

THE TOBACCO INSTITUTE

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SAMUEL D. CHILCOTE, JR.
President

September 4, 1985

MEMORANDUM

TO: Members of Executive Committee

FROM: Samuel D. Chilcote, Jr. *Sam*

Approximately a year ago, we began working with a small group of New York and Pennsylvania fire fighters on a fire prevention education program for senior citizens.

About two months ago, the program "Fire Care" was complete. It consists of three, 20-minute audio-visual presentations, a leaders guide and promotional materials.

In the short time since its completion, the following has happened.

- o The program has been endorsed by the Firemen's Association of the State of New York (FASNY) which is now helping us implement it in that state. State fire officials are expected to endorse the effort later this month.
- o The Fire Commissioner of Pennsylvania, who helped develop the package, has launched the program in his state.
- o In New Jersey, the program may be named specifically in legislation requiring that fire prevention education be offered by school systems and other publicly funded institutions.
- o The County Executive of Nassau County, New York (where most of the work was done) has asked for a meeting this month to enable him to formally and publicly endorse the program and launch it in his jurisdiction.
- o Congressman Walgren of Pittsburgh, chairman of the House Subcommittee on Science, Research and Technology has scheduled hearings on senior citizens fire safety for October and has asked that the "Fire Care" program be featured as a model program.

51325 7159

Memo to Executive Committee
September 4, 1985
Page 2

- o At a special national conference on safety for the elderly sponsored by the Consumer Product Safety Commission, the program will be featured as an example of how to communicate with the elderly on safety issues.
- o The American Association of Retired Persons (AARP) is reviewing the program and has expressed interest in a joint distribution venture. The same is true of the International Society of Fire Service Instructors and its Foundation.
- o Three Members of Florida's Congressional delegation -- Bilirakis, Shaw and Bennett -- have asked us to bring the program into their districts, as has House Minority Leader Michel and Congresswoman Martin of Illinois.
- o Because of its own interest in the accidental fire issue, E.I. Du Pont has asked that we consider co-sponsorship of the program in Delaware.

I have one final, related item. Three years ago, a former Connecticut Fire Commissioner, Bill Porter, testified in favor of self extinguishing legislation in that state. He was intrigued by The Institute's testimony at that same hearing, and followed up his curiosity by contacting and meeting with our representatives.

This Fall, "Fire Chief" magazine will carry an article by Bill Porter, stating that several U.S. industries and corporations are involved in fire prevention but few do so as well as our industry.

Once again, the results are attributable to good teamwork on the part of all divisions, thoughtful use of consultants and a great deal of hard work.

Thank you for your support.

cc: Communications Committee
Committee of Counsel
Senior Staff
State Activities Policy Committee

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