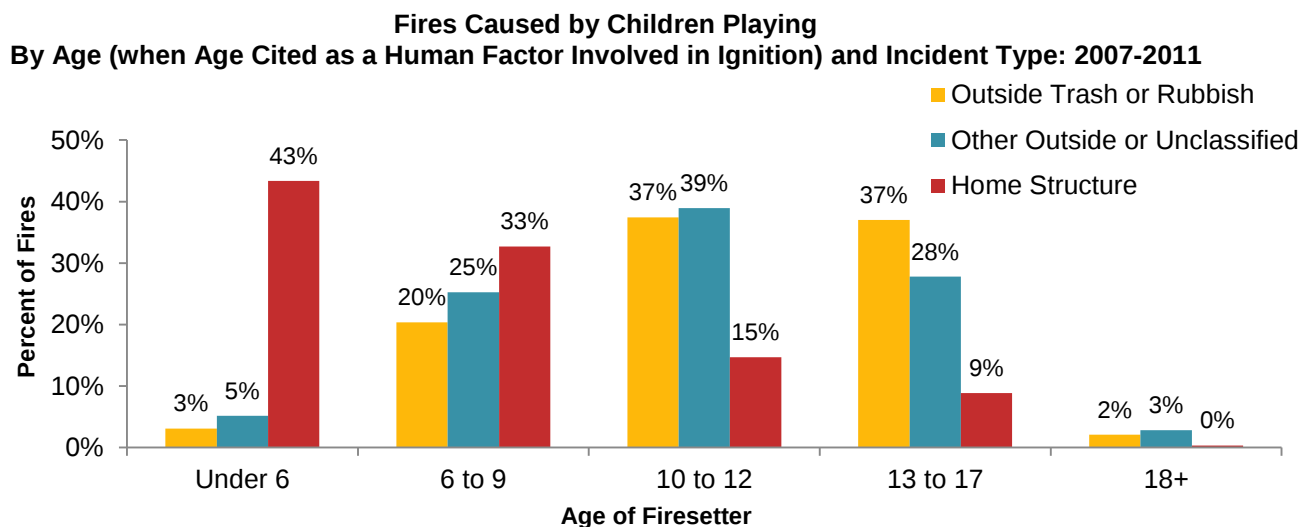




Playing With Fire Fact Sheet

Fires started by play accounted for an average of 49,300 fires with associated losses of 80 civilian deaths, 860 civilian injuries and \$235 million in direct property damage per year between 2007 and 2011. These included:

- 21,100 outside or unclassified fires
- 16,300 outside trash or rubbish fires
- 11,100 structure fires
- 800 vehicle fires



Younger children were more likely to set fires in homes, while older children and teenagers are more likely to set fires outside

- Males were more likely to engage in fire-play than females, as 83% of home structure fires and 93% of outside or unclassified fires were set by boys when age was coded as a factor
- Lighters were the heat source in just over half (52%) of fires in homes involving play
- 39% of home fires involving play began in a bedroom

PARENTAL INVOLVEMENT COMBINED WITH POSITIVE MESSAGING WORKS FOR CHILDREN:

NFPA recently contracted with the Johns Hopkins Center for Injury Research and Policy to study the best way to communicate safety messages to children 4-9 years old. The study found that videos featuring positively framed messages are more effective than negatively framed messages and that when parents discuss media content with their children, the children learn more. You can learn more at <http://www.nfpa.org/messaging>

Source: *Playing with Fire*, Richard Campbell, March 2014