



THE CITY OF SAN DIEGO

## Fire-Rescue Department

FOR IMMEDIATE RELEASE

### San Diego Fire-Rescue Joins in Filipino Fire Safety Campaign

(November 18, 2015) The San Diego Fire-Rescue Department and San Diego Firefighters Local 145 today joined with the California Fire Foundation to unveil two public service announcements that will help educate the Filipino community on fire safety and steps to take in the event of a house fire. The television announcements also provide tips on how to avoid the most common causes of home fires and ensure the safety of families all year-round.

Produced as part of the California Fire Foundation's *Firefighters on Your Side* program, the PSAs are part of a statewide initiative that aim to educate traditionally underserved communities throughout California.

"Because firefighters live and work in the communities we serve, your family is like our family," said Lou Paulson, chair of the California Fire Foundation. "In working with local Filipino organizations and communicating in a way that resonates with the community, we hope to overcome language barriers and enhance awareness of critical fire safety messages. We believe these materials will save lives."

San Diego Fire Chief Brian Fennessy told a news conference, "These PSAs are one of the first few steps we are taking to better understand the residents we serve and the best possible ways to help them. These efforts are part of transformational initiatives we are undergoing to grow with our community and stay ahead in the services we provide."

Tips highlighted in the material include:

- Never leave cooking equipment unattended
- Keep a lid ready for any fire that may occur while cooking
- Do not use water to try to put out grease fires
- Move candles at least one foot away from anything that can burn
- Check smoke detectors regularly
- Prepare an exit strategy with your family.

"This is sound advice for everyone at any time," Chief Fennessy said. "But it is particularly timely now as we approach the holidays. Historically we see more house fires in December than any other month, many caused by candles, cooking or space heaters. We don't want what should be the happiest family time of the year to be ruined by tragedy."

San Diego Firefighter Willie Alegre echoed that sentiment, "As a member of the Filipino community in San Diego, and a father, I urge all families to be careful and protect each other from fire disaster with these simple tips.

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View the public safety announcements [here](#).

