

Applicant Information		
Name: Rapid City Fire Department		
Phone (Primary):605-394-5233	Phone (Secondary):605-394-4180	
Address:10 Main Street		
City: Rapid City	State: South Dakota	ZIP Code: 57701
Email: jody.telkamp@rcgov.org		
Employment Information		
Current employer: Rapid City Fire Department		
Employer address: 10 Main Street		
City: Rapid City	State: South Dakota	ZIP Code: 57701
Phone: 605-394-4180	Email: jody.telkamp@rcgov.org	Fax: 605-394-5235
Applicant's Title: Administrative Assistant		
U.S. State Sprinkler Coalition Information (if applicable)		
Sprinkler Coalition Affiliation: South Dakota Sprinkler Coalition		
Coalition Primary Contact (if different from above): Jody Telkamp		
Primary Contact Phone: 605-394-5233	Primary Contact Email: jody.telkamp@rcgov.org	
Sprinkler Advocacy and Education		
Briefly explain why home fire sprinkler advocacy and education interests you: In 2015, 2 adult males died in 2 separate fires in the City of Rapid City. The 1 st adult was using oxygen whose main escape path was blocked by fire. The 2 nd adult was unable to self evacuate. In both situations the fire department arrived in only minutes; neither home was protected by sprinklers. Frightening experiences that ended as an unnecessary tragedy. South Dakota has the 12 th highest fire death rate & our residents are 1.7 times more likely to die in a fire than the national population. Rural communities tend to have high death rates and SD is ranked as the 5 th state with the most people who live in rural communities; the majority are protected by volunteer dept's with response times as much as 15 minutes. There are less than a dozen fire marshals & one fire & life safety educator. South Dakota residents need to be educated how fire today differs from yesterday & the locale they live in puts them at a disadvantage. I don't want to see anyone needlessly suffer from the ravages of fire.		
Briefly explain how you have already advocated for home fire sprinklers in your community or state, or the barriers to doing so. Please highlight the use of any materials by NFPA's Fire Sprinkler Initiative or the Home Fire Sprinkler Coalition:		
The Rapid City Fire Dept. takes a very proactive approach in promoting residential fire sprinklers. It is stated in our mission statement that education & prevention are the preferred methods of dealing with emergency situations. In fulfilling that mission, we have conducted 30 fire sprinkler side-by-side demonstrations; we teach in our preschool - 4 th grade not only <i>Hear the Beep & Learn Not to Burn</i> but the importance of fire sprinklers (6,000+children); and we place a heavy emphasis on fire sprinkler protection at all home & business safety presentations (1,000+people), & provide attendees with handouts such as <i>Bringing Home Safety, What You Need To Know About Insuring a Home With Fire Sprinklers</i> , and <i>Protect What You Value Most</i> . Our city adopted a locally amended fire code which expanded the installation of fire sprinkler protection in existing care facilities, schools, and most other occupancies; and offers a 2% 7-year loan for 80% of life safety system costs for retrofits. Even with these successes, we have a long road ahead to change the culture to one of fire sprinkler protection acceptance. As an active member of the South Dakota Sprinkler Coalition, our goal is to provide education statewide. Our state has adopted legislation prohibiting communities from requiring sprinklers on all new single-family construction. The only way to change this is to educate the public, build enthusiasm for sprinkler protection, and let that momentum change legislation.		

I am excited for the opportunity to be awarded funding for a sprinkler advocacy campaign, which will be developed locally and expanded throughout the State of South Dakota. The residents of South Dakota are in great need of being enlightened to their current fire threat and empowered to enhance the safety of their loved one, themselves, and their property.

South Dakota has the 12th highest fire death rate according to the NFPA's US Unintentional Fire Death Rates by State report, October 2012. Our residents are 1.7 times more likely to die in a fire than the general national population. Rural communities tend to have high death rates and South Dakota ranked as the 5th state with the most people who live in rural communities (NFPA). Depending on what US program you use to determine rural versus urban, 50-75 percent of South Dakotans live in rural communities. There are less than a dozen fire marshals in the state including county fire coordinators. There is one full-time fire and life safety educator whose duties are divided with a data quality focus. It is not possible for our small band of fire prevention officials and fire suppression staff and volunteers to believe we can continue to protect our state with our response times and the speed of today's fire without fire sprinklers in every residence. That lack of community risk reduction puts our population at risk. The way to attack this is through an aggressive educational campaign.

Through a cooperative effort with the Sioux Falls Fire & Rescue Department and the Huron Volunteer Fire Department, our live burn/sprinkler demonstration trailer will travel to these communities for demonstrations at their fairs. The Rapid City Fire Department will also conduct live demonstrations at the fair hosted in their county. In doing so, we believe we can get the message out to 76% of the state. South Dakota's population is 858,469 (US Census 2015) The Sioux Empire Fair in Sioux Falls, SD averages 321,000 attendees per year, the state fair in Huron, SD averages 210,000 attendees per year, and the Central States Fair in Rapid City, SD averages 125,000 attendees per year. Combined total for fair attendance is 656,000 people. In order to generate excitement for our fire demonstrations along with advocacy for residential sprinklers, a strong advertising campaign; *Less Horn, More Brake – Bringing Safety Home*, needs to be developed and published in the timeframe adjacent to each fair.

According to the US Census Bureau, South Dakota has an average of 2.45 persons living in a household. Believing we can reach half the population through print media, 492,778 persons, it is desired to develop a campaign for publication in local newspapers. The week of August 5th, which is the date of the Sioux Empire Fair in Sioux Falls, SD, we will publish a quarter page ad in the Sioux Falls Argus Leader at a cost of \$1,530 with 116,000 subscribers. The week of August 19th, the Central States Fair in Rapid City, SD begins. A quarter page ad will be published in the Rapid City Journal at a cost of \$468 with a circulation base of 68,600. The last fair is the State Fair held in Huron, SD beginning the week of September 1st. We will publish a quarter page ad in the Huron Plainsman at a cost of \$500 with a circulation of 7,600. Consecutively run the same campaign in the Pierre Capital Journal at a cost of \$225 with a circulation of 3,000 and the Area Reminder at a cost of \$252, which circulates in seven counties and reaches 18,000 households.

In addition we will purchase a full-page in the South Dakota Firefighter publication for \$925, which has a circulation of 6,900 firefighters and EMT's. This page will be designed to inform members of volunteer fire departments that a state coalition has been formed, reasons why they should join, why residents of their community should install residential sprinklers, and inform them of available resources.

The total cost spent on print media will be \$3,900.

While we can reach a large population of the state through print media, it still leaves half the population untouched. By purchasing advertising with the major radio stations in the state, we can widen the coverage to the entire state, and have that message repeated numerous times leading up to the county/state fairs. Spending \$4,600 on broadcast radio advertising through 15 stations, we will reach the majority of the population emphasizing our advocacy of residential fire sprinklers and encouraging listeners to view the dangers

of a fire today at their local fair. The radio stations are also willing to place a print article on their websites advocating for residential fire sprinklers.

Lastly, we would like to purchase three sets of three vinyl/grommeted banners at a cost of \$1,500. The message on the banner would be eye catching and simply stated advocating residential fire sprinklers in every residence in the state. Two sets of banners would travel to various volunteer fire departments to display in their protection area for a limited time before traveling to another volunteer fire department. The third set of banners would remain in Rapid City with the Fire & Life Safety Division. One banner would be fastened to the side of our burn demonstration trailer, which is parked on a vacant lot on Main Street across the street from the U S Post Office; a highly visible location. The other two banners would travel between our nine stations on a rotating basis for display.

In summary, the Rapid City Fire Department is requesting \$10,000 to be spent in the following manner:

Print Media	\$3,900
Broadcast Media	\$4,600
Vinyl Banners	\$1,500

Your consideration of our request to assist us in achieving the goal of providing statewide education is very much appreciated. Fire is Everyone's Fight and can only be won through the installation of fire sprinklers. **Less Horn; More Brake – Bringing Safety Home!**