

Inside The North Shore Fire Department



Serving the communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, Whitefish Bay

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North Shore Fire Department Mission Statement: To provide a range of programs designed to educate and protect the lives and property of all North Shore residents from adverse affects of fires, sudden medical emergencies, or exposure to dangerous conditions created by either man or nature.



Fireworks Safety

There Is No Such Thing As Safe Fireworks!

Due to the burn, fire and death dangers involved with using fireworks, the North Shore Fire Department urges citizens to forego utilizing fireworks and enjoy displays presented by professionals.

Each year thousands of devastating fireworks related burn injuries, contusions, lacerations and even some deaths are occurring due to the use of fireworks by citizens. According to the National Fire Protection Association (NFPA), in 2008, an estimated 7,000 people were treated in U.S. hospital emergency rooms for fireworks related injuries. They further indicate, the risk of fireworks injury is highest for teens ages 15 - 19 and children 5 - 9 with an increased risk two-and-a-half times that of the general public.

The United States Fire Administration (USFA) notes devices such as sparklers, fountains, roman candles, and novelties accounted for 40% of injuries; firecrackers caused 18% of injuries.

In addition to these injuries and deaths, according to the USFA, fireworks cause an estimated 30,100 fires each year, resulting in \$34 million in direct property loss. This is many more than on any other day and fireworks account for more than half of these fires.

The most common fireworks related question we receive is, "Is there any safe firework?" Our answer is, "No."

Many adults have shared their childhood memories of playing with sparklers, not realizing just how hot they got or just how dangerous they truly were, and still are. Sparklers can reach 1,200 degrees, hot enough to cause 3rd degree burns; some even reaching 1,800 degrees, hot enough to melt gold!

If we think about it, we don't let our small children go by, or play with, an oven set at 350 to 400 degrees. Why should we then consider handing a child a sparkler, essentially a shower of sparks which may range from 1,200 to 1,800 degrees, and allow them to swing it about in front of their face, hair, clothing, or around others?

Before thinking, "It'll never happen to me." Or, "We're very careful. We supervise our children closely when they play with sparklers and other fireworks." Please consider the following story:

In 2009, after giving a Fire Prevention Month (October) fire safety presentation at one of our local schools, we received a letter from a teacher indicating that a tragedy was prevented due to the information gained from the presentation, a child that listened carefully to the presentation and later used what she had learned to help her classmate.

Two of the teacher's students were at a Halloween party where the children were using sparklers. A sparkler caught one of the children's costumes on fire. Another classmate saw what was happening and told the little girl not to move, to stop-drop-and roll as they were taught by the fire department. The little girl performed the stop-drop-and roll procedure, this extinguished the fire and the girl thankfully was not injured.

Knowing how to react potentially saved this little girl from tragic burns or worse.

Fireworks related tragedies are happening, and could potentially happen to any one of us, should we choose to use fireworks. Prevention is key! Please enjoy a Safe and Happy Fourth of July!

Please contact our Public Education Office at jglanz@nsfire.org, or 414-228-0292, should you have fireworks safety, or other fire and life safety questions. Please visit our website, and view our quarterly newsletter "Inside The North Shore Fire Department," at www.nsfire.org

Please e-mail your fireworks stories to jglanz@nsfire.org, so that we are able to share them with others and hopeful prevention a tragedy.



Grilling Safety Reminder

Grilling on decks and patios poses a fire hazard. The 2009 edition of NFPA 1 applies to and is enforced in the North Shore Communities:

10.11.6 For other than one- and two-family dwellings, no hibachi, grill, or other similar devices used for cooking, heating, or any other purpose shall be used or kindled on any balcony, under any overhanging portion, or within 10 ft (3 m) of any structure.

www.nfpa.org

Please contact our Public Education Office at jglanz@nsfire.org or 414-228-0292 for further information on grilling safety.

Residential Knox Box Program

Are you, or a family member, part of a pendant program, experiencing frequent falls, or facing physical challenges? Our residential Knox Box Program may provide you and your family the reassurance you're looking for!

- Allows fire and ambulance personnel quick access to your home to render emergency care, should you not be able to get to the door.
- No monthly fees or additional costs aside from the Knox box, which is sold to North Shore residents at our cost.
- Quick and easy sign up.
- Knox box installation takes less than 5 minutes.
- May reuse Knox box should you relocate to a different home within North Shore communities

Please contact our Public Education Office at 414-228-0292 or jglanz@nsfire.org to learn more about this life saving program.



In The Rush Of Summer, Please Remember ...

Cooking Fires Are The #1 Cause Of Home Fires

With the hustle and bustle of the summer season, we're often in a hurry as we prepare meals; all the while thinking about the next activity we have to rush off to, trying to keep an eye on the little ones, dealing with text messages, phone calls and the screams of children asking where they can find their sneakers! But, keeping a few safety tips in mind can keep things moving and prevent a tragedy.

According to the National Fire Protection Association, Cooking fires are the #1 cause of home fires and home fire injuries with more than half (55%) of home cooking fires started with the ignition of food or other cooking materials.

Please consider the following safety tips while cooking:

- Create a 3 foot "kid free zone" around your stove or grill. This not only prevents burns, but also allows better concentration on the cooking process.
- Do not cook when you are tired, have taken medication that may make you drowsy, or have consumed alcohol.
- Do not leave cooking unattended. When baking or simmering food, set a timer. If you go to another part of the house, take a portable timer with you as well or better yet, turn the burner off.
- Never walk away from food that is broiling or frying. If it is necessary to leave the area, turn the stove/oven off.
- If you are baking or simmering food and the door bell rings, you receive a telephone call, or have to leave the area; hold a towel, pot holder or large utensil in your hand – this will help remind you that you have food cooking/baking when you are done.
- Do not wear loose fitting clothing while cooking. Items such as long sleeves, bathrobes, or unzipped/unbuttoned jackets and sweaters can brush the burner or oven as you lean forward.
- Pull back long hair to prevent it from brushing across a burner or oven.
- Make sure all pot/pan handles are turned to the side. Handles left turned towards the front of the stove can potentially be bumped and cause spills and burns. The contents of these pots/pans can also cause devastating burns to child who may curiously grasp onto the forward facing handles.
- Keep all flammable items, such as towels, dish clothes, potholders, cooking sprays and oils away from the stove.
- If you have a small stove top fire; slide the pot/pan cover onto the pot/pan, move the pot/pan to an unused burner, shut the burner off. Contact the fire department to check to make sure the fire is fully extinguished, the heat has not penetrated into the nearby cupboard or wall where it could smolder and later ignite.
- It is Wisconsin State Law, that all fires must be reported. Be safe! The fire department would much rather come to your home to prevent a fire from occurring, than to fight a fire.
- Extinguish very small oven fires using baking soda – never use flour to try to put out a fire.
- If you have a significant oven or microwave oven fire; turn the oven off, do not open the oven door, introducing air will cause the fire to, grow. Then evacuate everyone from inside your home and call 9-1-1 from outside your home.
- Keep all cooking surfaces clean to help prevent fires.

If you experience a minor burn, immediately run the burn under "cool" water for several minutes.

If your clothing or body catches on fire: stop immediately, use your hands to protect your face, drop to the ground, and roll as far as you can from side-to-side until the fire is extinguished. Seek immediate emergency care.

Kid's Corner



Computers play a huge role in children's lives! Whether they're looking up information on their favorite programs, trying to win the latest computer games, playing on Webkinz, exploring Foo Pets, or downloading printable coloring sheets, children of all ages love to spend time on the computer ~ lots of time on the computer!

Win big points with your child! Many young children love nothing more than if you sit with them and let them show you all the amazing discoveries they've made on the computer. So, after a long day, why not pull up a chair, relax and enjoy some quality time together.

We have composed the following list of safety websites for you to introduce to your children for hours of fun.

The National Fire Protection Association and Scholastic have partnered to bring fun, interactive, fire safety concepts to children through creative computer activities. Click on one of the below websites, to learn about:

- **Sparky Comic Maker**
<http://www.scholastic.com/firesafety/comic/index.htm>
- **Help Sparky Get Out And Stay Out**
<http://www.scholastic.com/firesafety/helpsparky/>
- **Hunt For Home Hazards**
<http://scholastic.com/firesafety/huntforhomehazards/>
- **Build An Escape Plan**
<http://scholastic.com/firesafety/escapeplan/>
- **Picture Yourself With Sparky**
<http://www2.scholastic.com/browse/article.jsp?id=3752153>

For more fun, educational computer activities, your child can visit:

- www.sparky.org
- www.sparkycards.org To send a fun Sparky e-card!
- www.fema.gov/kids
- www.usfa.dhs.gov/kids

Have a safe, educational summer!

To arrange a free
Fire Prevention
Story Time session
at your location,
contact
jglanz@nsfire.org.

Why Rear-Facing Is Safest

A common question asked by parents is "How soon can I turn my child's car seat to face forward?"

The universally accepted response is to keep your child rear facing to at least one (1) year of age and 20 pounds in weight. However, it is strongly recommended that you keep your child rear facing beyond the minimum requirements of one (1) year and 20 pounds.

Statistically, there are significant safety benefits when a child remains rear facing as long as the seat allows. This practice is endorsed by the American Academy of Pediatrics (AAP), The National Highway Traffic Safety Administration (NHTSA), Safe Kids Worldwide and other child passenger safety organizations.

Here are the facts:

1. Motor vehicle crashes are the #1 cause of death in children in the U.S.
2. Frontal and side impact crashes combine for 96% of all crashes. Additionally, these impacts are not only far more frequent than rear end crashes, they are also statistically far more severe.
3. In a frontal or side impact, a rear-facing child seat distributes the crash forces over the child's entire back, head and neck as the child's body is cradled by the child car seat. In a front-facing seat, the car seat harness will only restrain the child's body. The child's head will continue to travel at the same speed that the vehicle was traveling prior to the crash until the child's head is stopped by it's tether (the neck). The result can be serious injury to the neck, severing of the spinal cord resulting in paralysis, or even death.
4. According to NHTSA, rear-facing seats are 71% safer than using nothing, and forward facing seats are 54% safer than nothing. This means that a forward-facing child is nearly 60% more likely to die in a crash than a rear-facing child.

In addition to these safety benefits, the common belief that children are uncomfortable or unsafe with their legs bent and feet touching the seatback is unfounded. In fact, there is not a single documented case of children's legs, hips, etc. breaking or being injured in a crash due to being rear-facing.

On the other hand, there are plenty of cases of head and neck injury in forward-facing children that could have been prevented if the child had remained rear facing.

As far as comfort, children are far more flexible than adults and can tolerate the rear-facing position with little or no discomfort. Additionally, the perceived discomfort is far outweighed by the potential safety benefits of rear facing.

In conclusion, the great safety benefits of rear facing are well established. When used properly, rear-facing car seats provide significant safety advantages over forward-facing restraints. Ultimately the choice to remain rear facing or to turn a child forward facing is a decision for the parent to make, we want to ensure the decision is an informed decision.

To access the North Shore Fire Department's car seat scheduler, please visit our website at www.nsfire.org

American Academy of Pediatrics www.aap.org/healthtopics/carseatsafety.cfm

National Highway Traffic Safety Association www.nhtsa.dot.gov

Child Passenger Safety www.cpsafety.com/articles/StayRearFacing.aspx

Car Safety www.car-safety.org/rearface.html

ivillage Parenting www.parenting.ivillage.com/baby/bsafety/0,,9r5v,00.html

Safe Kids Worldwide www.safekids.org

Written by HEO/Car Seat Technician Arlen Spicer

~ Safety Samplers ~

Bicycle Safety

The National Fire Protection Association indicates, in 2005, 18 children ages 14 and under died in bicycle-related incidents, and more than 236,000 were injured in 2007. Head injury is the leading cause of death in bicycle crashes. A collision with a motor vehicle causes nearly 90 percent of bicycle-related deaths. One hundred seventy-nine children ages 14 and under died in 2005 from pedestrian injuries. Nearly 27,500 children received emergency room treatment for pedestrian injuries in 2007.

According to the National Highway Traffic Safety Association, in 2008, 21 percent of the pedal cyclists injured in motor vehicle crashes were 14 years old or younger.

For bicycle safety tips and statistics, you may wish to visit:

National Fire Protection Association

<http://www.nfpa.org/itemDetail.asp?categoryID=1778&itemID=42364&URL=Safety%20Information/For%20consumers/Unintentional%20injuries/Bike%20&%20pedestrian%20safety>

National Highway Traffic Safety Association

<http://www.nhtsa.gov/Bicycles>

Safe Kids USA

<http://www.safekids.org/safety-basics/safety-resources-by-risk-area/bicycling-and-skating/>

Water Safety

The National Fire Protection Association indicates, childhood drowning and near-drowning can happen in a matter of seconds. They typically occur when a child is left unattended or during a brief lapse of supervision. Eight hundred ten children ages 14 and under drowned in 2005. An estimated 2,780 children were treated in emergency rooms after near-drowning in 2007. Severe and permanent brain damage affects as many as 20 percent of near-drowning victims.

For further information and safety tips, you may wish to visit:

National Fire Protection Association

<http://www.nfpa.org/itemDetail.asp?categoryID=1779&itemID=42365&URL=Safety%20Information/For%20consumers/Unintentional%20injuries/Water%20safety>

Safe Kids USA

http://www.safekids.org/safety-basics/safety-resources-by-risk-area/drowning/?gclid=CMf__OrCw6ICFQ3E3Aod6xT46w

Carbon Monoxide - The Silent Killer

What is carbon monoxide?

Carbon monoxide is an invisible, odorless, colorless gas that comes from fuel burning appliances.

What are some common sources of carbon monoxide?

Furnaces, water heaters, fuel burning cooking appliances, vehicles, generators

What should I do to stay safe?

Have at least one carbon monoxide alarm in your home. People commonly place them in the hallway outside the bedrooms. Other common place is in the basement, in case your furnace malfunctions or experiences problems.

What should I do if my carbon monoxide detector sounds?

Have everyone evacuate the home and call 9-1-1 from outside your home. Do not go back inside until the fire department says it's safe!

What are some symptoms of carbon monoxide poisoning?

Some symptoms of carbon monoxide poisoning include: headache, dizziness, nausea, feeling of tiredness, unconsciousness.

For additional information on this topic you may wish to visit:

Safety Tips:

<http://www.nfpa.org/itemDetail.asp?categoryID=1705&itemID=41146&URL=Safety%20Information/For%20consumers/Fire%20&%20safety%20equipment/Carbon%20monoxide/Carbon%20Monoxide%20safety%20tips>

WI State Law:

<http://commerce.wi.gov/SBdocs/SB-SmokeAlarmBroch8282.pdf>

Resource Websites

North Shore Fire Department

www.nsfire.org

National Fire Protection Association

www.nfpa.org

Federal Emergency Management Agency

www.fema.gov

United States Fire Administration

www.usfa.dhs.gov

Wisconsin State Fire Inspector's Association

www.wsfia.org

Safe Kids Worldwide

www.safekids.org

Wisconsin Alliance For Fire Safety (Burn Camp)

www.wafs.org

Wisconsin Burn Survivor's Network

www.healtheburn.org

Phoenix Society For Burn Survivors (Burn Survivors) (Annual World Burn Congress)

www.phoenix-society.org

Home Safety Council

www.homesafetycouncil.org

Five Stations Serving Seven Communities



Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, Whitefish Bay

Station 1

Administration

4401 W. River Lane
Brown Deer, WI 53223

Station: 414-357-0865
Administration: 414-357-0113

Station 4

825 E. Lexington Blvd
Whitefish Bay, WI 53217

414-963-0515

Station 2

Battalion Headquarters

5901 N. Milwaukee River Pkwy
Glendale, WI 53209

Station: 414-228-5204
Battalion Chiefs: 414-228-5205

Station 5

665 E. Brown Deer Rd
Bayside, WI 53217
414-351-8904

Fire Marshall 414-228-0246
Fire Inspector 414-228-1388
Public Education Specialist
228-0292

Station 3

3936 N. Murray Ave
Shorewood, WI 53211

414-332-4228

Newsletter Sign Up . . . Please contact Public Education Specialist Jill Glanz at jglanz@nsfire.org, should you wish to receive a free copy of this quarterly newsletter electronically. Copies of this newsletter will also be available on our website at www.nsfire.org