



FOR IMMEDIATE RELEASE

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IN RECOGNITION OF 'NATIONAL COLORING BOOK DAY,' NYC ADMINISTRATION FOR CHILDREN'S SERVICES AND FDNY WILL DISTRIBUTE FIRE SAFETY COLORING BOOKS TO CHILDREN ACROSS NYC

Since 2018, ACS & FDNY Have Partnered to Help Train Staff in Educating Families About Fire Hazards and to Protect Children from Fire Dangers at Home; Coloring Books and Smoke Alarms Will Be Distributed to Families Throughout the Months of August & September

NEW YORK, NY – The NYC Administration for Children's Services (ACS) and the Fire Department of the City of New York (FDNY) announced that, in recognition of "National Coloring Book Day," coloring books will be distributed to families across the city to educate parents and children about fire safety and to take steps to prevent fires at home. Families will also receive a smoke alarm and an invitation to either attend a virtual session with the FDNY Fire Safety Education Unit (FSEU) to learn about how to properly install the alarm and conduct ongoing maintenance or to participate in such training at a local community event.

"ACS remains committed to keeping children safe and that includes educating families about the importance of preventing fires," **said ACS Commissioner David A. Hansell**. We are grateful for our close partnership with the FDNY, which will mean the distribution of fire safety coloring books, as well as free smoke alarms and virtual training sessions, for families across New York City. This partnership is just one more way that we are working to empower families through services and support that they need to thrive, and we thank our community partners for helping us get these key tools and resources into the hands of those who need them most."

"We know our extensive efforts to educate New Yorkers about fire safety – especially children who are so vulnerable to fire – have led to a dramatic reduction in the number of fire deaths in New York City over the last decade," **said Fire Commissioner Daniel A. Nigro**. "Together with our partners at the Administration for Children's Services, we will continue to reach even more children and their families with this critical education."

The "Fire Safety Activity Coloring Book" features the FDNY's mascots *Hotdog and Siren* and is designed to help children understand the basic concepts of fire safety, burn prevention and emergency procedures. A copy of the "Fire Safety Coloring Book" can be viewed [here](#).

According to the FDNY, civilian fire deaths decreased by 5% in 2020 with 63 deaths compared to 66 deaths in 2019 continuing a trend over the last 15 years with fewer than 100 deaths annually in the city. Through partnerships with community groups, elected officials, schools, senior centers, and various city agencies, the FDNY Fire Safety Education Unit (FSEU) coordinates or participates in more than 7,000 events per year and although COVID-19 led to the cancellation of the majority in-person fire safety education events in 2020, FSEU continued

to respond to affected neighborhoods after fatal fires to provide fire safety education and smoke alarms to residents.

Today's announcement is part of an ongoing partnership between FDNY and ACS. In 2018, FDNY began training Child Protective Specialists on how to examine homes for potential fire hazards and better educate children and families about the importance of fire safety.

Throughout the months of August and September, ACS will be working with its contracted provider agencies to distribute the fire safety coloring books to families. Prevention services are designed to strengthen families and help families keep children safely at home. Services may include mental health services, substance abuse services, aftercare services and others.

For a full list of events, please contact the ACS Press Office.



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