



Fire Department

March 25, 2013

Mark Rohlfing
Chief

Gerard Washington
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MEDIA ALERT

SURVIVE ALIVE HOUSE PARTNERING WITH YELL AND TELL

- WHAT:** Yell and Tell program will be added to the Survive Alive House curriculum to teach children to identify dangerous situations and seek help quickly.
- WHO:** Chief Mark Rohlfing
Assistant Chief Michael Romas
Jean Davidson- Founder of "Yell and Tell"
Christopher Gauthier- Director of the Survive Alive House
- WHEN:** Tuesday March 26, 2013
10:45 am
- WHERE:** Survive Alive House
2059 South 20th Street
- DETAILS:** The Milwaukee Fire Department, Milwaukee Public Schools, and the Survive Alive Foundation are working with the Davidson Yell and Tell Foundation to reach Milwaukee youths and teach them what to do if they see a dangerous situation. We currently reach over 13,000 students annually at the Survive Alive House to teach kids about fire safety. After meeting with Jean Davidson, the founder of Yell and Tell and granddaughter of one of the founders of Harley Davidson Motorcycles, we felt that she had a program that was a perfect fit for our mission to educate and protect children in our community.

About Yell & Tell

The Yell and Tell program is aimed at the young child who sees something dangerous, feels afraid and doesn't know what to do. Many times this child will run away or be quiet because he/she doesn't want to get into trouble or be called a tattletale. Sometimes a child is so afraid, he/she is too scared to do anything. The Yell and Tell program teaches children how to take action and be a hero. There are seven teaching lessons to the program: Pools, Rivers/Lakes, Fire, Poison, Guns, Child Enticement, and Bullying. Each lesson covers a dangerous situation that a child might encounter.

<http://www.yellandtell.com/>

The Survive Alive House will begin to incorporate “Yell and Tell” into the curriculum as we move forward. A press conference will be held at the Survive Alive House on Tuesday March 26, 2013 at 10:45 am to discuss the new partnership between MPS, MFD, and Yell and Tell. Chief Rohfing, Jean Davidson, and MPS representatives will be there to speak to the media.

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