



Barriers to Maintaining Working Smoke Alarms

The Multi-Family Housing Fire Reduction Program

Presented by:

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Goal

- To reduce fire & life safety issues in multi-family/apartment communities

Decade of Fire History



Headlines

Fire kills three children, leaves families homeless

Investigators say one of the youths started the blaze with a lighter

By TOM MORLAN
Of The Spokesman

Three young children perished in a three-story fire that engulfed a building at the Autumn Park apartments on Thursday evening.

Killed were Larry Patete, 5, Christopher Patete, 3, and Ashley Patete, 4 months. Investigators said

and Patete woke up to a room full of smoke.

Washburn said Patete ran out of the house and left a sliding glass door open behind him. Minutes later, Patete and his neighbors tried to rescue the children, but intense heat and smoke prevented anyone from getting inside the building.

Patete said investigators he didn't hear a smoke detector go off. Washburn said detectors were wired into the building's electrical system, but they might have failed when flames melted the wires.

Prival, among the first to arrive

at the scene, said Patete seemed to be paralyzed as the fire spread throughout the four-unit building.

"There was a five-minute period when he could have done something," Prival said. "It looked like he'd just woke up."

Shortly after Prival arrived, he and Patete went around to the back of the first-floor apartment to see if they could get to the children. Prival said he saw Ashley lying motionless in the living room.

"There was so much flame that

See TRAGEDY on Page 14



Prival examines the bedroom where the bodies of Larry Patete, 5, and Christopher Patete, 3, were found. (The Spokesman-Review photo by Tom Morlan)

Aloha fire likely arson

Faulty alarms and a burst hydrant hamper efforts to fight the blaze that kills 8

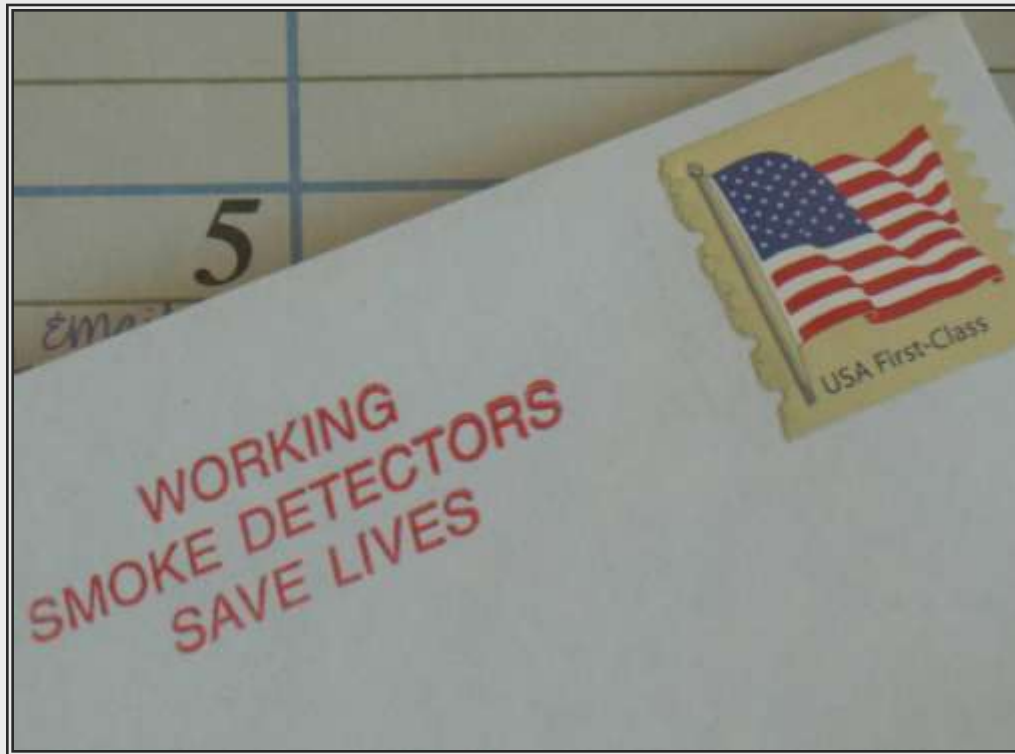


The Turning Point

- 3-Alarm/ Bonita Villa apartments (2000)
- Fatal fire with 100 residents displaced
- Evaluated the smoke alarms
- 64% of the homes had non-working smoke alarms
- One month later...over 50% were disabled

The Question

- Was it our Message or the Messenger?



The Research

- Secured a grant
- Campbell & DeLong Resources, Inc.
 - Demographic study
 - Focus groups on the smoke alarm
 - Two communities with fatal fires
 - Beaverton Welcoming Center
- The Maris Agency, Inc.
 - Key messages
 - Public Awareness Campaign
 - Educational pieces

The Key Messages

- Language & cultural barriers must be addressed:
 - Not familiar with the smoke alarm (especially if new to the US)
 - A family- and community-driven culture
- Provide the “Why” to all targeted groups
- Illiteracy

The Messenger

- A new partner - the landlord, manager and/or owner
- Hold trainings
- Conduct annual inspections
- Explain the educational tools

Educational Tools

- Pictorials
 - Two-sided, Bilingual



Educational Tools



Educational Tools

- Smoke alarm display panel



Usted es responsable de que su alarma funcione.
A working smoke alarm is your responsibility.

REMEMBER: It takes only a few minutes to install a smoke alarm, but it'll save lives.
SLEEP SAFE: Smoke alarms are made to wake you and your family in the night when ever the danger happens.

BE RESPONSIBLE: It's always in your best interests to make sure you have a working smoke alarm.
STAY OFFERED SLEEP: All of your
DON'T SLEEP SILENT: Many people think the sound of the fire will wake them, but it'll be much later — and the fire.

TESTING: Test your smoke alarm every month, and change the batteries every 6 months.
BEWARE: If you smoke, don't turn off the alarm accidentally, don't take the battery out. The fire smoke may or open a window.

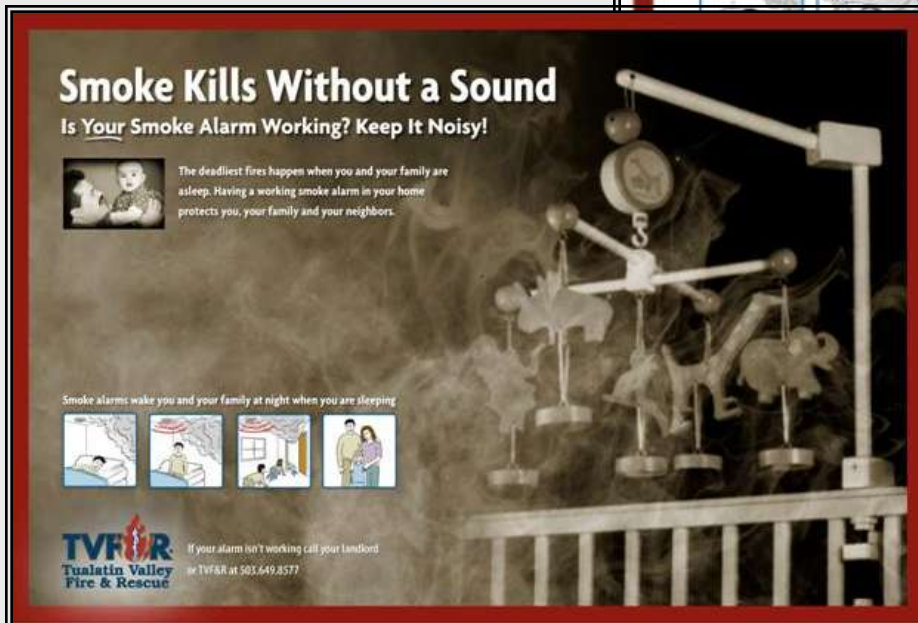
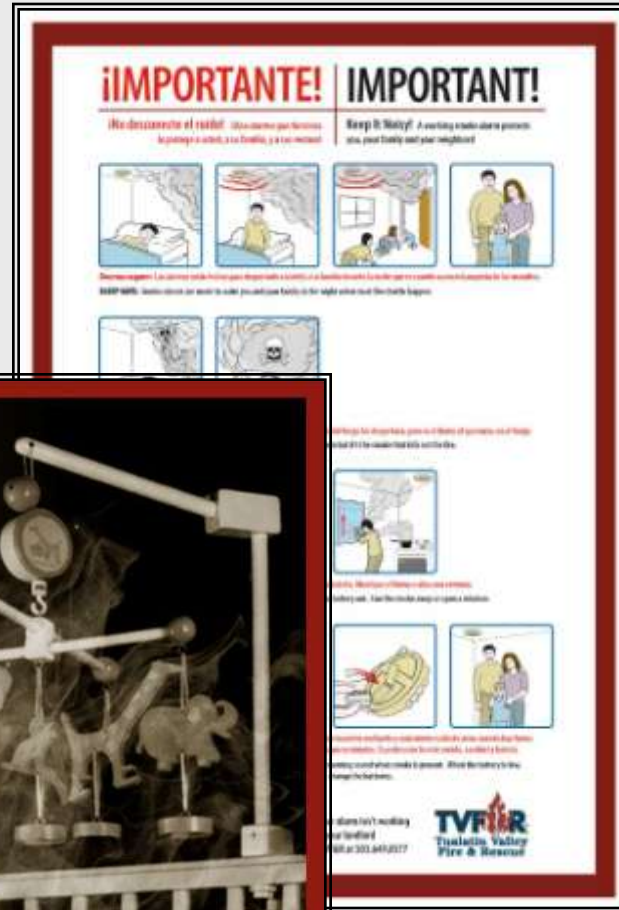
REPLACE BATTERIES: Batteries are often sold separately, and you'll need to change them every 6 months.
TESTING: If you smoke, don't turn off the alarm accidentally, don't take the battery out. The fire smoke may or open a window.

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BEWARE: If you smoke, don't turn off the alarm accidentally, don't take the battery out. The fire smoke may or open a window.

No desconecte el ruido!
Keep It Noisy!

Educational Tools

- Posters
- Magnets



Educational Tools



(Outside)

La mayoría de las fatalidades causados por de incendios ocurren cuando usted está durmiendo

¿Funciona su alarma?

Las alarmas para detectar el humo fueron hechas con el propósito de despertarlo a usted y a su familia durante la noche que es cuando ocurren la mayoría de las fatalidades causadas por incendios.

Most fire deaths happen when you're sleeping

Is your smoke alarm working?

Smoke alarms are made to wake you and your family in the night when most fire deaths happen.

¡No desconecte el ruido!
Lo protege a usted, a su familia y a sus vecinos

Keep it noisy!
For you and your family

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Educational Tools

- Bus
- Radio



Program Evaluation

- Are we reaching the audience?
- Are the messages resonating?
- Are we helping to create behavioral changes – are attendees taking action?
- Baselines & Trends
 - Long-term

Program to Date

- 18 workshops
- 46,000 residents
- 19,000 units

Program to Date

- Communities in attendance
 - 70% have not experienced a fire
 - 30% have had a fire
- Fire Significance
 - Occurred less than 2% of the time in those communities that have been trained

Our Goal

- To spread this research & concept to other fire departments
 - This is do-able regardless of the size of your organization

In their own words...

