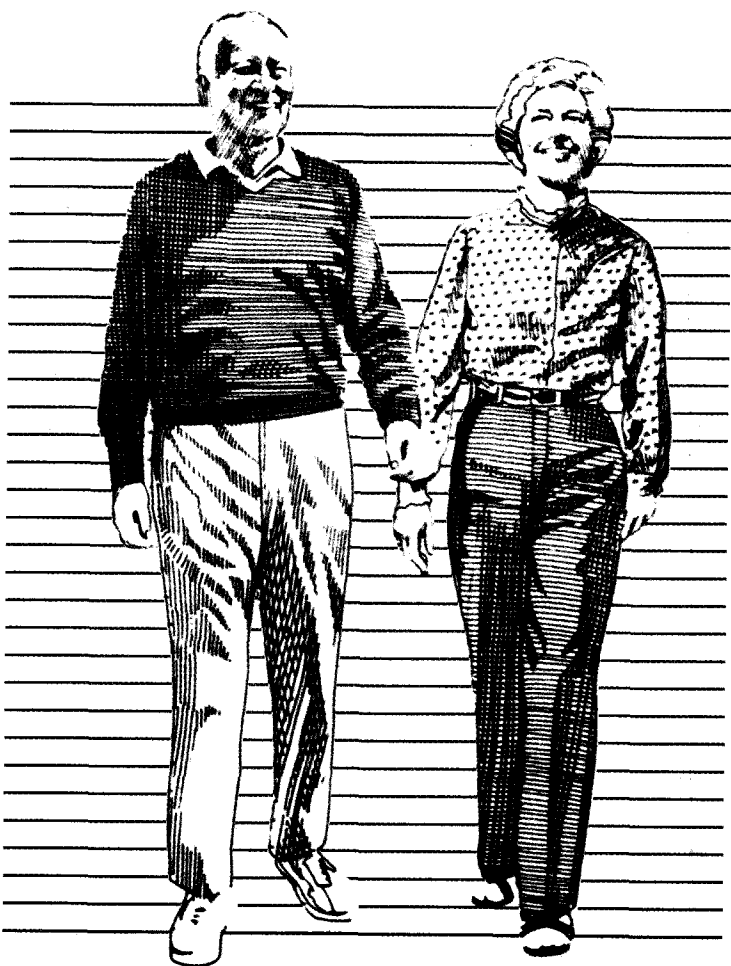


FIRE SAFETY

for

SENIOR CITIZENS



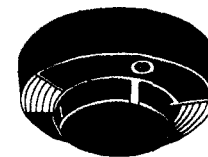
It's a fact: America's senior citizens – persons over the age of 65 – are statistically more likely to die in home fires than the rest of the population. The risk more than doubles for people 75 and older.

There are several reasons why this is so:

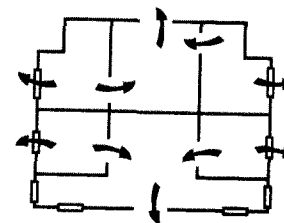
- ① The skin of older people is thinner and more vulnerable to fire.
- ② As people age, their reflexes slow down.
- ③ Older people are more likely to be on medication that makes them drowsy.

Reasons 2 and 3 mean that the elderly have more trouble getting out fast if they have a home fire. Reason 3 is especially dangerous if the older person combines the medication with alcohol or smoking.

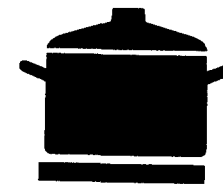
Heat & Smoke Detectors



Operation EDITH



Cooking Safety



Stop, Drop & Roll

