



Workshop Content / Key Messages

This year's *Burn Smart, Burn Clean* campaign is **phase one** of a collaboration between the Northwest Hearth, Patio & Barbecue Association and the Puget Sound Clean Air Agency focused on public education. As you participate in these events, please keep in mind that we are interested in feedback on how consumers react to the event as well as the information presented.

The following are details to help you in the presentation. While we are interested in sticking to the key messages, please also be aware of what peaks people's interest in terms of talking points and messages. There is no set format for success at this point. The best option is to consider that you are working a booth at a fair and work diligently to get people's attention...then provide us feedback. Thanks for your assistance!

Key Messages (Reflects Tips Sheet/Banner)

- Make a change to how you use your woodburning fireplace or wood stove
- Consider switching to natural gas or propane
- But if you must burn wood, do it right and save
 - Save money through reduced fuel costs
 - Save air quality by reducing chimney smoke
 - Save property by reducing chimney fire risks
- Smoke from woodburning fireplaces can be a problem in neighborhoods throughout the Puget Sound
- Wood smoke can impact you and your neighbors, especially children and others with respiratory problems.

Workshop Flow

- Zigi will have a 5-10 minute presentation developed if anyone asks, but be prepared to treat this as a fair. People will walk by and you will need to capture their attention.

Capturing people's attention

- Hi, do you have a wood burning fireplace (or a wood stove)?
- Hi, are you interested in saving?
- Interested in entering a drawing for a supply of Duraflame firelogs?
- Would you like some free information?

Workshop Content:

Link between proper burning and the environment

- Less smoke, improved air quality
- Burning incorrectly can produce excessive wood smoke
- Burning an uncertified wood stove produces excessive wood smoke
- There are options to reduce smoke and continue enjoying a fire
- Gas produces no smoke

There are cleaner burning options for enjoying a fire in a fireplace

- Firelogs produce 73 percent less smoke (Duraflame literature)
- Add a natural gas or propane log set
- Add a natural gas, propane, pellet or EPA-certified wood burning fireplace insert.

Tips on burning wood without smoke

- Smoke is unburned fuel, hazardous creosote potential and wasted energy
- Smoke can be reduced by half using good fuel and proper burn technique
- Burn hot, bright fires, never let the fire smolder; good fuel, loading strategy, etc.
- When wood burns correctly, there should be no visible smoke at chimney top

Seasoned firewood for wood stoves (Moisture meter available, and examples of seasoned firewood)

- Good firewood is essential for safe, clean, efficient wood heating
- Cutting, splitting, storing advice (outside under cover)
- Test some wood for moisture content. discussion of wood species

Maintenance of wood burning systems is essential (Backed by information from fire departments)

- Keep appliance in good shape; gaskets, glass, etc - it will be safer and work better
- Remove ashes frequently, store in metal container outdoors
- Have chimney serviced and inspected annually
- How appliance, fuel and burn techniques reduce creosote, maintenance and wear

How to update fireplace or wood stove

- Visit a hearth retailer (see list) or purchase Duraflame firelogs at Bartells