

TOBACCO COLLEGE
ACCIDENTAL FIRE ISSUE

Primary Responsibility: To Be Determined

Objective: To provide students with an overview of the accidental fire issue -- the U.S. fire problem, the feasibility of a "self-extinguishing" cigarette, and TI's fire prevention program.

Timing: 45 minutes.

Materials: FireCare, Fire Safety Education Evaluation Survey, "New Tools" kit, FireSense, Fire Safety for the Rest of Your Life, International and Barriers reports, the Fairfax County "Battery for Life" program.

Outline: A 15-minute overview of the issue, including a review of the Technical Study Group report and the Interagency Committee recommendations; federal and state legislative activity; the U.S. fire problem and the tobacco industry's response to it.

During the overview, a short video demonstrating the emotionalism of the fire issue also will be shown.

A 20-minute enactment of a TI staff-consultant briefing of a fire service official, and pitch of the TI fire program.

People: TI staff -- to be determined.
TI consultant -- Phil Schaenman, TriData.
Fire Service Representative -- Olin Greene,
Oregon State Fire Marshal.

TIFL 0070667