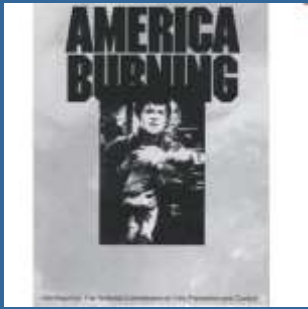


National Strategies for Fire Loss Prevention

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 understaffed 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.
- Vision 20/20 strategic planning process began in August of 2007.

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 Schaenman, 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
2. Legacy Document: Recommendations compiled in domains of Engineering, Enforcement, Infrastructure, Education, and Evaluation from 1913 to 2002
3. Promising practices
4. Futures predictions

Identify Gaps

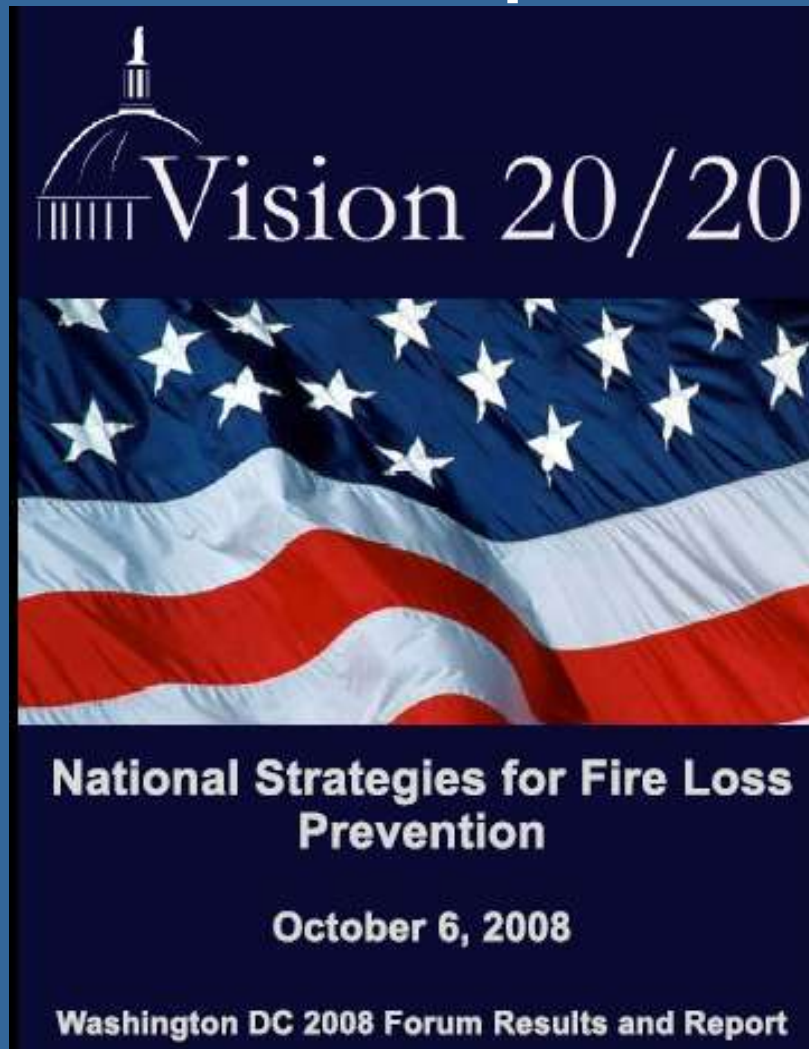
Web Forum

- 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

The Report

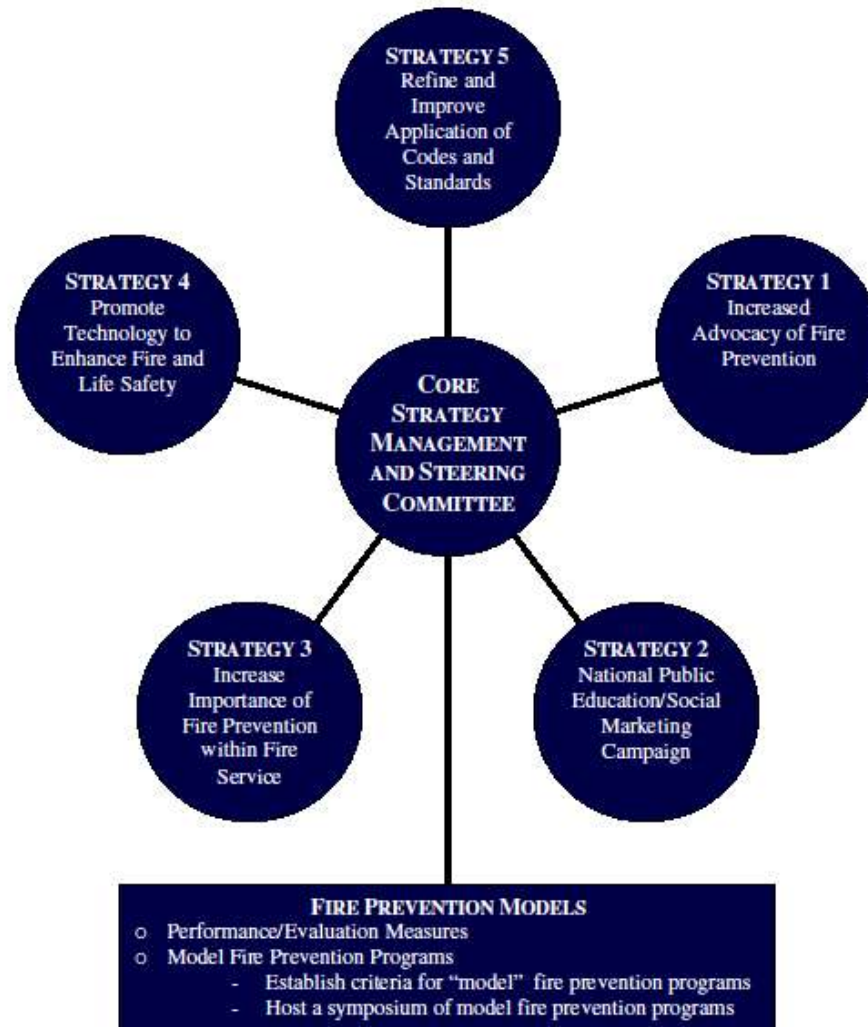




Vision 20/20

National Strategic Agenda for Fire Loss Prevention

www.strategicfire.org



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



BRIDGING THE GAP FROM
YESTERDAY INTO TOMORROW

HOME

ABOUT US

UPDATES

RESOURCES

CONTACT US

