



FIRE 20/20 Partnering For Prevention™

Online Training

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I. Program/Project Overview:

- **Problem:** The country's changing demographics present increased safety risks to firefighters and the multicultural and high-risk communities they serve.
- **Solution:** *Partnering For Prevention™* is a framework of strategies and tactics to connect emergency responders with their multicultural and high-risk communities to develop, implement and evaluate prevention programs.
- **FIRE 20/20 Mission:** **First responders learn how to engage their multicultural and high-risk communities as partners to develop, implement and measure prevention programs.**
 - **Increase cultural understanding**
 - **Apply culturally relevant marketing strategies**
 - **Build positive, proactive relationships**

II. Formative Evaluation - Planning

- 2010 U.S. Census
- NFPA
- 2007 FIRE 20/20 Multicultural Safety & Health Research Program (MSHRP)
- 2010 *Partnering For Prevention* online survey

III. Process Evaluation - Implementation

- SME's review content during development
- Pilot test with demonstration department

IV. Impact Evaluation – Short Term Results

- Admin system will track learners (who, how many, time online)
- Online evaluation will measure feasibility, appropriateness, acceptability and applicability and identifies qualitative feedback for continuous improvement
- Pre and post-tests will measure knowledge gains and attitude changes
- Six-month follow-up to identify how many departments are applying strategies/tactics

V. Outcome Evaluation – Long Term Results

- *Partnering For Prevention* Report Card one and two-year follow-up.
- Department / community partnerships to develop/update, implement and evaluate risk-reduction programs
 - # of new relationships/partnerships
 - # of ongoing relationships/partnerships
 - # of new and ongoing prevention programs as a result of the *Partnering For Prevention* Online Training
 - Reduction of emergency calls
 - Reduction of life and property loss

Recommendations for others:

- Mindset: prevention is as mission critical as emergency response
- Labor and Management on same page
- Map multicultural and high-risk communities
- Leader to leader meetings
- Partnerships are win-win
- 2-way cultural understanding
- Prevention happens at station level

Outcomes for Renton, WA ‘Heart Month’ applying the *Partnering For Prevention* strategies and tactics:

- 12 multicultural and high-risk communities identified
- 12 Leader-to-Leader meetings w/ chief
- 11 community focus groups
- 3 FD focus groups to get rank and file on board
- 6 community partnerships formed (Sikh, Latino, Ukrainian, Vietnamese, seniors and homeless) set-up locations and provided free marketing and translation
- Partnership w/ Valley Med for follow-up

