



Fire Department

Mark Rohlfing
Chief

Gerard Washington
Assistant Chief
Brian Smith
Assistant Chief
John Schwengel
Assistant Chief

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To Whom It May Concern:

I write this letter to share information about the Milwaukee Survive Alive House's (SAH) hands-on safety program, a partnership between the Milwaukee Fire Department and Milwaukee Public schools, and how The Hero In You Foundation has enhanced the program with Rocket, the safety spokesdog.

Over 13,000 schoolchildren, generally from grades 2 and 5, visit the SAH annually and experience the interactive, hands-on safety training provided by Milwaukee firefighters. February 2017 marked the SAH's 25th Anniversary! The 90-minute program always had an introduction to safety by staff, which followed with a hands-on experience of how to safely exit a bedroom overwhelmed with smoke. We also have two mobile units that can travel to outside events to share the message with even more children.

In 2015, Rocket Rules, an emergency preparedness safety program developed by The Hero In You Foundation, was added to the SAH program. Rocket Rules brings engaging animated videos and books to the experience. In this day and age, children pay greater attention to, and respond more affirmatively to animated messages than a person speaking to the group. The enthusiasm of the participants has increased 100-fold when Rocket came onboard! Rocket is an animated interactive fire dog who shares important fire safety messages. We are so grateful that Bunni Benaron reached out to our department to share this incredible tool which grasps and holds the children's attention, ultimately bringing the message 'home.' The Hero In You Foundation has also donated an R. Hero sculpture honoring our firefighters and first responders which has been permanently placed in front of one of our fire stations reminding children of the message every time they pass by. The foundation has also donated thousands of books to the city along with sponsoring the SAH Gala in May of 2018.

Rocket Rules has empowered us to bring a great face-lift to this program that started 25 years ago; a program which although we cannot quantify how many lives have been saved because of it, we know they are countless. Unfortunately, although we don't always hear about the "saves" it has created, we DO KNOW that fire deaths in the City of Milwaukee, and those of children specifically, has decreased 800%! THAT INDEED DEFINES SUCCESS! Thank you Hero In You Foundation for your dedication to keeping children safe and partnering with us in our mission to inspire and educate children in fire safety emergency preparedness.

Sincerely,


MARK ROHLFING
Chief

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