

Burn it Smart!

SAFER • EFFICIENT • HEALTHIER

Enjoy the Fire - Not the Smoke!



Canada Wide Standards (CWS)

- CCME: June 2000, the federal, provincial, and territorial governments (except Quebec) signed the CWSs for PM and ozone.
- commitment to reduction of ambient PM by 2010
- CWS for PM 2.5 is 30 ug/cubic meter (24 hour)
- Residential wood combustion: significant source of PM 2.5 & 10, and VOCs.



Joint Initial Actions for CWS

- Update of the CSA standards for wood burning appliances
- Development of a national regulation for new, cleaner burning residential wood heating appliances
- National public educational program
- An assessment of the option of a national wood stove upgrade or change-out program.



Multi-Stakeholder Effort

Burn it Smart! is a team effort:

- All levels of government: Federal, Provincial, Territorial and Municipal;
- Hearth industry;
- National partners; and
- Local ENGOs



Campaign Contributors 1999-2003

- Alberta Environment Ministry
- Atlantic Wood Energy Technicians Association
- Annapolis Valley Home Builders Association
- Association des professionnels du chauffage
- Canada Mortgage and Housing Corporation
- Canadian Centre for Pollution Prevention
- Canadian Environmental Network
- Canadian Home Builders' Association
- Canadian Lung Association
- Central Okanagan Regional Air Quality
- City of Montreal
- Clean Air Foundation
- EcoSuperior Environmental Program
- Elora Center for Environmental Excellence
- Environment Canada
- Fire Prevention Canada
- Health Canada
- Hearth, Patio and BBQ Association of Canada
- Meewasin Valley Authority
- Ministry of Environment Quebec
- Ministry of Health Quebec
- New Brunswick Lung Association
- Nova Scotia Ministry of Natural Resources
- Natural Resources Canada
- Nature-Action Québec
- The Environment Network
- Western Hearth Products Association
- Wood Energy Technicians of British Columbia
- Wood Energy Technology Transfer (WETT)
- Wood Heat Organization
- Yukon Conservation Society
- Yukon Development Corporation



Grassroots Campaign



National in 2002-2003

**300+ free public workshops in
200+ communities**

(total national attendance ~5800)



Some special sessions for:

- fire safety professionals
- municipal inspectors
- insurance inspectors
- chimney sweeps



Some Local Host's Activities include:



- radio, cable PSAs & interviews
- mall & window displays
- essay and colouring contests
- media events
- draws and door prizes
- offering home inspections
- offering energy audits
- change-out programs



Workshop Objectives

- Introduce and review options in wood heating
- Improve safety
- Get more heat from your appliance
- Introduce new technology EPA appliances
- Raise awareness of the smoke - health link
- Reduce emissions
- Answer “burning” questions



2½ + Hour Workshop: Common Presentation Developed

Introduction
Heating with Wood
Firewood
Health & Environmental Impacts

break

Planning a Wood Heat System
Safety
Review & Wrap-up
Fill-in Surveys



Logistics

Workshop delivered by multi-expert panel

Examples of experts:

Safety

Fire department staff
Fire prevention officers
Fire marshal staff

Health

Local lung
association staff
Local health
department staff

WETT certified

Chimney sweep
Hearth retailer
Hearth distributor
Home inspector
Insurance agent

Environment

NGO themselves
Environment Canada staff
Provincial environment
ministry staff




Example presentation pages:

Advanced EPA Stoves

Steel Stove




Cast Iron Stove



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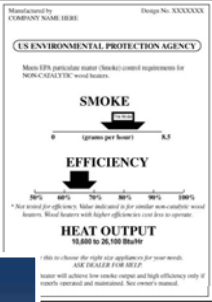
A cord of wood is 4' x 4' x 8'



- Pictured here are three 16" face cords or one full cord
- Firewood length and diameter should be matched to the stove
- Store wood outside under cover

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EPA label




← lower number better

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Wood smoke is ...

- unburned fuel / wasted energy
- what leads to dangerous creosote in chimneys
- unhealthy air pollution (more than 100 substances)...

PM₁₀ acrolein formaldehyde dioxins
 polycyclic aromatic hydrocarbons
 carcinogens carbon monoxide benzene
 benzo(a)pyrene



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Detection Devices Save Lives!

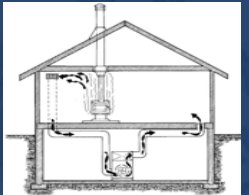
- Install a smoke alarm and CO detector (as required by the National Fire Code of Canada)
- Keep a fire extinguisher nearby


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Location, Location, Location.



- Locate stoves in the main living area
- Install the chimney inside, not up an outside wall
- Open floor plans are good for heat distribution
- Where possible, turn on the furnace fan to distribute heat

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Materials - information sheets

Burn it Smart!
 www.burnitsmart.org
 1 866 838-5661 (toll free)

– and Healthy

Health Fact sheet

Understanding Health and Heating with Wood

Many Canadians use wood to heat their homes or to simply enjoy a wood fire, but burning wood can also release pollutants into the air that can be inhaled. When poor burning techniques are used, wood smoke contains harmful pollutants that can trigger coughs, headaches and eye and



Wood Energy Technology Transfer Inc.

What Is WETT Inc.?

Wood Energy Technology Transfer Inc. (WETT Inc.) is a non-profit training and educational association. Through professional training and

Who Are WETT-Trained Professionals?

To become a WETT-trained professional requires the completion of one of WETT Inc.'s educational streams. Training consists of a minimum of four days of formal training followed by written examinations. Before WETT certificates are issued, a minimum of 80 weeks of related field experience must be declared. Some types of certified professionals include wood-burning appliance installers and inspectors, hearth retail repre-

WETT Fact sheet

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– and Safely

The Safety Implications of Inefficient Wood Heat

Every year thousands of Canadians safely heat their homes with wood. Unfortunately, some homes are lost to fires caused by poor operation and maintenance of home heating equipment.

- Never burn driftwood, particleboard, plywood or any other painted or treated wood. These release toxic chemicals when burned and can contribute to creosote buildup.

Safety Fact sheet

Burn it Smart! www.burnitsmart.org

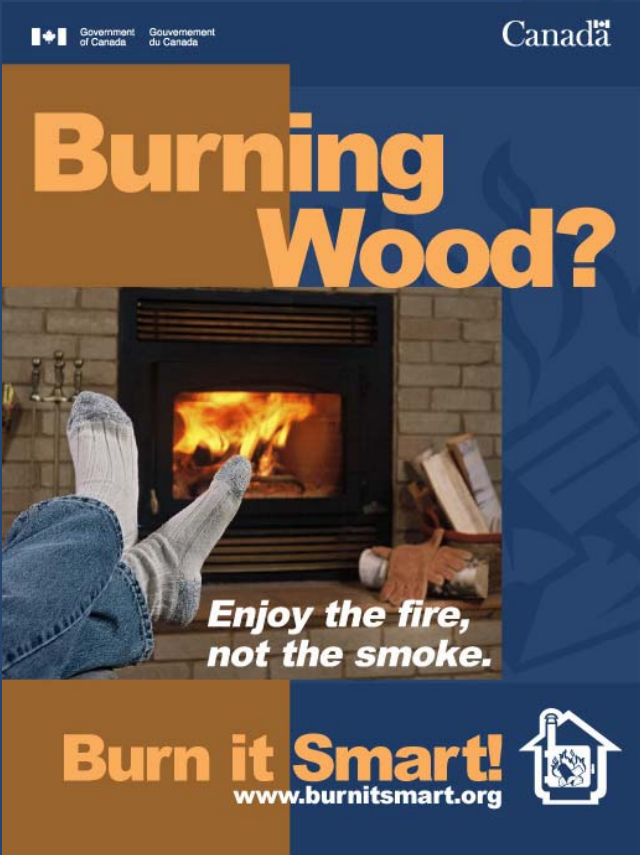
Enjoy the benefits of your wood fire in comfort by taking a few simple steps. Which of these steps will you start with?

- ... Burn dry, well-seasoned wood that has been split properly. Green wood is a major culprit in the creation of creosote.
- ... Store wood outdoors, covered. Bringing in the amount of wood needed for only a day reduces the chance of allergy-causing mould spores circulating indoors.
- ... Regularly remove ashes from the fire place. Store them outside in a metal container in a safe area away from the house to avoid creating a fire hazard.
- ... Ensure that flammable household items like drapes, furniture, newspaper and magazines are not too close to the fire.

Simple tips to start with



Materials continued ...



Poster



Brochure



Static window

decal

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Materials continued ...

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Chauffage au bois: Soyons responsables!

Canada

www.chauffageaubeis.org

Enjoy the fire, not the smoke / **Profitez de la chaleur, non de la fumée**

Think Safety FIRST

Where there's smoke, there's pollution

Go to the PROFESSIONALS

A Hot New STOVE

EPA Certified (U.S. Environmental Protection Agency) Up to 90% less smoke and 1/3 less wood

What to Burn?

Burn Only:

- Clean, dry wood
- Properly seasoned, split wood

Never Burn:

- Wet or green wood
- Household garbage including plastic or cardboard
- Painted, stained wood or pressure-treated wood
- Particleboard or plywood
- Glossy magazines

Quoi brûler?

Utiliser seulement

- Du bois propre et sec
- Du bois bien fend et bien sec

Ne jamais utiliser

- Du bois humide ou vert
- Des ordures ménagères comme le plastique ou le carton
- Du bois peint, traité ou traité sous pression
- De l'aggloméré ou du contreplaqué
- Des magazines en papier glacé

Detection Devices Save Lives / **Les détecteurs sauvent des vies**

Certifiés par l'EPA (U.S. Environmental Protection Agency / Agence des États-Unis)
Réduction de fumée jusqu'à 90% puis 1/3 de moins consommation de bois

Un poêle tout chaud, tout neuf

Les professionnels sont la voie à suivre

Pensez à la sécurité d'abord

Fumée est synonyme de pollution

www.burnitsmart.org

www.chauffageaubeis.org

Government of Canada / Gouvernement du Canada

Canada

Display for exhibitions

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Core Electronic Presentation



Wood Stove Demonstration Trailer

The “Burn” Trailer showcases EPA approved technologies



while comparing smoke from the stacks of both old and new technologies



Please! Don't Burn...

- Garbage
- Plastic
- Styrofoam
- Paper/cardboard
- Painted Wood
- Newly cut wood, wet wood
- Wood taken from salt water
- Pressure treated wood, particle board, plywood



Resource Centres...



Enjoy the fire, not the smoke  **Burn it Smart**

- HOW TO BURN SMARTER
- WHAT THE EXPERTS SAY
- HIGH EFFICIENCY PRODUCTS
- HEALTH, SAFETY & ENVIRONMENT
- WOOD HEATING COMMUNITIES
- CAMPAIGN CONTRIBUTORS
- CAMPAIGN MATERIALS
- BURN IT SMART BACKGROUND

www.burnitsmart.org
www.chauffageaubeis.org

Technical Help Line
1-866-838-5661



Benefits to Continuing in 2003-04

- Additional air toxics reductions
- Improved safety and health
- NRCan waiver for communities to use “Burn it Smart” on their own
- Build on momentum - many communities are willing to partner to increase workshop attendance and widen messaging
- Increased engagement with First Nations



Challenges to Continuing in 2003-04

- Lack of resources to maximize campaign potential
 - workshop cost (\$)
 - marketing & advertising (\$\$)
 - Seminar aids, TV show (\$\$\$)
 - pilot of ongoing change-out program (\$\$\$\$)
- Limited workshop success without proper marketing
- Consumers respond to monetary incentives
- Without change-outs - limited emission reductions



Plans for 2003-04

- NRCan and WETT toll free line.
- WETT-BC June session (mainland BC)
- EC-On, HPBAC and WETT working toward a FN workshop series
- EC-QC, bringing the BitS display to home shows and environment shows.
- EC-QC and HC web site development including some BitS information
- EC-ON pilot project.

