National Strategies for Fire Loss Prevention

Jim Crawford
Deputy Chief/Fire Marshal Retired
Vancouver WA
Vision 20/20 Project Manager

Model Prevention Program Symposium
June 28, 2010
The Impetus

• Previous national plans for fire protection have had a great deal in common.
  – President Truman's 1947 Report on Fire Prevention
  – America Burning, first completed in 1973
  – Wingspread
  – Solutions 2000

• All had a common theme for increasing efforts in fire prevention as a key component to the fire safety problem in the United States.

• Still, fire safety efforts continue to be under-funded and under-staffed in almost all fire departments. This approach results in more fires, loss of life and property damage than may normally occur under a different approach of "prevention first."
  – Global Studies Tri-Data/CDC (www.sysplan.com/tridata)
Objectives

• Provide a forum for sustained, collaborative planning to reduce fire loss in the United States
• Involve agencies and organizations with expertise and commitment to fire loss reduction
• Focus on actions that are needed to bridge the gap between recommended solutions and the current status of fire prevention activity
• Communicate recommendations and actions clearly with all levels of the fire prevention community
• Build on the success and momentum of existing efforts
• Monitoring mechanism will provide regular reports on the progress of the strategic initiatives that arise out of Vision 20/20.
History

- Ad Hoc Group with vested interest in prevention met at NFPA Orlando 2006
- Institution of Fire Engineers (US Branch) agreed to be lead agency to apply for start up funding to develop a strategic planning process.
- AFG funding was granted.
Organization

An Executive Working Committee provides management

Project Manager: Jim Crawford
Vancouver Fire Department, Retired

IFE Treasurer: Bill Kehoe

Staff Coordinator: Peg Carson
Carson Associates, Inc.

Communications Manager: Ed Comeau
writer-tech.com
Organization
A Steering Committee Provides Guidance

Meri-K Appy, *Home Safety Council*
Johnny Brewington, *International Association of Black Professional Fire Fighters*
Jeff Cash, *National Volunteer Fire Council*
John Dean, *National Association of State Fire Marshals*
Sean DeCrane, *International Association of Fire Fighters*
Shane Diekman, *Centers for Disease Control*
Gary Keith, *National Fire Protection Association*
Michael Love
Daniel Madrzykowski, *National Institute of Standards and Technology*

Ben May, Disney
Patricia Mieszala, *NFPA Education Section*
Ozzie Mirkhah
Alan Perdue, *International Association of Fire Chiefs*
Wayne Powell, Marriott Corporation
Steven Sawyer, *International Fire Marshals Association*
Ronald Siarnicki, *National Fallen Firefighters Foundation*
Phil Schaeenman, Tri-Data
Richard Taylor
Jim Tidwell
Paul Valentine, *International Fire Service Training Association*
Sara Yerkes, *International Code Council*
Initial Process

We Started With an Environmental Scan of:

1. Data from NFPA and USFA that defines fire loss by number of fires, death, injury, and dollar loss


3. Promising practices

4. Futures predictions
Identify Gaps

Web Forum

• Conducted simultaneously in 13 locations
• Involved over 500 grass-roots practitioners
• Determined top priorities for immediate action
• Contributed action steps
The National Forum

- March 31 – April 1 2008 in Washington DC
- 150 representatives of national organizations and agencies
- Additional 20 representatives of grass-roots efforts in the US (special guests from England, and Australia)
- Tasks:
  - Validate the 5 top priorities for reducing fire loss
  - Define action steps for achieving each
  - To the extent possible identify responsible parties and measures
Vision 20/20
National Strategic Agenda for Fire Loss Prevention
www.strategicfire.org

CORE STRATEGY MANAGEMENT AND STEERING COMMITTEE

STRATEGY 1
Increased Advocacy of Fire Prevention

STRATEGY 2
National Public Education/Social Marketing Campaign

STRATEGY 3
Increase Importance of Fire Prevention within Fire Service

STRATEGY 4
Promote Technology to Enhance Fire and Life Safety

STRATEGY 5
Refine and Improve Application of Codes and Standards

FIRE PREVENTION MODELS
- Performance/Evaluation Measures
- Model Fire Prevention Programs
  - Establish criteria for “model” fire prevention programs
  - Host a symposium of model fire prevention programs
Strategy 1: Increase Advocacy for Fire Prevention

- Document and communicate the magnitude of the nation’s fire problem and the benefit of prevention activities to decision makers
- Improve and support data collection systems
- Develop a current national fire prevention research agenda
- Advocate for increased focus and leadership of the US Fire Administration
- Develop a clearinghouse for prevention activities, resources, and best practices
- Increase awareness of the economic impact of fire loss

Facilitating Individuals/Organizations: Alan Perdue, IAFC Fire and Life Safety Section
Strategy 1: Increase Advocacy for Fire Prevention

• **Current Status/Activity**
  – Developing National Tool Kit
    • Focus group at Model Prevention Program Symposium in June, 2010
  – Task Group continuing work
Strategy 2: Conduct a National Fire Safety Education/Marketing Campaign

- Establish a strong, comprehensive, broad-based integrated marketing communication campaign
- National unifying theme (only you can prevent…..)
- Develop and implement a national campaign to install working smoke alarms in high-risk homes
- Advocate for fire prevention programs that focus on voluntary home inspections
- Enhance and develop strategic relations for fire prevention involving nontraditional partners

Facilitating Individuals/Organizations: Jim Crawford, Meri-K. Appy, Home Safety Council, Dr. Mick Ballesteros, Centers for Disease Control and Prevention, Paul Schwartzman, John Strand, AED
Strategy 2: Conduct a National Fire Safety Education/Marketing Campaign

• Current Status/Activity
  – Initial grant proposal was denied
  – Some funding available through Vision 20/20
  – Task Group Meeting in conjunction with Firehouse Expo 2010 in July in Baltimore
Strategy 3: Raise the Importance of Fire Prevention in the Fire Service

- Embed the value of fire prevention within the fire service
- Enhance recruitment, training and education practices in fire departments
- Recognize and reward successful fire prevention activities internally and externally

Facilitating Individuals/Organizations: Bill Kehoe, Institution of Fire Engineers, US Branch
Strategy 3: Raise the Importance of Fire Prevention in the Fire Service

• Current Status/Activity
  – Conducted a national survey of FF training
  – Coordinate with National Fallen Firefighters #14 – Prioritize Public Education as a Critical Fire and Life Safety Program (Grant received)
  – Washington State Fire Marshals Pilot Project modeled after UK and Australia programs
Strategy 4: Promote Technology to Enhance Fire and Life Safety

- Actively explore ways to identify and utilize the latest technology to push the education and code message
- Develop complete strategies for introducing new fire and burn prevention technologies to consumers

Facilitating Individuals/Organizations: Dan Madrzykowski, National Institute of Standards and Technology, Building and Fire Research Laboratory
Strategy 4: Promote Technology to Enhance Fire and Life Safety

• Current Status/Activity
  – NIST conducted symposium on kitchen suppression systems – report pending
  – NIST/Vision 20/20 conducted second symposium on technologies that would prevent kitchen stovetop fires
  • Research needed to remove barriers for new technology
  • Report Distribution www.strategicfire.org
Strategy 5: Refine and Improve the Application of Codes and Standards that Enhance Public and Firefighter Safety and Reserve Community Assets

• Develop a collaborative environment
• Increase required training in building and fire codes at all levels and ranks within the fire service
• Promote fire codes within sustainable structures and “green buildings”
• Establish accountability for the adoption and enforcement of fire and building codes

Individuals/Organizations: Sean DeCrane, International Association of Fire Fighters
Strategy 5: Refine and Improve the Application of Codes and Standards that Enhance Public and Firefighter Safety and Reserve Community Assets

• Current Status/Activity
  – Task Group meeting conducted in Phoenix, AZ in February 2010
  – Recommend formation of a national Code Advocacy Council
    • Filter point
    • Focus advocacy
    • Serve as “mentor” (e.g. SCORE model)
Additional Activities

- Refinement of Model Performance Measures for fire prevention programs
- Refine criteria for what constitutes a model prevention program
- Pursue establishment of a “clearinghouse” for model prevention programs (redundancy)
- Conduct National Model Prevention Program Symposium in Baltimore, June 28 and 29, 2010
Summary

• Vision 20/20 is a platform for collaborative efforts
• Vision 20/20 is an ad-hoc coordinating body
• Long term – seeking structure that will continue strategic planning and collaboration where possible.
Questions?

www.strategicfire.org