NJ 07016

Tele: 908.709.6202

Fax: 908.272.7735

e-mail: carrick@cranfordschools.org

September 23, 2009


Dear 5th and 6th grade Parents and Students,

The Cranford Public Schools and the Cranford Fire Department are partnering in presenting an important series of fire lessons to our 5th and 6th grades during Fire Prevention Week, Monday, October 5th through Friday, October 9th.

We would like to ask parents and children to tune in to TV35. Each clip will last approximately 20 minutes; one lesson will be aired three times a day over a five day period at 6:30, 7:00 and 7:30 p.m. We will also provide a link to these videos on our website at www.cranfordschools.org. We are asking that you watch as many lessons as possible with your children, complete the form below, and return this letter to your child's teacher. The Fire Department will be collecting the forms which will be used to complete the state requirement for fire education in public schools.

Your feedback is very important to us as it will also be used in preparation for future educational purposes. If you have any questions, please contact Fire Headquarters at 908-276-0146.

Sincerely,


Dr. Gayle M. Carrick
Superintendent of Schools


Chief Leonard Dolan, III
Cranford Fire Department

Number of Public Service Messages Watched: 4

Comments: Very Good. The clips we watched
were more informed, than the
usual fire prevention, you see.


Signature

167



Cranford Public School District

Gayle M. Carrick, Ed.D.
Superintendent of Schools

132 Thomas Street
Cranford, NJ 07016

Tele: 908.709.6202
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Your feedback is very important to us as it will also be used in preparation for future educational purposes. If you have any questions, please contact Fire Headquarters at 908-276-0146.


Sincerely,


Dr. Gayle M. Carrick
Superintendent of Schools


Chief Leonard Dolan, III
Cranford Fire Department

Number of Public Service Messages Watched: 5

Comments: The videos were extremely vital + easy
for our young children to understand. Even
our 7y.o. started looking around the house
for any fire hazards. Thank you.


Signature



Cranford Public School District

Dr. Gayle M. Carrick
Superintendent of Schools

132 Thomas Street
Cranford, NJ 07016

Tele: 908-709-6202
Fax: 908-272-7735
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March 1, 2011

As Superintendent of Schools in Cranford, New Jersey, it is an honor to voice my support for an exciting educational fire awareness and prevention program entitled "*Fire Is*." This program, now in its second year of implementation in Cranford, represents a very collaborative partnership between the Cranford Public Schools and the Cranford Fire Department.

This relatively new initiative was brought to our attention by Cranford Firefighter, Andrew Stratton. For both personal and professional reasons, Lieutenant Stratton and Dr. Frank Field have dedicated themselves to ensure that children and adults are familiar with the real-world dangers of fire and the misconceptions of fire as portrayed on television.

The "*Fire Is*" series was first implemented in Cranford in 2009 and made available to all of our 5th and 6th grade students and their parents on the Cranford Public Schools local television channel and on our district website during Fire Prevention Week. Parents and their children were asked to watch as many of the five 20 minute lessons with their children as possible. The district presented all five lessons one day at a time during Fire Prevention week. Each of the lessons: *Fire is Black*; *Fire is Hot*; *Fire is Fast*; *Fire is Smoke and Gas*; and *Fire is an Emergency* are vivid and highly engaging. Over this five period of five days our "*Fire Is*" website link had over 7000 hits!


By utilizing the website and public television access, our Cranford educational program was enhanced and critical life-saving information was communicated to our students and community members. Furthermore, parents and their children watched the assignment together, thus teaching two generations realistic fire and life safety education at the same time. Surveys regarding the program's impact were sent home with a return rate of approximately 30 percent. All responses contained very positive comments.

In 2010, Cranford continued this fire prevention partnership by now linking our school district website to the new "*Fire Is*" website. One "*Fire Is*" module was assigned to our students per month in accordance with NJ State Law regarding regular instruction in fire and life safety.

It is our hope that by cooperating with the Cranford Fire Department and Dr. Frank Field our school family and community members will be kept safe if ever confronted with such a danger.

This is a wonderful program. I fully endorse the "*Fire Is*" series as a safety lesson for all ages and encourage other school districts to take advantage of its accessibility and potential life-saving message.

Sincerely,



Dr. Gayle M. Carrick
Superintendent of Schools
/m

'Fire Is...' Educational DVD Enters N.J. Schools

Program launched during Fire Prevention Week.

BY ELIZABETH NEROULAS, Managing Editor - Firehouse Magazine

Posted: Thu, 10/07/2010 - 09:17am

Updated: Fri, 10/08/2010 - 10:09am

In March 2006, a "Fire Is..." DVD arrived in mailboxes across the country glued to the pages of *Firehouse Magazine*. This fire education DVD, brought to you by Dr. Frank Field in cooperation with MetLife, met with great success and much positive feedback. Now it has expanded to the entire New Jersey school system, beginning this week in Cranford, N.J.

"We were able to secure a grant from the State Office of Homeland Security & Preparedness to the NJFMB Fire Safety Foundation and get 'Fire Is...' to be a state-wide program," says Dr. Field, former meteorologist and science editor. "Cranford debuts 'Fire Is...Black' during Fire Prevention week and will continue with one lesson at a time."

Most fire education in this country is directed at elementary school students, primarily to young children who color pictures and learn to "stop, drop and roll." The middle school students in 5th, 6th, and 7th grades are not taught the truth - that fire is not fun. "Fire Is..." identifies fire as dangerous and shows what can happen when children are burned or killed in a blaze.

Beginning with *Fire Is Black*, Cranford students will see each module including *Fire Is Hot*, *Fire Is Smoke and Gas*, *Fire Is Fast* and *Fire Is An Emergency*. Each segment is designed so that children are not overwhelmed...but children aren't the only goal here.

"The school district will be sending a survey to all the parents via e-mail and there is a school assignment letter that we ask them to fill out at home, noting whether the parent and child or just the child viewed the video lesson. We want to educate parents at the same time," explains Dr. Field. "We will be following up to get the data on how many viewed it and their remarks to perform a study with the kind of information we need to see how effective it is."

The videos can be view on local public-access stations, totaling 170 for the state, on www.fireis.com and www.njfiresafety.com.

Learning and Growing

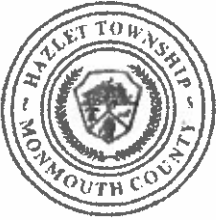
After testing the DVD in several sites nationwide last year, Dr. Field structured this year's program around the feedback he received. Grand Island, NE, Fire Department participated and found that it was not only good for the kids to be informed of the seriousness of fires, but it was an eye opener for educators as well.

"I felt that after I showed these videos, teachers were more interested in being involved in fire prevention education, something that all the other curtsy, comic, and 'fun' educational materials, as well as state law, has never done," says Fred Hotz, fire/EMS administration chief.

The DVD was not without criticism. Some teachers conveyed to their principals that they felt uncomfortable with the graphic content, though Grand Island showed the video to students in grades 1-5. Each grade viewed one part of the series based on age appropriateness.

Dr. Field is happy with the results and feels that older children need to be aware of the danger of fire. "At this age, children can begin to understand that, yes, you can burn down an entire building with a single match. In the video, you will see children respond to the question of how many matches does it take to burn down this big building down? The responses range from thousands to 500 to 200."

Lesson learned: fire education is an essential part of fire safety.



HAZLET TOWNSHIP PUBLIC SCHOOLS

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

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March 2011

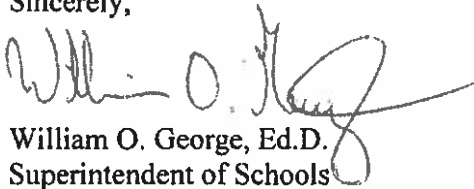
To Whom It May Concern:

It is my pleasure to write this letter of endorsement for the *Fire Is* program. This program was first introduced in our District in 2009 by Lieutenant Andrew Stratton of the Cranford, New Jersey Fire Department. Our District continued to implement this program this year as part of our Fire Prevention program during Fire Prevention week.

The *Fire Is* program is a series of five twenty minute videos; Fire Is Black, Fire Is Hot, Fire Is Smoke and Gas, Fire Is Fast, and Fire Is an Emergency. Each of these videos focuses on a different aspect of fire safety and prevention. These videos, which are posted on our District website, are meant to be viewed by students and their families. Letters were sent home with students explaining the program and encouraging families to participate. Information was also posted on the sign boards in front of our schools. In addition, incentives were offered to students who viewed the videos with a parent or guardian. There was an overwhelming response to these videos, with schools achieving/receiving 90% participation while viewing the video series after school hours.

I would highly recommend this outstanding program, and would encourage other Districts to take advantage of this educational safety program. The information that is provided is invaluable, and provides life-saving lessons for not only our students, but their families and our entire community.

Sincerely,



William O. George, Ed.D.
Superintendent of Schools

WOG:dmv



New Jersey Association of School Administrators

920 West State Street • Trenton, New Jersey 08618-5328
609.599.2900/ Fax 609.599.1893 website: www.njasa.net

Richard G. Bozza, Ed.D.
Executive Director



March 16, 2011

The leadership of the New Jersey Association of School Administrators and I fully endorse "*FIRE IS*," a new and innovative program introduced this past October during Fire Prevention Month to all New Jersey Schools.

Dr. Frank Field, a noted meteorologist and television personality, and his family have worked with New Jersey firefighters to bring to educators and the communities which they serve a realistic program for children ages 7-13 concerning the dangers of fire. "*FIRE IS*" employs a straight-talking realistic approach and offers practical ways to stay safe. Each of the lessons: *Fire is Black; Fire is Hot; Fire is Fast; Fire is Smoke and Gas; and Fire is an Emergency* is highly engaging. This program is a serious tool to assist parents and students to understand the true nature of a fire hazard, learn critical fire safety lessons, develop a plan for their own home and protect lives!

I encourage school leaders to join with their local community firefighters throughout our state to encourage parents and their children to view the program together and to learn the valuable lessons it contains. You can make an important contribution to the safety of your students and their families. Please, don't miss this opportunity!

Sincerely,

A handwritten signature in cursive script that reads "Richard G. Bozza".

Dr. Richard G. Bozza
Executive Director



MONTCLAIR PUBLIC SCHOOLS

OFFICE OF THE SUPERINTENDENT

22 VALLEY ROAD ~ MONTCLAIR, NEW JERSEY 07042

WWW.MONTCLAIR.K12.NJ.US

FRANK R. ALVAREZ, ED.D.

Superintendent of Schools

March 2011

To Whom It May Concern:

I am pleased to provide this letter of recommendation in support of the *Fire Is* program provided by the NJ FMBA. *Fire Is* was piloted in our schools in 2009 using both public access television and our website as access points for parents and students.

The *Fire Is* program allowed families to watch these important videos at home around their own schedules without detracting from students' classroom or after-school activity time. The importance of fire safety and prevention cannot be emphasized enough. These videos provided just the right opportunity to encourage families to have serious, life-long fire safety discussions with their children.

The *Fire Is* program is comprehensive and complete in that course materials are provided for reinforcement in the classroom after viewing the videos. I highly recommend this valuable, free program for implementation in schools nationwide.

Sincerely,

A handwritten signature in black ink, appearing to read 'Frank Alvarez', written in a cursive style.

Frank Alvarez
Superintendent

FA:nad



Preventing accidental injury.

October 26, 2011

To Whom It May Concern:

Safe Kids New Jersey, led by the New Jersey State Safety Council and founded by Johnson & Johnson, is one of more than 600 grassroots coalitions throughout the United States that bring together health and safety experts, firefighters, police, educators and other community volunteers to educate and protect families from the *number one killer andcripler of kids* – unintentional injuries.

Fires and burns are the third leading cause of unintentional death among children ages one to fourteen years. Each year, an average of 488 children die and 116,600 are injured from fire/burn-related incidences in their homes. Young children may not perceive danger as readily as adults or may lack the ability to escape a life-threatening burn situation.

Therefore, Safe Kids New Jersey believes that safety is a family affair, giving children and their parents alike the tools they need to keep safe from injury. *Fire Is* does just that. *Fire Is* shows the realities of fire to middle-school aged children and their families in the most convenient way – in their own homes at their own time. We support the NJ FMBA and applaud Dr. Frank Field and his co-hosts Storm and Allison Field on presenting this most critical issue with honesty and truthfulness.

Safe Kids New Jersey stands ready to assist firefighters and other community volunteers with the implementation of *Fire Is* in their local communities as we continue to work together to help keep our kids – *Safe Kids*.

Sincerely,

Carol Ann Giardelli, M. Ed

Director



The problem of accidental childhood injury

Accidental injury is the number one cause of death among children ages 14 and under in the United States. Also, each year one out of every four children needs medical attention for an accidental injury. The most common causes of accidental injury are:

- Motor vehicle crashes - children as passengers, pedestrians and bicyclists
- Drowning
- Fire and burns
- Choking
- Falls
- Poisoning

The solution: Safe Kids

Safe Kids New Jersey, led by the New Jersey State Safety Council and founded by Johnson & Johnson, is one of more than 600 grassroots coalitions in all 50 states, the District of Columbia and Puerto Rico that bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Safe Kids USA is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury in seventeen countries.

We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented.

What we do

There is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries.

Instead, SAFE KIDS combines several factors to create programs that reduce injuries:

- Educating adults and children
- Creating safe environments
- Conducting research
- Advocating for effective laws

The results

Since our founding in 1987, New Jersey's child injury death rate has declined 70 percent as compared to the national fatality rate decrease of 43 percent. Keeping children safe is an investment — in their lives and in the future of our world. With education, resources and better laws to protect our children, we are making a difference.

www.safekidsnewjersey.com

SAFE KIDS NEW JERSEY – LOCAL CONTACTS

STATE COALITION – Lead Organization – NJ State Safety Council

Ms. Carol Ann Giardelli, M.Ed.
Director, Safe Kids New Jersey
Johnson & Johnson
One Johnson & Johnson Plaza
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New Brunswick, New Jersey 08933
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cgiardell@corus.jnj.com

LOCAL COALITIONS

Atlantic/Cape May Counties

Barbi Harris RN
South Jersey Traffic Safety Alliance
782 S. Brewster Road
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Vineland, NJ 08361
856-794-1941 (phone)
safekids@sjtsa.org

Middlesex County

Ms. Diana Starace
Injury Prevention Coordinator
Robert Wood Johnson University Hospital
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New Brunswick, New Jersey 08903
732-418-8026(phone)
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Northern New Jersey Safe Kids

(Morris/Sussex and Warren Counties)

Ms. Karen Jean Feury, RN APNc CCRN
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973-971-4327 (phone)
973 290 7350 (fax)
karenjean.feury@atlantichhealth.org

Southern New Jersey Safe Kids

(Camden/Gloucester/Burlington Counties)

Ms. Maureen Donnelly, RN, MSN
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Southern New Jersey Safe Kids
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LOCAL CHAPTERS

Bergen County

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Cumberland County - position in transition

Essex County

Iesha Suber
Injury Prevention & Outreach Coordinator
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Hudson County

Marissa Fisher, RN, BSN
Injury Prevention Coordinator
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Jersey City Medical Center
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mfisher@libertyhcs.org

Hunterdon County

Hunterdon Healthcare
Position in Transition

Mercer County

Ms. Jane Millner
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St. Lawrence Rehabilitation Center
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Monmouth County

Kay Guadagno, RN, BSN, MBA
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Ocean County

Ms. Rosanne Sefick, Advisor
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Passaic County

Dennis A. Castro, RN, BSN, EMT
Trauma Program Manager/Coordinator
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Salem County

Ms. Rebecca Purchase
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Somerset County - position in transition

Union County

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