



Report

IFE Vision 20/20 sponsored the first Model Performance in Fire Prevention Symposium June 28-29, 2010 at the Sheraton Baltimore North Hotel in Towson, MD. 157 fire prevention personnel from across the nation attended. The purpose of the symposium was to showcase successful programs that have demonstrated evidence of meeting model performance measures. 18 presentations were selected through a juried process that asked for 1) project overview, 2) evidence of formative evaluation, 3) program description, 4) program impact, 5) program outcome, and 6) conclusions. Each presenter prepared a 2-page summary of these major aspects of their program for inclusion in the meeting packet. This allowed us to include more presentations within the 2-day period. Each presentation was limited in time and asked to focus on outcomes and recommendations for further implementation. An additional 6 programs, not selected for presentation, were invited to display materials in the exhibit area. Supplemental materials and guidelines that could be used to implement similar programs in other jurisdictions were posted at the Vision 20/20 website.

To ensure that information from the symposium reached the largest audience possible representatives from each state were invited. 42 attended with a commitment to distribute materials and information within their states to other fire prevention personnel. An on-line reporting system was set up to collect feedback before the close of performance. As of the November deadline, 21 state representatives had reported the following:

3,869 fire departments had been or would be reached by December 6, 2010 with information and access to materials from the symposium. 18 state representatives stated that they had plans to reach every department within their state. The methods used were state and regional conferences, newsletters, links to websites, and regularly scheduled meetings with prevention personnel.

Programs that were perceived to be of most benefit to those in their jurisdictions were quite varied. Those mentioned most often focused on 1) smoke alarm installation and home visits, 2) implementation of model performance measures, 3) reaching high-risk audiences, and 4) the education exchange clearing house.

After time to reflect on the benefits of the symposium, participants offered the following:

- I personally felt the symposium was put together very well. The opportunity to be a part of this and to network with colleagues from around the country was invaluable. I also felt the presence of representatives from some of the organizations added a great deal of credibility.
- A roundtable with the representatives from the top organizations would be recommended for the next one.
- More details on implementation, i.e., Step-By-Step Guides, Lessons Learned, Educational materials used to get all fire service participants trained and on the “same-page/same-voice”, etc. while conducting the fire & life safety programs.
- With many fire departments and districts facing increasing budget cuts, the prevention and education divisions seem to be the first impacted by those cuts. Funding and resources have been frozen or reduced but the expectation of service remains the same. The Vision 20/20 program has been a great resource for providing information on existing fire and life safety education programs so prevention and education bureaus/divisions can find potential programs that meet their existing staffing and budget circumstances.
- I would like to spend more time on how to go through the planning and evaluation process. It would be good to do some case studies. I would also like more tools on how to teach educators to go through the process correctly.
- I have a vision of a state wide program that recognizes departments that can prove they are doing the extra work to reach measurable results. I would like to either set specific benchmarks to be reached or have them identify the results they want and provide recognition and reward for reaching those specific targets in what every manner they choose. The state would assist with the framework and give ideas for the programs that have been successful elsewhere but we would focus on training good educators rather than be so program driven.
- Overall a great symposium, the concentration on how to do this is key.
- There appeared to be a small amount of programs that were not clearly vetted on the information they provided. I can speak to only one program from Michigan, that didn't seem to do all that it stated.
- I feel the biggest challenge at this point is still the need to get chief officers to realize the importance and impacts of successful fire prevention programs. Many give it lip service, but still look towards fire prevention and public education as the first place to make budget cuts. I sincerely hope that the sub-committee that is working on this specific initiative can make some real progress. I also have come to realize that it is quite difficult to get feedback from other fire prevention officers at other agencies and fire departments. This is likely because they, just like me, are understaffed for handling their daily tasks, which is a sad reality for most fire prevention offices. One other note, it seems that because Colorado does not have a State Fire Marshal, it is more difficult to spread information and seek out more consistency amongst fire departments in this state.

- Continue to carry the vision. Develop a written tool kit from a national stand point to show how each state should develop programs, market programs, deliver to agencies for consistency. Provide a curriculum. Reinforce the things that are already out there, like NFPA 1035.
- Less speakers. Would like to have more time for the selected speakers.
- Great job.
- Please continue to share information about what is happening with Vision 20/20. We need to keep Vision 20/20 and the initiatives in the front of people so they are not forgotten.
- Excellent program.
- A very worthwhile program and is bringing positive change

Although the period of time between the symposium and time to report back was short, we did collect the following feedback from those reached by state representatives:

- The feedback has been positive; however while many believe it's a step in the right direction and certainly needed there is a little skepticism on the success this will have due to the economy. In Florida, many fire prevention divisions have been hit hard with reduction or in some cases being dissolved completely. With scaled-back divisions, it's hard to find time for many to conduct fire safety nor do they have the budgets to conduct programs. They hope with national focus fire prevention/safety will become more supported at the levels above them.
- They are looking for specific information (step-by-step guides) on how to set up and operate the different programs based on their proven success. Don't want to re-invent the wheel and want to have a universal / consistent message.
- Several of the representative fire departments/districts stated they had visited the USFA Exchange website and felt it was helpful in locating programs they could potentially implement in their jurisdictions.
- While the program from Tualatin has not been of strong interest from the fire departments, they have benefited from the process. Many are interested in improving their programs and using a better system but want an "easier way to plan and evaluate".
- Good feedback has been provided to our PEO.
- Positive comments on increasing focus on performance measures to validate programs and to monitor their impact. One respondent cited disappointment with the lack of attention given to Wildland Fire Prevention and Mitigation.
- Oregon Fire Departments are receptive to our prevention efforts and Vision 20/20's goals and strategies. We must continue to strive to make prevention a number one priority in training and culture change of fire departments.
- Feedback has been positive. People are excited that prevention is being given serious thought and credit on the national level.
- Excellent materials that will be used as resources through the web site.
- Great remarks that we are promoting a State Wide effort.

Agenda

<i>Sunday June 27</i>		
4:00 – 8:00 pm	Registration	Warfields
7:30- 9:00 pm	Networking Social (cash bar, light refreshments)	

<i>Monday June 28</i>		
7:00 – 8:30 am	Registration	S. Fitzgerald Ballroom A and Foyer
7:30 – 8:30 am	Continental Breakfast	
8:30 – noon	Welcome Model Performance Measures Session I – Model Programs <ul style="list-style-type: none"> • Cares Safety Center: Driving Home Safety • Youth Firesetting Reduction Program USFA – The Exchange for Fire Safety Educators	S. Fitzgerald Ballroom B and C
Noon – 1:15 pm	Luncheon Presentation of Vision 20/20 Strategies for Fire Loss Prevention	S. Fitzgerald Ballroom A
1:15 – 5:00 pm	Session II – Model Programs <ul style="list-style-type: none"> • Barriers to Maintaining Working Smoke Alarms • Online Statewide Fire Reporting System 	S Fitzgerald Ballroom B and C

	<ul style="list-style-type: none"> • Illinois Risk Watch – A Glenwood Perspective 	
	Break	
	Session III – Model Programs	
	<ul style="list-style-type: none"> • Smoke Alarm Community Partner Project • Making Residential Sprinklers Work • Reading with Sparkles 	
6:00 – 9:00 pm	Exhibits and Reception	S Fitzgerald A and Foyers

<i>Tuesday June 29</i>		
7:30 – 8:30 am	Continental Breakfast	S Fitzgerald A
8:00 – 8:30 am	State Representative Meeting	S Fitzgerald B and C
8:30 – 11:45 am	Session IV – Model Programs	
	<ul style="list-style-type: none"> • Developing A Comprehensive Prevention Program • A Solution for Unattended Cooking fires • Seniors at Risk: Creating a Culture of Fire Safety 	
	Break	
	Session V – Model Programs	
	<ul style="list-style-type: none"> • South Carolina – Making Changes Through Education • SAFE Oklahoma: Targeting High Fire Death Risk Communities 	

11:45 am – 1:00 pm	Exhibits and Lunch Buffet	Ballroom Foyers and Warfields
1:00 – 5:00 pm	<p>Session VI – Model Programs</p> <ul style="list-style-type: none"> • California Statewide Residential Sprinkler Adoption • Start Safe Hagerstown – A Program for Families of Preschoolers • Michigan – CDC SAIFE Program <p>Break</p> <p>Session VII – Model Programs</p> <ul style="list-style-type: none"> • Reaching Children in Rural Alaska - Raven Island • Partners in Prevention – IFSA and Chicago Times <p>Advocating for Fire Prevention</p> <p>Closing Remarks</p>	S Fitzgerald B and C

Presentations

General Sessions

Cares Safety Center: Driving Home Safety

Kira McGroarty, MPH
 Project Director, CARES Safety Center, Center for Injury Research and Policy, Johns Hopkins Bloomberg School of Public Health

Youth Firesetting Reduction Program	Don Porth Public Education Office, Portland Fire and Rescue
Barriers to Maintaining Working Smoke Alarms	Joanne Hatch Public Education Chief Officer, Tualatin Valley Fire and Rescue
Online Statewide Reporting System	John Nisja Minnesota State Fire Marshal Division
Illinois Risk Watch – A Glenwood Perspective	Terry Campbell Glenwood Fire Department
Smoke Alarm Community Partner Project	Cindy Gedraitis College Station Fire Department
Making Residential Sprinklers Work	Dennis Gentzel Chief Fire Protection Engineer, MD State Fire Marshal's Office
Reading with Sparkles	Dayna Hilton Johnson County, RFD#1
Developing a Comprehensive Prevention Program	Connie Forster/Becky Booker Spring Lake Park/Blaine/Mounds View Fire Department
A Solution for Unattended Cooking Fires	Jim Winston Youngstown Metropolitan Housing Authority
Seniors at Risk: Creating a Culture of Fire Safety	Mike Love Montgomery County Fire Department, Retired
South Carolina – Making Changes Through Education	Sondra Senn/John Reich SC State Fire Marshal's Office
SAFE Oklahoma –Targeting High Fire Death Risk Communities	Nancy Trench Assistant Director, Fire Protection Publications, OSU
CA Statewide Residential Sprinkler Adoption	Tonya Hoover Acting State Fire Marshal, CAL FIRE-OSFM
Start Safe Hagerstown – A Program	Mike Weller

for Families of Preschoolers

Fire Prevention Officer, Hagerstown Fire Department

Michigan – CDC SAIFE Program

Roberta Davis
The Children’s Hospital of Michigan

Reaching Children in Rural Alaska - Raven Island

Mahlon Greene
Public Education Coordinator
Alaska Division of Fire and Life Safety

Partners in Prevention – IFSA & Chicago Times

Dottie Ahbe
Education Director
Illinois Fire Safety Alliance

Exhibit Area

2009 Richmond Annual Report

David Creasy
Fire Marshal, Richmond Fire Department

Dusty the Dragon

Kent Landsberg
Fire Educator, Mobile Fire Rescue Department

Campus Firesafety Education – To Hell & Back

Kevin Ply
Fire Chief, Purdue University Fire Department

Plano Historic Preservation a Public/Private Partnership

David Kerr
Assistant Chief, Fire Marshal, Plano Fire Department

Fire Is...(Education for children grades 3-6 in Spanish)

Franklyn Field
Chairman, NJ Division of Fire Safety/Firefighters Mutual Benevolent Association Foundation

Oregon Risk Assessment Methods

Claire McGrew
Oregon Office of Fire Marshal

Exhibitors

Home Safety Council

The Home Safety Council® (HSC) is a national nonprofit organization dedicated to preventing home related injuries that result in nearly 20,000 deaths and 21 million medical visits on

average each year. Through national programs, partnerships and the support of volunteers, HSC educates people of all ages about home safety. HSC provides educational resources for teachers, policy makers, corporations as well as fire and life safety experts to help educate and empower families to take actions that will increase the safety of their homes. HSC is the leading source for home safety tips, checklists and information about home fire safety, falls prevention, poison prevention, water safety, child safety, disaster preparedness as well as many other home safety topics. As a 501(c)(3) charitable organization located in Washington, D.C., HSC offers free or low-cost materials to the fire service, recruits new Expert Network members, and provides technical assistance on fire risk reduction, upon request.

Contacts: Angela Mickalide, Meri-K Appy

Home Fire Sprinkler Coalition

The Home Fire Sprinkler Coalition (HFSC) was formed in 1996 in response to the tremendous need to inform the public about the life-saving value of home fire sprinkler protection. HFSC is a 501(c)(3) charitable organization and the leading resource for independent, noncommercial information about residential fire sprinklers. HFSC offers educational material targeted to specific audiences with details about installed home fire sprinkler systems, how they work, why they provide affordable protection and answers to common myths and misconceptions about their operation. These materials are available upon request.

Contact: Peg Paul

International Code Council

The International Code Council (ICC) is a membership association dedicated to building safety and fire prevention. ICC develops the codes and standards used to construct residential and commercial buildings, including homes and schools. The International Codes, or I-Codes, published by ICC, provide minimum safeguards for people at home, at school and in the workplace. The I-Codes are a complete set of comprehensive, coordinated building safety and fire prevention codes. Building codes benefit public safety and support the industry's need for one set of codes without regional limitations.

Contacts: Sara Yerkes, Justin Wiley

National Association of State Fire Marshals (NASFM)

"Fire Safety and Green Buildings: Bridging the Gap" attempts to develop a forum for sharing information among code officials, firefighters, and other stakeholders to address the divide that currently exists between established fire safety practices and newer technologies and criteria being used in green building design. NASFM seeks to educate the fire service in order to facilitate this growing trend, while making sure that safety – both public safety and emergency responder safety – is being taken into account. The association also wants to convey that preventing fires in buildings is good for the environment.

www.greenbuildingfiresafety.org

Contact: Karen Deppa

National Electrical Manufacturers Association (NEMA) – NEMA members manufacture signaling and communication devices, as well as life safety protective signaling systems,

including fire detection and notification, mass notification and first responder interface. They are distributing educational life safety materials, such as white papers, CDs on recent research papers, and legislative and regulatory statements.

Contacts: John Marcario, Sarah Owen

National Fire Protection Association (NFPA)

NFPA develops and implements a wide range of public education programs and safety campaigns that target specific audiences, and is displaying materials and resources that work to support these programs.

Contacts: Kim O'Malley, Judy Comoletti

Pioneering Technology

Pioneering Technology manufactures Safe-T-element[®], a product upgrade technology that helps eliminate unattended cooking fires on electric coil stoves. They will demonstrate how Safe-T-element[®] works, answering questions about the technology and sharing the success that we have been having in the public, seniors, university/college and military housing markets.

Contacts: Kevin Callahan, Laird Comber, Earl Diment, Brian Laur

Simplex Grinnell

SimplexGrinnell provides a comprehensive array of fire alarm, fire sprinkler, fire suppression, integrated security, sound and healthcare communications systems and services. The company can offer customers the benefits of its SAFETY Act Certification from the US Department of Homeland Security. With one million customers, 150 local offices and 200 years of history in the fire business, SimplexGrinnell is the leader in fire and life safety.

Contacts: Rodger Reiswig, Millard Holmes

United States Fire Administration (USFA)

US Fire Administration staff will present an assortment of public education and fire safety materials available free of charge from their Web site and Publications Center. They will also demonstrate and provide access to the USFA's new collection of public education and prevention materials called the "Prevention and Public Education Exchange."

Contacts: Teresa Neal, Sandy Facinoli

USFA/Fire Corps

Fire Corps is one of five partner programs under Citizen Corps, the Federal Emergency Management Agency's grassroots strategy to bring together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience. Citizen Corps partner programs share the common goal of helping communities prevent, prepare for, and respond to emergencies of all kinds. Through Fire Corps, fire departments nationwide are better able to provide critical community services and resources, such as fire prevention/life safety education through the use of non-emergency volunteers. Learn more at

www.firecorps.org

Contact: Sarah Lee