**2019 Window Safety Week Media Kit**

## Provided by the Window Safety Task Force of the National Safety Council

This kit contains materials you can use to promote window safety awareness in your readers, family, friends, club and community members, co-workers and other media representatives Developed by the Window Safety Task Force of the National Safety Council, you’ll find these helpful tools and tips of use not only during Window Safety Week but also year-round.

**Kit elements**

1. Why Window Safety Week is so important
2. About the Window Safety Task Force of the National Safety Council
3. What you can do to help promote window safety
4. Window safety tips
5. News release on window safety as it relates to Window Safety Week- for consumer audiences
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7. Social media information
8. Window Safety Task Force Contacts
9. **Why Window Safety Week is so important**

Windows are one of the few things we enjoy both inside and outside our homes and businesses. Windows serve an important role in our lives by letting in natural light and fresh air when open, and by keeping out the elements when they’re closed. Some windows ─ larger units called egress or emergency escape and rescue windows ─ can take on an even greater role if we need to escape quickly in the event of a fire or other emergency, or if rescue workers need to enter through them in emergency situations.

**First full week in April recognized as Window Safety Week**

Recognizing the essential role windows play in the lives of consumers today, the Window Safety Task Force of the National Safety Council proudly observes Window Safety Week each year during the first full week in April. Our goal is to encourage parents and caregivers to take steps to observe window safety throughout the year.

1. **About the Window Safety Task Force**

The Window Safety Task Force of the National Safety Council was formed in 1997 to promote greater awareness of window safety. Members include representatives of the American Architectural Manufacturers Association (AAMA), the Window & Door Manufacturers Association (WDMA) and the Screen Manufacturers Association (SMA) in cooperation with the National Association of Home Builders (NAHB) and other organizations, as well as leading manufacturers of windows, doors and screens.

**About Window Safety Week**

This observance is held annually during the first full week in April. Window Safety Week is designed to heighten the awareness of what parents and caregivers should do to help keep their family and visitors safer from the risks of window falls or injuries in the home, and how they can use their windows for emergency escape and rescue purposes. Additional safety education occurs throughout the year.

**Purpose**

The Window Safety Task Force of the National Safety Council strives to provide educational information and heighten safety awareness to help parents and caregivers take the necessary actions to prevent window falls and to understand the vital role windows and doors play in fire safety.

**Key Elements**

The task force emphasizes the life-saving role that doors play as the primary exits and windows play as the secondary means of escape in the event of a fire or other emergency. Entry doors serve as exits, while windows provide an alternate means of escape.

The group also reminds people that insect screens are designed to keep insect pests out, rather than hold a child's weight to prevent them from falling out. Therefore, children should not be left unattended around open windows, with or without an insect screen in place. In homes with young children, for greater safety, windows within a child’s reach should remain closed and locked.

In addition, the task force reminds parents and caregivers to avoid placing furniture under windows. Young children can use furniture to climb to and potentially fall from an open window. Responsible adult supervision at all times is an essential element in keeping children safe around open windows and doors.

**Participants**

Working in conjunction with the National Safety Council, trade associations and their representatives from the window, door and screen manufacturing industries voluntarily team up to help educate and inform the public of the importance of taking proactive measures to enhance safety in the home. The team focused on safety issues is a joint effort of the membership of the American Architectural Manufacturers Association (AAMA), the Window & Door Manufacturers Association (WDMA) and the Screen Manufacturers Association (SMA), in cooperation with the National Association of Home Builders (NAHB), to promote safety awareness.

1. **What you can do to help promote window safety**

No matter where you live or what you do, whether you own or rent your home, live in a townhouse, apartment or standalone home in the city or the country, or are visiting in the home of another person, we all play a vital role in promoting window safety. Window safety starts with learning the actions you can take to observe window safety and encouraging others to do so. Responsible adults are the key to window safety. There’s no substitute for adult supervision when it comes to keeping children safe.

**Here’s how to get started…**

Window safety is a topic that relates to people of all ages. What can you do to help? Consider ways you can share this information with your readers, family, friends, club and community members, co-workers and other media representatives. Taking a few minutes now to review and share the information in this kit can help save lives by conveying important safety information.

1. **Window safety tips**
* Set and enforce rules about keeping children's play away from windows or patio doors. Falling through an insect screen, open window or glass can be fatal or cause serious injury.
* Keep furniture - or anything children can climb - away from windows. Children may use such objects as an aid to climb to an open window and potentially fall.
* Keep your windows closed and locked when young children are present. When opening windows for ventilation, open windows that a child cannot reach.
* The degree of injury sustained from a window fall can be affected by the surface on which the victim falls. Plant shrubs and soft edging like grass (or place wood chips) beneath windows to potentially lessen the impact if a fall does occur.
* When performing spring repairs, make sure that your windows are not painted or nailed shut. You must be able to open them to escape in an emergency.
* Do not install window air conditioners in windows that may be needed for escape or rescue in an emergency. The air conditioning unit could block or impede escape through the window. Always be sure that you have at least one window in each sleeping and living area that meets local code requirements for escape and rescue.
* Consider installing window fall prevention devices such as window opening control devices (WOCDs) or window guards as a fall prevention measure. Check the manufacturer’s product information to make sure such devices or guards comply with ASTM F2090. ASTM F2090 compliant window opening control devices (WOCDs) and guards can help prevent a child’s fall by limiting how far the window can open but are also equipped with release devices to allow for escape in case of a fire or other emergency.
* Some homes may have window guards, security bars, grilles or grates already covering their windows. Those windows are useless for emergency escape and rescue if the devices on them do not have a functioning release mechanism that complies with ASTM F2090. Time is critical when escaping a fire or other emergency. Take time to update these devices to make sure they comply with industry standards and have appropriate release mechanisms.
* Entry doors serve as the primary exits from a home. Windows provide a secondary (alternate) means of escape from a burning home or for other emergencies. Determine your family's emergency escape plan and practice it. Remember that children may have to rely on a window to escape in an emergency. Help them learn to safely use a window to escape from the home under these circumstances.
1. **News release on window safety as it relates to Window Safety Week- for consumer audiences**

**Observe Window Safety Year Round**

**Eight Tips from the National Safety Council for Window Safety Week, April 7-13**

As spring arrives, the Window Safety Task Force of the National Safety Council encourages parents and caregivers to recognize the importance of practicing window safety year-round. Window Safety Week is observed April 7-13. However, open windows can be dangerous any time of year for young children who are not properly supervised.

Each year, the Window Safety Task Force of the National Safety Council takes the first full week in April to educate about the importance of practicing window safety year-round.

Falls from a window can result in serious injury or death and pose an especially dangerous threat for children. Every year, about eight children under age five die from falling out a window, and more than 3,300 are injured seriously enough to go to the hospital.\*

“It only takes seconds for a preventable window fall to occur,” said Becky Turpin,

Director of Home & Community Safety for the National Safety Council. “To avoid these needless tragedies, it is very important for parents and caregivers to take steps to prevent home falls.”

To protect children, the Window Safety Task Force offers the following tips:

1. When young children are around, keep windows closed and locked.
2. When opening a window for ventilation, use those located out of a child’s reach.
3. Avoid placing furniture near windows to prevent young children from climbing and gaining access to an open window.
4. Don’t allow children to jump on beds or other furniture to help reduce potential falls.
5. Don’t rely on insect screens to prevent a window fall. Insect screens are designed to keep bugs out, not to keep children in the home.
6. Supervise children to keep child’s play away from windows, balconies or patio doors.
7. Install ASTM F2090 compliant devices designed to limit how far a window will open or window guards (with quick-release mechanisms in case of fire or other emergency) to help prevent a fall.
8. Teach your child how to safely use a window to escape during an emergency, such as a fire.

Visit [www.nsc.org/windowsafetytaskforce](http://www.nsc.org/windowsafetytaskforce), as well as the window safety sections of the [AAMA](http://www.aamanet.org/windowsafety) and [WDMA](http://www.wdma.com/?page=SafetyWeek) websites to learn more. Follow the Window Safety Task Force on [Twitter](https://twitter.com/WindowSafetyTF) and [Facebook](https://www.facebook.com/WindowSafetyTaskForce/) for more tips and updates on this important safety issue.

*\* According to Safe Kids Worldwide’s 2015 Report to the Nation: Protecting Children in Your Home*

<http://www.safekids.org/research-report/report-nation-protecting-children-your-home-february-2015>

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**About the National Safety Council**

Founded in 1913 and chartered by Congress, the National Safety Council, [nsc.org](http://nsc.org), is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas that can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities.

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1. **News release on window safety as it relates to fire safety - for consumer audiences**

**Plan and Practice Fire Escape Drills**

***Window Safety Task Force Offers Seven Tips***

Though many of us practice fire drills in the workplace, most deaths and injuries from fire each year are the result of home fires. When it comes to a fire emergency, the Window Safety Task Force of the National Safety Council reminds everyone that doors and windows are the primary and secondary escape routes.

**How prepared are you to escape safely in a fire?**

“In the event of fire or other emergencies, you may have little time to escape safely,” says (insert your name/title). “It is essential to develop and test an escape plan at least twice a year with everyone in your home, including individuals with special needs and pets.”

**Consider these seven safety tips**

1. Create a home fire escape plan that includes two exits from every room in your home, through a door and a window.
2. Practice your fire escape plan during the day and at night, as many home fires occur at night.
3. Keep windows closed and locked when not in use for ventilation. Practice opening and closing windows that may be designated as emergency exits.
4. Attempt to open a window first, rather than break the glass, if you must exit through it in an emergency.
5. Open the window to escape or choose another exit route, if your home features windows with impact-resistant glass, like that used in some hurricane-prone areas.
6. Check with local code officials when remodeling your home to understand emergency escape and rescue (egress) building code requirements. Egress windows are those designated by code as large enough for you to escape through or for rescue workers to enter in emergency situations.
7. Consult your local building code official to determine proper placement of window guards or fall prevention devices, if you equip windows in your home with these. Look for devices that comply with ASTM F2090.

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1. **Social media information**

Information to interact online with like-minded partners of the Window Safety Task Force

**Accounts and Hashtags**

* Twitter handle: <https://twitter.com/WindowSafetyTF>
* Facebook: [https://www.facebook.com/WindowSafetyTaskForce](https://www.facebook.com/WindowSafetyTaskForce/)
* Please use these hashtags
* #WindowSafety
* #WindowSafetyWeek (between April 7-13)

**Sample Facebook Posts**

If you need resources to share with your customers or within your company, we have a great tool kit for you! Take a look! [#WindowSafety](https://www.facebook.com/hashtag/windowsafety?source=feed_text) [#WindowSafetyWeek](https://www.facebook.com/hashtag/windowsafetyweek?source=feed_text)

<https://s3.amazonaws.com/aama-public/mp/Window_Safety_Week_Media_Kit_2018.docx>

Interested in learning how to spread the word about Window Safety? Read the window safety tool kit for tips and sample social media posts! [#WindowSafety](https://www.facebook.com/hashtag/windowsafety?source=feed_text) [#WindowSafetyWeek](https://www.facebook.com/hashtag/windowsafetyweek?source=feed_text)

<https://s3.amazonaws.com/aama-public/mp/Window_Safety_Week_Media_Kit_2018.docx>

**Sample Tweets**

1. April 7-13 is #WindowSafetyWeek. Raise awareness today and prevent window falls tomorrow.
2. Follow @WindowSafetyTF to raise awareness and help prevent window falls. #WindowSafety #WindowSafetyWeek
3. The @WindowSafetyTF works to inform homeowners on how to protect their families from window falls. #WindowSafety #WindowSafetyWeek

**For More Information**

Contact socialmedia@aamanet.org.

1. **Window Safety Task Force Contacts**

For more information,visit [www.nsc.org/windowsafetytaskforce](http://www.nsc.org/windowsafetytaskforce)

Or contact these Window Safety Task Force representatives.

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