

## *Emergency, Community, Health and Outreach*

### **ECHO TV Program “Fire: Anything But Child’s Play”**

**Package Script, Final for Approval | April 18, 2013**  
**Word Count: 678 Words | Reading Grade Level: 6.8**

| Scene | Audio  | Video   |
|-------|--|---|
| 1     | Children experience fire from an early age, like candles on a birthday cake. They have the power to blow the fire out, while adults cheer and reward them with gifts and treats. Children watch adults using fireplaces, campfires, cooking grills, legal home fireworks, and sometimes smoking. These fires are mostly small and controlled, and are often the basis of happy memories.   | Child birthday candle & party. Fireplace. Grilling.   |
| 2     | At first glance, fire seems tame. Children easily blow out birthday candles. Adults struggle to get the barbeque started. Children see adults use fire, and they notice where the lighters and matches are kept.   | Child blows out candle. Adult trying to light campfire.                                     |
| 3     | But fire is one of the most powerful forces on earth. Fire can double in size in less than 20 seconds. This single match can cause massive destruction. This little match can kill.  | Single match, fade into massive residential fire  |
| 4     | Children learn by imitating adults. The danger comes when they try to imitate adult behavior of using fire, on their own. Most of the time, children misuse fire because they have access to tools for starting fires when they are not being supervised. These fires usually happen at home. But they could be prevented, by keeping lighters and matches secured and away from children. | Child imitating an adult in a non-fire situation. Child taking lighter from kitchen drawer. |
| 5     | Home fires are much more dangerous now than ever before, because so many things are made with plastics and other materials that burn quickly: carpeting, furniture, curtains, bedding. The way modern homes are built also makes fires more dangerous, because they use smaller pieces of wood which burn faster.  | UL Comparison fire  |
| 6     | Children are naturally curious about fire. It is important that they learn about how fire behaves, how to prevent it and how to be safe. Children, and their whole families, can learn best from people who know the facts, like fire departments and science teachers.  | Child watching campfire. Firesetting intervention class.                                    |
| 7     | If a child is allowed to misuse fire, it can become a very dangerous habit. It might seem like naive child’s play, but it is anything but a game. Those  | Child misusing fire. Fire truck   |

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|       | children, their families, their communities and its firefighters—all of them are in serious danger. Most of children who die in fires have started the fires themselves.   | responding. Firefighters working.  |
| 8     | Children may misuse fire for a number of reasons. They may be simply curious. They may be dealing with some sort of crisis or stress. They may be trying to impress friends. They may enjoy watching the flames. They may even enjoy watching fire destroy stuff, including people's property.   | Child misusing fire. Child in silhouette, looking sad.                                 |
| 9     | Whatever the reason, it might be the child's way of asking for help. It does not mean that they have an incurable disease, and your family should NOT feel ashamed. Help is available to change this dangerous behavior. Just call 1-800-500-8897. This will get you connected to a local team of professionals who work with kids interested in fire, FREE OF CHARGE.   | Child looking sad. Phone number over photo. Smiling firefighter talking with children  |
| 10    | Parents, teachers and other adults can watch for the signs of children misusing fire. Look for burnt matches in places where adults did not leave them. Small burn marks in flooring, carpeting or grass. Char marks on clothing or toys. Empty or charred aerosol cans. Even the smell of fire or gasoline on a child. These signs can help identify children who are misusing fire, and change their behavior before someone is injured or killed.   | Signs: Spent matches; Burn marks in grass; Aerosol cans; child with char marks.        |
| 11    | Even a small fire that accidentally gets large and destroys property is a serious crime. Intentionally setting a fire that causes damage is called arson. In this country, more than half of people arrested for arson are children under 18. Children as young as 10 years old can be prosecuted for arson crimes. And if someone is killed in the fire, the law calls it murder.   | Fire Investigation footage. Handcuffs. Prison bars.                                    |
| 12    | Fire is a fact of human life, useful and enjoyable, but also a dangerous force that must be respected and understood. Your whole family can enjoy learning about fire from science teachers or local fire departments. Calling 1-800-500-8897 will direct you to local professionals to help. Create and follow strict rules about fire. Keep fire-starting tools secured from children. Always supervise children around fire. With a good education in how fire behaves, children will have respect for fire that will keep them safe. | Family with fire dept. Phone number. Tools in locked drawer. Family enjoying campfire. |