



Close Before You Doze Consumer FAQs & Suggested Responses

- 1. Should you receive any criticism about the campaign or the message (“this is dumb/silly/wrong”), you could respond with something like:**
 - While we wish you liked the campaign, we know everyone has different tastes. But we do hope you take away the most important point – close your doors. It will keep you and your loved ones safer if there is a fire. And it will help the firefighters responding to put out the fire, and provide them the best chance of rescuing trapped occupants.
- 2. The 2016 Close Your Door campaign received criticism on social media with comments like, "Could save your favorite stuff...Good luck with that...even if it doesn't burn, the heat, smoke, and the rest will probably ruin it." You could respond with the below in this instance:**
 - It's true that there could be smoke damage, but a closed door gives you a better chance of saving anything valuable. Most importantly, it gives you a better chance of escaping a fire. A closed door also reduces the potential of smoke damage in adjacent rooms.
- 3. What do you say to parents who want to keep the door open to hear the kids?**
 - If you are a parent with children in the home and the smoke alarm goes off, due to how fast fires can grow, you may not be able to get to your children's room because you're cut off by smoke. If you close their door before you go to bed, you've already put that safety barrier in place and you know your children have longer to survive in that situation. For parents worried about not hearing their child in the middle of the night with a door closed, simply place a baby monitor in your child's room. Also remember that it is best to have working interconnected smoke alarms so if one goes into alarm they all go into alarm.
- 4. And what if parents explain that their kids are afraid of sleeping with the door closed? You could respond with:**
 - A lot of kids are scared of the dark. You've probably tried a lot of the methods – explaining that you live in a safe house, helping them fall asleep with a bedtime story, keeping a night light on. If nothing's working talk to your pediatrician for advice. You could leave the door open while the kids fall asleep and then shut the children's bedroom doors as a last action before you go to bed but don't forget to Close Before You Doze. A closed door could keep you and them safer in a fire. If they are scared of the dark you can also install a nightlight in their room.
- 5. If someone asks if opening a closed door during a fire causes a backdraft and asks if that would put residents and firefighters in danger, you could reply with:**
 - Closing the door as you leave a house fire will stop the air flowing to the fire. As the fire triangle depicts, without oxygen a fire is not able to continue to produce heat and smoke which are necessary for generating backdraft conditions. Our research has shown that modern synthetic fuels will self-extinguish without an oxygen supply versus continue to produce heat and unburned gases like their natural material predecessors making backdraft conditions much less likely today.



6. **If someone calls out that there is nothing new about closing the door, you could simply respond with:**
 - Great. Glad you do it. Thanks for your comment, [insert name].

7. **If someone says there's no need to close the door because have working alarms and an escape route are enough, you could reply with:**
 - It's not an either / or answer. We strongly recommend that you have working interconnected smoke alarms tested monthly. Have an escape plan and have all occupants of the home practice it. But research is very clear: Close Your Door. It's a simple, quick action that almost everyone can do themselves and it could save your life. Do all of the above!

8. **And if someone explains that a lot of older homes do not have hard-wired detectors and with bedroom doors closed, you probably won't hear a detector going off in another part of the home, you could respond by saying:**
 - You should test your alarms with the doors closed. If you can't hear them, it's time to change detectors and/or add interconnected smoke alarms. Manufacturers sell battery operated interconnected smoke alarms. Working smoke alarms, preferably interconnected and closed doors are an important, potentially life-saving combination.

9. **And if someone says, "We don't close doors and I'm still here," you could explain:**
 - It's a simple change that won't change how you sleep and it could save your lives. We've tested it and the research is very clear: to escape a fire a closed door gives you a better chance than an open door.

10. **If someone asks why people should close their bedroom door at night, you can explain that:**
 - Fire is getting faster. Forty years ago, people had an average of 17 minutes to escape a burning home after the activation of a smoke alarm. Today, that time has dropped to 3 minutes or less. This is due to evolutions in furnishings, homes incorporating more open layouts and construction materials of modern homes allowing the fire to spread and become larger much faster. It all leads to less time to get out of the home. If you can safely get out, you should get out and shut the door on the way out. If a person is trapped inside the room during a fire, a closed door results in improved conditions giving them a better chance of survival until help arrives. With a closed door, temperature levels remain around 100 degrees, whereas temperatures quickly exceed 1000 degrees if the door is left open. The closed door also keeps out smoke and carbon monoxide, resulting in higher levels of oxygen and fewer harmful gases that could be inhaled.

11. **If someone would like to know what else they can do to ensure their family is safe in the event of a fire, you can respond with the information below:**
 - Smoke alarms save lives, and smoke alarms that are properly installed and maintained play a vital role in reducing fire deaths and injuries. Smoke spreads fast and you need smoke alarms to give you time to get out. Install smoke alarms in every sleeping room and outside each separate sleeping area. Install alarms on every level of the home.



Install alarms in the basement. Smoke alarms should also be interconnected. When one sounds, they all sound. Test your smoke alarms at least once a month. Press the test button to be sure the alarm is working. Replace all smoke alarms in your home every 10 years. Smoke alarms and closed doors are all great to help keep your family safer from fires, however home fire sprinklers will extinguish the fire at ignition. The best possible way to ensure your family's safety from fire is to have working smoke alarms, home fire sprinklers and keep your doors closed.

12. And finally, if someone is wondering what to do if a fire starts in their home, you can provide them with a response like this:

- The best thing you can do during a fire is to escape the structure, close the door on the way out, stay out and call 911. You want to have an escape plan and practice it regularly because there is a limited time window to act. We can't emphasize enough, if you can get out, get out, and close the door behind as you leave. This will limit oxygen flowing into the structure, which will prevent the fire from growing and help save your property and keep the fire smaller for the fire department to extinguish faster. If you can't get out, put a closed door between you and the fire to buy valuable time.