

SMOKE KILLS

By Camy Thumwood,
Founder of PET ALERT

Smoke inhalation is the number one cause of death in house fires!

Just like standing in the smoke from a campfire or BBQ and not being able to get away from it you would start to choke and suffer from smoke inhalation.

However, in a house fire the smoke is more toxic due to the gases released from other burning objects.

And once you start to inhale the smoke, you are not getting enough oxygen for your body to function and depending on the density and heat of the smoke, it may take 2 to 10 minutes to pass out or even die.

Fire burns oxygen, so as a fire continues to be active, more oxygen gets removed from the room. Smoke puts too much carbon monoxide into the lungs which prohibits oxygen into your body, and the carbon dioxide getting released out of your body. Usually causing you to pass out before dying and can cause brain damage. Only 15 minutes of straight smoke (0% oxygen) would kill you. In just 5-10 minutes would cause permanent brain damage in humans.

Just like humans, pets usually have less than 20 minutes depending upon the location of the house fire and how hot and fast it is burning.

Birds only have a few minutes due to their small lungs.

Dogs usually get excited, panic and hyper ventilate during a fire, so they inhale smoke faster and have usually about 10-15 minutes depending on their size.

Cats usually hide and lay low where the smoke is less, so they have the longest chance to survive, maybe about 15-20 minutes.

Other Caged pets are at the mercy of their location and the type of fire.

QUESTIONS YOU NEED TO ASK YOURSELF ABOUT YOUR PET'S SAFETY:

1. HOW LONG DOES IT TAKE FOR YOU TO GET HOME FROM WORK IN AN EMERGENCY?
2. DO YOU HAVE A FIRE ALARM THAT CALLS 911? WITH AN ATTIC HEAT SENSOR?
3. WHAT WILL "ALERT AND GIVE PROPER INFORMATION AT HAND" FOR FIREFIGHTERS ABOUT YOUR PETS?
4. DID YOU KNOW 90% ON THE TIME YOUR NEIGHBOR IS NOT HOME DURING YOUR 911 EMERGENCY TO HELP PROVIDE FIRST RESPONDERS WITH INFORMATION?
5. WHAT ACTIONS HAVE YOU TAKEN TO BE PET SAFE? DO YOU USE THE **PET ALERT E.I.S. KIT**?
6. WHO KNOWS AND HOW WILL FIRST RESPONDERS KNOW "WHO TO CONTACT TO HOUSE OR HELP YOUR PETS", IF YOU ARE UNABLE?
7. ANIMAL SHELTERS ARE OVERCROWDED AND NOT WHERE YOU WANT TO SEND YOU PET, SINCE THEY CAN EUTHANIZE YOUR PET DEPENDING ON ADOPTABILITY/HEALTH ISSUES OR PUT THEM UP FOR ADOPTION AFTER 3 TO 7 DAYS DEPENDING ON THE AREA WHERE YOU LIVE. (PLEASE NOTE CATS ARE NOT PROTECTED BY THE 3-5 DAY HOLD LAW IN SOME CITIES/STATES).
8. LEARN MORE TO KEEP YOUR HOME AND SURROUNDINGS PET SAFE ALL YEAR LONG WITH THE EASY TO USE "GUIDE TO PET SAFETY" HANDBOOK AVAILABLE FOR \$19.95.
9. PROCEEDS FROM BOOK SALES DONATES "PET OXYGEN MASKS KITS" TO FIRE DEPARTMENT THAT DO NOT HAVE THIS KITS, WHICH HELP PETS WHO SUFFER FROM SMOKE INHALATION AND CAN SAVE THEIR LIFE.

Camy Thumwood and her company Pet Alert is dedicated to pet safety and fire life safety education that focuses on safeguarding first responders, pets and animals during all types of 911 emergency situations.

www.petalert.com



WHY “PLEASE HELP MY PET” WINDOW STICKERS DO NOT WORK

On an average day, a phone call is made to an emergency rescue agency every second in the US.

Almost 50% of those emergency situations involve pets, which may need rescuing from house fires, building collapses, automobile accidents, unforeseen accidents (pet trapped or injured), and abandonment due to the pet parents’ medical emergency or death.

Pet parents must understand animals only have between 5 to 20 minutes before they suffer from smoke inhalation and die, depending on their lung size, type of animal and location in the fire, so being prepared is crucial to save a pet’s life, particularly with dogs that hyper ventilate when excited.



However the **statistics of pet’s dying in house fires have NOT change in 20 yrs.** even though there are over 100 different types of pet window stickers sold and countless “free” stickers that continue to be handed out.

Why? The reason behind this disparity is somewhat of a shocker: **Emergency personnel such as firefighters, paramedics and police officers all report that they ignore these stickers. And some even call these stickers a “hazard to emergency personnel”.**

Basically emergency personnel are faced with another **“boy who cried wolf”** situation. Too often firefighters risk their lives searching for pets that weren’t there, following the urgent request of a **“Help My Pet” sticker that was outdated or had been placed on the window by the previous tenants.**

Firefighters also cite the time element as a critical factor in the race to save lives, both human and animals and state **“In emergency situations, time is of the extremely important and having all the pet’s details, especially their name, fear factors and handicaps is very helpful”.**

What is needed to help first responders during a 911 call that involves pets?

A pet information system that can be trusted and as up-to-date and accurate as possible, which is easily accessible at the scene of the emergency, which is not stationary or attached to a window pane, and should be readable in poor visibility, such as smoke and through a firefighter's air mask, plus be able to be evacuated with the pets. The Information should include; what type of pet is in the house, auto or RV, how many, what location or room, if caged, any health issues, phone contacts and owners' name, as well as pets' names in order to protect first responders and assist in the pet's rescue.

A window sticker alone is not enough and cannot fill these needs.

Thus the Pet Alert Emergency Information System (E.I.S.) kit was born to meet their requirements.

Every pet parent must realize their pet's survival counts on them and by providing proper information with the recognized system Pet Alert E.I.S. helps increase their pet's survival and assist in their rescue, especially if their pet is trapped or unconscious in a house fire, auto accident. It will also help pets to be care for and not be abandoned, if the pet parent is hospitalized.

The Pet Alert Emergency Information System Doorknob Hanger with the Vital Information Card and pet's photos enclosed for identification, is the proven system for home emergencies; it is easily accessible, visible, has all the vital and pertinent information located inside the home, so no information is given to strangers. Plus it is portable and can be taken with the animals, if evacuation is needed.



The **Pet Alert Emergency Information System Auto Mirror Tag, RV Dashboard Placard and Pet Owner's Wallet Card** all carry the same up-to-date information to help first responders know what type of pet they are dealing with in an emergency outside the home and who they can contact to care for the animal in case of injury or death of the pet owner, which can be a great help when dealing with out-of-state visitors.

It's not that pet parents are uncaring in leaving their animals open to potential jeopardy.

Rather, most people simply do not fully appreciate how much their pets and animals depend on them as caregivers for their very existence and future.

Please remember "Fur babies are just like children" only with four legs and they depend on you.

Be Pet Alert today by using the Pet Alert EIS kit and give your pets a life-line to safety 24/7/365.

Learn how you can keep your pet home and surrounding safe all year long with the "Guide to Pet Safety" handbook written by Camy Thumwood to keep all pets safe 24/7/365.

www.petalert.com