



## Media Fact Sheet

### Quick Facts about *Keys to Safety*

- The *Keys to Safety* Campaign is a national effort to promote fire prevention and safety education through local organizations that serve adults with limited literacy or English language skills.
- The campaign is sponsored by ProLiteracy with the assistance of the Home Safety Council, the Syracuse Fire Department, and Palm Beach County Fire Rescue.
- Funding for *Keys to Safety* is provided through the DHS/FEMA Grant Program Directorate for Assistance to Firefighters Grant Program - Fire Prevention and Safety Grants.
- The *Keys to Safety* Campaign has three goals:
  1. To increase the capacity of adult literacy and basic education programs to teach key fire prevention and safety messages to the adults they serve.
  2. To provide programs with the materials and support needed to launch a local campaign to teach adult learners what they need to know in order to protect themselves and their families from fire-related death and injury.
  3. To help create lasting partnerships between programs and local fire departments, providing an opportunity for fire departments to share important safety messages with the adult learners served by the programs.
- The core topics covered in the *Keys to Safety* lesson materials are:
  - Smoke alarm installation and maintenance
  - Escape plans and fire drills
  - Home fire prevention
  - The role of firefighters in the community
- ProLiteracy aims to encourage at least 400 adult education organizations across the United States to join the campaign by organizing local *Keys to Safety* activities and incorporating lessons on fire prevention and safety into their instructional programs.
- Participating adult education organizations are encouraged to team up with fire departments and/or other community organizations to optimize local campaign activities.
- The *Keys to Safety* Campaign builds on ProLiteracy's involvement with the Home Safety Council's Home Safety Literacy Project. For more information about the Home Safety Literacy Project, visit the resource section of the *Keys to Safety* website.
- The national campaign will run through the end of May 2011.

### About ProLiteracy

ProLiteracy is a non-profit organization based in Syracuse, NY. It champions the power of literacy to improve the lives of adults and their families, communities, and societies. The organization works with local and national organizations to help adults gain the reading, writing, math, computer, and English skills they need to be successful. ProLiteracy advocates on behalf of adult learners and the programs that serve them, provides training and professional development, and publishes materials used in adult literacy and education instruction. ProLiteracy has 1,000 member programs in all 50 states and the District of Columbia and works with 80 nongovernmental organizations in 50 developing countries. For more information, visit the ProLiteracy homepage, [ProLiteracy.org](http://ProLiteracy.org).