No Child Left Alone
Teresa Everett

International Association of Black Professional Fire Fighters (IABPFF)
GOALS AND OBJECTIVES
No Child Left Alone

• Develop partnerships (National Association of Hispanic Firefighters), contracts (public relations firm and campaign consultant), implementation plan and Fire Prevention Week (use of IABPFF chapters/members) to promote the No Child Left Alone fire-safety campaign to targeted 1 million Black and Spanish – speaking children and families.
FORMATIVE EVALUATION
No Child Left Alone

• Review of available/applicable data, i.e.:
  - US Fire Administration
  - National Fire Protection Association
  - National Fire Information Reporting System
  - National Center for Health Statistics
  - News articles
No Child Left Alone

- Identify all participating organizations and individuals and assign roles and responsibilities
- Establish project timeline and deliverables (grant duration, target dates and product expectations)
- Develop templates and process to track data, schedule activities, and monitor expenditures
IMPACT EVALUATION
No Child Left Alone

• Measure effectiveness/interest and demand for culturally-appropriate fire safety materials (quantity ordered, type of organization, how materials were utilized, and repeat orders).

• Review data to determine number of individuals reached (sign-in sheets, photos, media organizations and interview requests).
OUTCOME EVALUATION
No Child Left Alone

• Review and compare five years of NFIRS data in targeted cities (Washington DC, Buffalo, Detroit, Cleveland, Columbus (Ohio), Los Angeles, San Antonio, Jacksonville and Kansas City and cities where No Child Left Alone activities were extensive).

• Monitor continued requests for campaign materials.
RECOMMENDATIONS
No Child Left Alone

• Partnering with other organizations generates interest and expands audience (fire service organizations, housing authorities, school systems, community organizations).

• Develop an effective/timely distribution plan for campaign materials (print in limited quantities, encourage downloads and ship early).
RESOURCES
No Child Left Alone

Sample NCLA Poster

Leaving your children alone at home is a life or death decision, even if it’s just for a few minutes.

African-American and Spanish-speaking children are at high risk of dying in home fires. Take steps now to protect you and your children from a deadly fire.

NEVER leave children alone at home. Create and regularly practice a fire escape plan in your home. Install and maintain smoke alarms. Teach children that matches, lighters and candles are dangerous and 100% off limits.

For more information, go to www.iabpff.org.

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No Child Left Alone
Holiday Promotion

NO CHILD LEFT ALONE
FIRE SAFETY CAMPAIGN

Vision 20/20
MODELS IN FIRE PREVENTION
SYMPOSIUM 2012
No Child Left Alone

Holiday Event

NCLA Bookbags
No Child Left Alone
Brochure

Parents and caregivers can be quite busy working and taking care of the household, but when children are left alone at home or without proper supervision, even for a brief second, anything can happen. A child can play with matches unexpectedly, a book left standing on the stove can catch fire, a candle could be knocked over and ignite bed sheets; the list of possibilities goes on and on. Often times tragedy becomes a reality when children are left alone at home. Lives and property can be lost in an instant and will be gone forever. African American families have a well-deserved and long-deserved disproportionate share of the fatalities: African Americans and especially African American children, have a very high risk of fire-related death. Fortunately, these situations can be prevented and lives can be saved.

The “No Child Left Alone” Campaign focuses on eliminating fire-related deaths or injuries by educating parents and caregivers of children about the importance of not leaving young children unsupervised, emphasizing the need for caregivers to create homes with smoke alarms and conduct regular fire escape plans with family members.

The best fire prevention is through the education. Please remind your family, friends, and neighbors to never leave their children alone at home, not even for a few seconds.

Joseph D. Muhammad
President
IABPFF

About the IABPFF:
The International Association of Black Professional Fire Fighters (IABPFF) is a non-profit organization organized in Hartford, Connecticut on October 2, 1974. The organization grew out of the need to address the lack of substantial access into the Fire Service and the lack of upward mobility opportunities for Blacks and minorities. The IABPFF serves as a convener for Black Fire Fighters to address the employment, professional development and community fire prevention concerns for Fire Service members from across the United States and other countries where IABPFF members are located. The IABPFF currently has a membership of approximately 15,000 men and women from across the United States, the Caribbean, England and Africa. The IABPFF serves as the umbrella organization for the Black Chief Officers Committee (BCOC) and Black Women in the Fire Service (BWFS).

For More Information:
For more information about the IABPFF or No Child Left Alone Safety Campaign visit www.iabpff.org.

Ordering Campaign Materials:
Visit www.iabpff.org or e-mail Teresa Livezey, IABPFF Grant Manager at wescor411@hotmail.com.

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