Vision 20/20
National Strategies for Fire Loss Prevention

Model Performance in Fire Prevention Symposium

Sheraton Baltimore North • Towson, Maryland
March 26-28, 2014

Philip Schaenman, President
TriData Division, System Planning Corporation
Arlington, VA

Vision 20/20
National Strategies for Fire Loss Prevention

AFG Vision 20/20 tested Community Risk Reduction concept in 9 fire departments

- **Washington State Association of Fire Marshals (FY 2008)**
  - Portland, OR
  - Vancouver, WA
  - Dallas, TX
  - Wilmington, NC
  - Tucson, AZ

- **Institution of Fire Engineers (FY 2009)**
  - Madison, WI
  - Lexington, KY
  - Philadelphia, PA
  - Amherst, MA +
    - Niceville, FL
    - Northampton, MA
    - Huntington, WV
    - Williamsburg, KY

Home Visit Programs in U.S.

- **Institution of Fire Engineers (FY 2010)**
  - Alexandria, VA
  - Cleveland, OH
  - Palm Beach County, FL
  - Rosemount, MN
  - Washington, DC

- **WASFM (FY 2011)**
  - Bellevue, WA
  - Chelan 5, WA
  - Lake Stevens, WA
  - Redmond, WA
  - Snohomish, WA

Homes Visited

Vision 20/20
National Strategies for Fire Loss Prevention

	FY 2008	FY 2009	FY 2010	FY 2011	Grand Total
Number visited/ entered	3,867 / 2,688	11,204 / 6,540	3,199 / 2,498	839 / 665	**19,109 / 12,391**
% homes with risk factor	69%	63%	76%	69%	**67%**

Elderly (over 65), very young (under 5), smokers, people with disabiities.

Situation Found

Vision 20/20
National Strategies for Fire Loss Prevention

	FY 2008	FY 2009	FY 2010	FY 2011	Grand Total
% homes with no working smoke alarm	51%	29%	41%	22%	**36%**
% alarms not working	35%	24%	31%	19%	**27%**

Actions Taken

Vision 20/20
National Strategies for Fire Loss Prevention

	FY 2008	FY 2009	FY 2010	FY 2011	Grand Total
Smoke alarms installed	7,606	14,440	6,054	2,511	**30,611**
Smoke alarms installed per home (	2.8	2.2	2.4	3.8	**2.5**

Results After the Visits

	FY 2008	FY 2009	FY 2010	FY 2011	Grand Total
% homes with working smoke alarms	98%	92%	100%	100%	**95%**
Working alarms per home	3.9	3.6	3.9	5.1	**3.8**
% homes meeting code for alarms	94%	83%	92%	97%*	**87%**

* Excludes Snohomish

End Results of Home Visits

- **Visited homes much safer; have alarms**

- **Households highly appreciative**

- **Good PR for fire department – seen as reaching out, increasing productivity**

- **Firefighters generally more enthusiastic about prevention post-visits**

- **More ties to community organizations**

Factors for Success

- **Champion (often the fire marshal)**

- **Chief personally involved**

- **Program well-advertised in target areas**

- **Firefighters willing to try**

- **Good identification of high-risk homes**

- **Use of community "advocates"**

Problems

- **Some firefighters/locals resisted**

- **Only a small percentage of high risk homes reached**

- **Not enough time to evaluate impacts**

- **Over-installations: homes with 10-15 alarms**
  (vs. do one or two, mandate the rest)

- **Private alarm systems not tested**

Questions?

Contact Philip Schaenman at:
pschaenman@sysplan.com
or **(703) 351-8302**

Philip Schaenman is president and founder of System Planning Corporation's TriData division, which specializes in fire protection studies for government and industry. He previously was Associate Administrator of the United States Fire Administration, where he was responsible for the National Fire Data Center and fire protection technology (1976-1981). Mr. Schaenman is an electrical engineer by training, with a Masters degree from Stanford and a Professional Degree in Electrical Engineering from Columbia University.

Mr. Schaenman has undertaken a wide range of research on fire prevention. He is the author or co-author of many reports and papers on fire prevention issues, including *Proving Public Fire Education Works, Overcoming Barriers to Public Fire Education* and *Reaching the Hard-to-Reach.* Mr. Schaenman was the principal researcher on a series of TriData reports entitled *International Concepts in Fire Protection*, where he visited cities around the world to understand why U.S. cities have much higher fire incidence, fire fatality rates, and dollar losses than other cities, yet have much larger fire departments and expenditures per capita. In 2009 he completed a second series of reports in partnership with the U.S. Centers for Disease Control and Prevention entitled *Global Concepts in Residential Fire Safety* where he visited departments in England, Scotland, Sweden, Norway, Australia, New Zealand, Japan, Canada, Puerto Rico, Mexico, and Dominican Republic researching their best practices for reducing residential fire injuries.

His study on *Reaching the Hard-to-Reach* provides examples of programs across the United States and Canada that identified successful ways to reach those segments of the population that are hard to reach. Mr. Schaenman is on the steering committee of Vision 20/20 since its inception, and has contributed to many of its community risk reduction projects.