



FOR IMMEDIATE RELEASE

August 2, 2022

Contact: [mediainquiry@acs.nyc.gov](mailto:mediainquiry@acs.nyc.gov)

**NYC ADMINISTRATION FOR CHILDREN'S SERVICES, FDNY & THE MOTT HAVEN  
COMMUNITY PARTNERSHIP HOST "NATIONAL COLORING BOOK DAY" BLOCK PARTY  
FOR YOUTH AND FAMILIES**

*Coloring Books and Safety Information Will Be Distributed As Part of the Ongoing Partnership  
between ACS & FDNY to Help to Protect Children from Fire Dangers at Home*

*Throughout the Month of August, ACS-funded Community Partnerships & Family Enrichment  
Centers Will Continue to Distribute Coloring Books to Children & Youth Across the City*

**NEW YORK, NY** – Today, in recognition of "National Coloring Book Day," the NYC Administration for Children's Services (ACS), the Fire Department of the City of New York (FDNY) and The Mott Haven Community Partnership hosted a block party in the Bronx. At the event, coloring books on fire safety were distributed to families. Families also had the opportunity to speak with the FDNY Fire Safety Education Unit (FSEU), request a smoke alarm installation in their home, learn about other resources available to them in New York City, and participate in other activities including the FDNY's "Smoke House" that teaches participants how to safely escape a house filled with smoke.

Today's block party is the first of several "Coloring Book Day" events scheduled throughout the month of August. Community Partnerships and Family Enrichment Centers (FEC) will continue to distribute coloring books to children and youth across the city. Community Partnerships are 11 neighborhood coalitions that serve as local hubs for social service providers, community leaders, and residents to share local resources and information, and address community needs. The FECs are warm, home-like walk-in centers that are co-designed with local families and community members. Families and children can connect with neighbors, volunteer their time, and access resources and supports they feel they need to thrive at the centers. With funding from ACS, the FECs are expanding from 3 to 30, with the first 9 additional FECs due to open later this year. Both initiatives are led and operated by local organizations and community members. For more information, please visit: <https://www1.nyc.gov/site/acs/about/acs-community.page>

"We want New York City children to have a fun and safe summer! As part of our ongoing citywide child safety messaging, we are reminding families about the potential fire dangers at home and how to prevent fires in the first place," **said ACS Commissioner Jess Dannhauser.** "ACS is grateful for FDNY and to our Community Partnerships and Family Enrichment Centers who have made this event possible, highlighting just how important teamwork is in empowering families, keeping children safe and making sure they have the resources, and educational, cultural and social opportunities that support their capacity to thrive."

“The Department is proud to once again partner with ACS, helping us reach even more children and families in the Bronx and across all five boroughs,” **said Acting Fire Commissioner Laura Kavanagh**. “We know that when we educate children on fire safety, they will remember those lessons now and for the rest of their lives. Strong collaboration - with a focus on education - across city agencies and community organizations is how we continue to keep our city safe.”

“Being prepared for emergencies is a family affair, and coloring books are a fun activity that we can all appreciate, even if you color outside the lines. Learning about fire safety and prevention is the first step in keeping family, friends and neighbors safe,” **said NYCEM Commissioner Zach Iscol**. “We are grateful to our partners for sharing such an important message with New Yorkers.”

“This is a great opportunity to highlight our children's creativity, spread knowledge, raise awareness on fire prevention,” **said Dan Montas-Tran, Director at the Mott Haven Community Partnership**. “We had too many fires in the South Bronx this year and we want our families to be prepared in case of an emergency. We all have high hopes for the Bronx and we won't let another fire put our families at risk.”

The “Fire Safety Activity Coloring Book” features the FDNY’s mascots *Hotdog and Siren* and is designed to help children understand the basic concepts of fire safety, burn prevention and emergency procedures. A copy of the “Fire Safety Coloring Book” can be viewed [here](#).

According to the FDNY, civilian fire deaths increased by 16% in 2021 with 73 deaths compared to 63 deaths in 2020 with a number of these deaths being the result of fires caused by lithium ion batteries in stored electronic bicycles/scooters. Through partnerships with community groups, elected officials, schools, senior centers, and various city agencies, the FDNY Fire Safety Education Unit (FSEU) coordinates or participates in more than 7,000 events per year and although COVID-19 led to the cancellation of the majority in-person fire safety education events in 2021, FSEU continued to respond to affected neighborhoods after fatal fires to provide fire safety education and smoke alarms to residents. In response to one of the deadliest fires in the city's history earlier this year, FDNY kicked off the citywide campaign “Keeping Home Fire Safe,” to educate residents and property owners about six key fire safety recommendations.

Today’s announcement is part of an ongoing partnership between FDNY and ACS. In 2018, FDNY began training Child Protective Specialists (CPS) on how to examine homes for potential fire hazards and better educate children and families about the importance of fire safety.

For a full list of events, please contact the ACS Press Office.

###