

# New Zealand Fire Service Duty of Care Concerns

a letter from the





04 August, 2010

Mr Mike Hall  
Chief Executive/National Commander  
New Zealand Fire Service  
Wellington, New Zealand

c.c.

- David Calvert, Executive Director, New Zealand Safety Council
- David Isaac, Standards Australia Committee FP002
- Phil Nickerson, Media Dept, Queensland Fire & Rescue Service
- Chief Marc McGinn, Albany Fire Department, Albany, CA, USA

et al

by email

Good Morning Commander Hall

## New Zealand Fire Service - Duty of Care Concerns

This letter is to express concerns in relation to the New Zealand Fire Service's duty of care to warn the New Zealand public and fire fighters about the life-threatening defects inherent in ionization technology.

The videos of the recent Albany City Council meeting in California, show how, despite false testimony from UL, NIST and a host of others, the truth prevailed.

The City of Albany now mandates photoelectric smoke alarms:

[www.TheWorldFireSafetyFoundation.org/afdo](http://www.TheWorldFireSafetyFoundation.org/afdo)

The recent presentation by two fathers from Ohio, who lost their daughters in home fires, reveals vital information that the New Zealand public and fire fighters have a right to know: [www.TheWorldFireSafetyFoundation.org/uc](http://www.TheWorldFireSafetyFoundation.org/uc)

Comander Hall, please watch these videos and discover the facts for yourself.

I note with disappointment that the NZFS is STILL failing to consistently promote photoelectric smoke alarms in the media. Mr Calvert from the New Zealand Safety Council has advised that the NZFS recently installed large posters in shopping malls around N.Z. which did not mention the word "photoelectric", [despite having produced posters](#) that did mention photoelectrics. He also advised that in the NZFS TV ads which do mention the word "photoelectric" it is virtually illegible. He further advised of a 14 page, colour glossy brochure all about smoke alarms that fails to mention anything about photoelectrics.

Please ask Mr Scott Sargentina to provide you with the evidence of every time in the media the NZFS have promoted AFAC's message about photoelectric smoke alarms, i.e. in newspaper and TV stories, where most New Zealanders get to hear about smoke alarms. What percentage of media stories, since AFAC's official position on smoke alarms of 01 June, 2006, are photoelectrics mentioned?

When asking NZ Fire Fighters, "Is there anything wrong with ionization smoke alarms?", they, because they have been misinformed (through no fault of their own), say "No". However the official [AFAC Position Statement](#) on smoke alarms (01 June, 2006) is unequivocal - it states:

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**"That all residential accommodation be fitted with photoelectric smoke alarms . . . ionization smoke alarms may not operate in time to alert occupants early enough to escape from smouldering fires."**

What part of ". . . may not operate in time to alert occupants early enough to escape from smouldering fires" does the New Zealand Fire Service fail to comprehend?

Mr Calvert states in the [New Zealand Safety Council Smoke Alarm Report](#) that after Freda Birch died in a smouldering house fire, the NZFS installed IONIZATION smoke alarms in neighbouring homes. This was *after* AFAC's official position of 01 June, 2006. Has the NZFS subsequently replaced these ionization alarms with photoelectrics? Mr Calvert advised the NZFS refutes fitting ionization alarms, despite compelling documentary proof to the contrary.

Given the failure to adequately warn of a known and proven danger to human life, should those responsible for the failure to warn the public and NZFS fire fighters be held liable in the event of injuries or deaths since AFAC's official position on smoke alarms was released, and since the NZFS agreed, in writing, to abide by it? (see link to NZFS - 'Saving Face or Saving Lives?' below).

Please read the letter from David Isaac, 'New Zealand Fire Service - Saving Face or Saving Lives'? This letter refutes the claim by the NZFS's Dr Paula Beever, where she claimed, "Smoke alarms do save lives. **All of them give people sufficient warning time to get everyone out.**" (her claim is contrary to AFAC's official position above).

Comander Hall, the Foundation will be intensifying its global campaign over the coming months (see pages 4 onwards). Whilst we are currently focusing on America, we will be bringing the exact same message to Australia and New Zealand.

This information is being provided to you in good faith in the hope that the New Zealand Fire Service begins to adequately warn the public about the life-threatening danger of ionization smoke alarms, and the safe photoelectric alternatives before more people are needlessly injured killed in house fires. When you examine the evidence you will discover for yourself that ionization smoke alarms do NOT "give people sufficient warning time to get everyone out."

"This is not about saving face; it is all about saving lives."

Thank you.

Sincerely

### **The World Fire Safety Foundation**

Adrian Butler

*Chairman, former NZFS firefighter*

23 Ocean Grove, Qld 4223

AUSTRALIA

More information:

- Ionization Smoke Alarm [Class Action lawsuit](#)
- CBS, "[Deadly Smoke Detectors](#)" exposé
- Australasian Fire Brigades [Official Position Statement](#)
- New Zealand Fire Service - [Saving Face or Saving Lives?](#)
- New Zealand [Safety Council Report](#)
- World Fire Safety Foundation [New Zealand Radio Interview](#) - May, 2009

Albany Fire Department's

# “Deadly Smoke Detectors”

Public Awareness Campaign



Albany Fire Chief, Marc McGinn with Albany City Manager, Beth Pollard

in conjunction with



# Albany Fire Department's Public Awareness Campaign - Overview



Replace YOUR "Deadly Smoke Detectors" now!  
TheWorldFireSafetyFoundation.org

Driver Side

## Signwriting

pages 5-6

Only install Photoelectric smoke alarms.  
TheWorldFireSafetyFoundation.org

Passenger Side

## Films

page 6



**WARNING!**



**An Urgent Message From Your Local Fire Chief**

**Public Awareness Campaign**  
The ionization type of smoke detector in almost every Albany home has now been proven to have dangerous defects.

PLEASE - check our website for more information or call us on:  
**(510) 528-5770**

Thank you,  
Chief Marc McGinn  
P.S. Please help us spread the word by telling all your family and friends.

[www.AlbanyPAC.org](http://www.AlbanyPAC.org)

Replace YOUR "Deadly Smoke Detectors" Now!  
[www.TheWorldFireSafetyFoundation.org](http://www.TheWorldFireSafetyFoundation.org)

Firefighter/Paramedic James Sanders

The ionization type of smoke detector has been declared to be "deadly" because whether new or old, battery or hard-wired, they may not safely activate in smoldering fires; the type of fire that commonly kills.

Replace YOUR "Deadly" Ionization Detectors Now.

**Install PHOTOELECTRIC Smoke Alarms TODAY!**

[www.AlbanyPAC.org](http://www.AlbanyPAC.org)

## Door-Hangers

page 4



## TV Advertizing

page 7

**Note:** This document contains information about the Albany Fire Department's Public Awareness Campaign to warn the public about their "[Deadly Ionization Smoke Detectors](#)" and advise them of the safe alternatives. This campaign is designed for use by any Fire Department - customizable templates will soon be available. Ideas and feedback welcome and appreciated (send last page of this document).

## A Personal Message - To All Albany Residents



Chief Marc McGinn

For thirty years the truth about ionization smoke alarms/detectors has been kept from the public and fire fighters around the world.

In 1980 the International Association of Fire Chiefs (IAFC) warned that ionization smoke alarms were not safe and that they had no other choice but to recommend photoelectric smoke alarms. They also warned that combination ionization-photoelectric smoke alarms was not the solution. The IAFC said that adding an ionization sensor to a perfectly capable photoelectric smoke alarm increased cost and introduced the unacceptable false alarm problem inherent in ionization technology. After three decades of consumers disconnecting their ionization smoke alarms, the I.A.F.C.'s [1980 'Smoke Alarm Report'](#) has been proven to be absolutely 100% correct.

Tragically, since 1980 tens of thousands of people have been needlessly maimed or killed as a result of the truth about "[deadly](#)" ionization so-called smoke alarms having been kept from the public **and our fire fighters**. After decades of campaigning, in 2006, the truth began to emerge when fire fighters in [Barre City Vermont](#) made a stand and pushed for new smoke alarm legislation.

However, advising the public that photoelectric smoke alarms are "better" has proven to be highly ineffective as most people think their existing ionization smoke alarms are fine because they go off when cooking or taking a shower, lulling consumers into a false sense of security.

The Albany Fire Department has taken a stand and tell the public the plain, simple truth:

**Replace YOUR "Deadly Smoke Detectors" Now!**

Anything less anything less is a [deadly compromise](#).

Marc McGinn  
Albany (CA) Fire Chief  
1992-present

*P.S. Please help spread the word - see the last page of this document - thank you.*

## A Message from Two Dad's who Lost their Daughters



Credit: Emilie Raguso

Dean Dennis

"I was appalled when I heard Kidde was going to be here and I was appalled when I heard Underwriters Laboratories was going to be here.

They are here for one reason - profits. They want to protect their monetary interest . . . We want to protect your kids."

*Dean Dennis at the Albany City Council Meeting to legislate for photoelectric smoke alarms. 19 July, 2010*

[More >>>](#)



Credit: Emilie Raguso

Doug Turnbull

## Public Awareness Campaign - Door Hangers (actual size)

# WARNING!



### An Urgent Message From Your Local Fire Chief

#### Public Awareness Campaign

The ionization type of smoke detector in almost every Albany home has now been proven to have dangerous defects.

PLEASE - check our website for more information or call us on:

**(510) 528-5770**

Thank you.

*Chief Marc McGinn*

P.S. Please help us spread the word by telling all your family and friends.

**[www.AlbanyPAC.org](http://www.AlbanyPAC.org)**



Firefighter/Paramedic James Sanders

The ionization type of smoke detector has been declared to be “deadly” because whether new or old, battery or hard-wired, they may not safely activate in smoldering fires; the type of fire that commonly kills.

**Replace YOUR “Deadly”  
Ionization Detectors Now.**

**Install  
PHOTOELECTRIC  
Smoke Alarms  
TODAY!**

**[www.AlbanyPAC.org](http://www.AlbanyPAC.org)**

# Public Awareness Campaign - Sign Writing



Albany Fire Department Firefighter/Paramedic, Eric Ortenblad



Albany Fire Chief Marc McGinn with Albany City Manager, Beth Pollard







Firefighter/Paramedics James Sanders & Brett Schlueter

## Public Awareness Campaign - Films



All World Fire Safety Foundation films have been designed to help the public, fire fighters and fire industry professionals gain a better understanding of fire safety in the home.

The Foundation is working with the Albany Fire Department on the customization of its films for the benefit of the citizens of Albany.

## Public Awareness Campaign - TV Advertising



Not For Profit TV is working with the the Albany Fire Department and the World Fire Safety Foundation to create a series of TV ads for the Albany Fire Department's Public Awareness Campaign. The first ads are planned to be screened in California's San Francisco Bay area by September 2010.

Businesses and members of the public will be able to sponsor the TV ads to help spread the Albany Fire Department's life-saving message.

For more information visit NFPTV [Here >>>](#)

## Public Awareness Campaign - Media

### Question: Who Said That?



Albany Fire Chief Marc McGinn

### Answer: CBS Atlanta



Jennifer Mayerle, CBS Atlanta

CBS's "Deadly Smoke Detectors" exposé is: [Here >>>](#)



**AlbanyPatch** and other Media Stories [Here >>>](#)

## Public Awareness Campaign - Spreading The Word

### PLEASE - Help Spread the Word . . .

Albany is the world's first Fire Department to make a no-compromise stand and warn the public about their "deadly" ionization 'smoke' alarms.

Please help the Foundation spread Albany's vital life-saving message by:

1. Warning all your family and friends, **and** your local fire department, and
2. Tell us your ideas for the Global Public Awareness Campaign.

Thank you - from the team at the World Fire Safety Foundation.



### E-mail Us **YOUR** Bright Ideas

Please E-mail your bright idea/s to:  
ab@thewfsf.org or click [Here >>>](#).

(Note: ALL E-mails are answered personally.)



Congratulations Captain Jay Jorgensen!  
It was his idea to use Albany Fire Department's appliances as billboards.