



**American
Red Cross**



PRESS RELEASE

For Immediate Release

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National Nonprofit Partners with American Red Cross to Launch Carbon Monoxide Detector Installation and Education Campaign for Southeast Louisiana

New Orleans, Louisiana, April 5, 2023: A new local campaign to help reduce the number of carbon monoxide deaths and illnesses after extended power outages was launched today at the National Hurricane Conference. The [Institute for Diversity and Inclusion in Emergency Management \(I-DIEM\)](#), a nonprofit promoting equity in disasters, and the Southeast Louisiana chapter of the American Red Cross announced the campaign which will provide free carbon monoxide detectors as part of the local American Red Cross fire detector installation program. “Our organization focuses on ways to improve disaster response and recovery for underserved and marginalized communities and this campaign addresses the alarming rise in carbon monoxide deaths and illnesses after major hurricane events in Southern Louisiana over the last few years,” said I-DIEM CEO and Founder Chauncia Willis. “Although Spanish speaking residents make up approximately 6% of the population in New Orleans, they accounted for 75% of those exposed to carbon monoxide after Hurricane Ida in 2021, and 50% of the deaths,” said Willis.

During the 2022 Legislative Session, the Louisiana State Fire Marshal’s Office collaborated with State Rep. Stephanie Hilferty (R-Metairie) to develop and pass what is now [Act 458](#), which states that any house sold or leased after Jan. 1, 2023, will need to have at least one carbon monoxide alarm in the home. It’s important for residents in Louisiana to prepare for future storms and potential long term power outages, said Gregory Doolittle, Senior Disaster Program Manager with the Southeast Louisiana chapter of the American Red Cross. “To prevent carbon monoxide exposure, it’s important to have carbon monoxide detectors for anyone using generators during a post storm environment.”

For the kickoff of this campaign, more than 300 detectors were provided through a \$10,000 donation by the disaster consulting firm, [Tidal Basin Group](#), which provides disaster planning, response and recovery services to communities around the country. “We frequently support opportunities to give back to these communities through our corporate giving programs,” said Don T. Forse, Jr., Regional Vice President, Tidal Basin Group. “This donation will help this program get started by providing 312 initial detectors.”

Residents in Southeast Louisiana who request a smoke alarm from the Red Cross **Sound the Alarm** campaign will also be offered a carbon monoxide detector while supplies remain in stock. The Red Cross and I-DIEM are hoping to identify additional funding opportunities to provide a steady supply of carbon monoxide detectors for the residents of Southeast Louisiana.

About the Institute for Diversity and Inclusion in Emergency Management

The Institute for Diversity and Inclusion in Emergency Management is a 501(c)3, global non-profit organization established to facilitate change by integrating equity into all aspects of emergency management. Our focus is on humanity, and our vision support the empowerment of marginalized communities within all phases of the disaster management cycle.