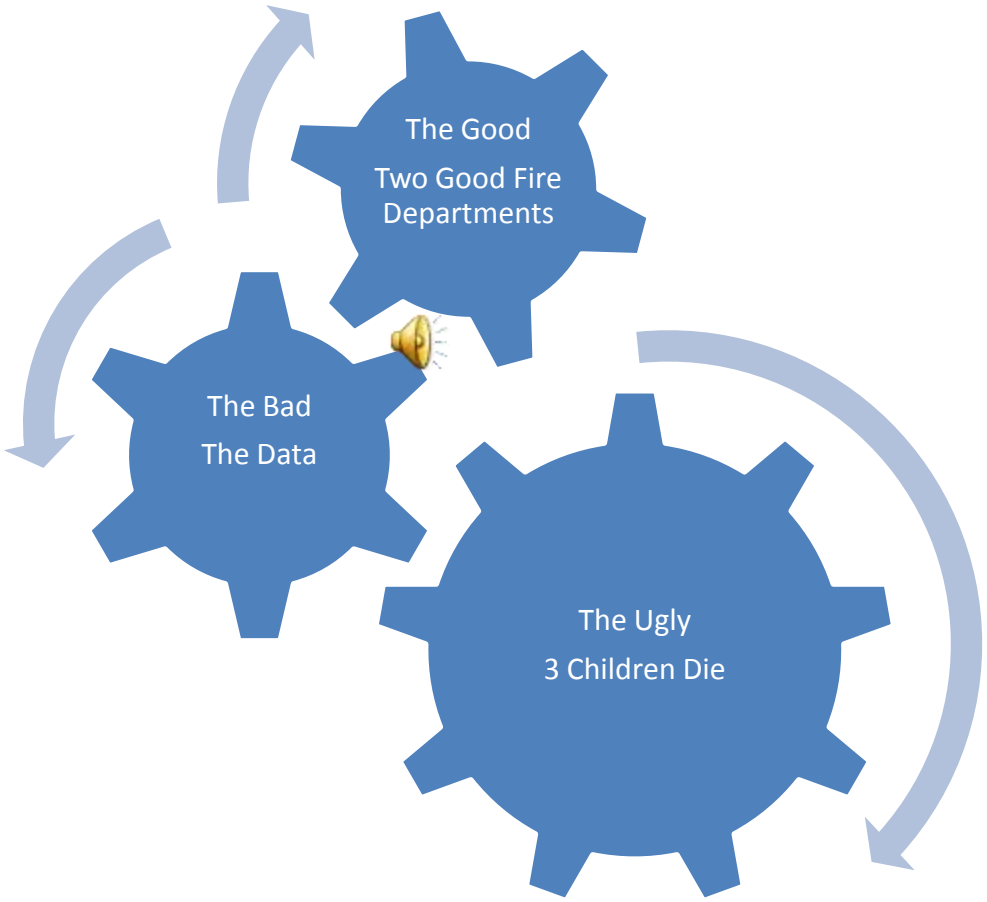
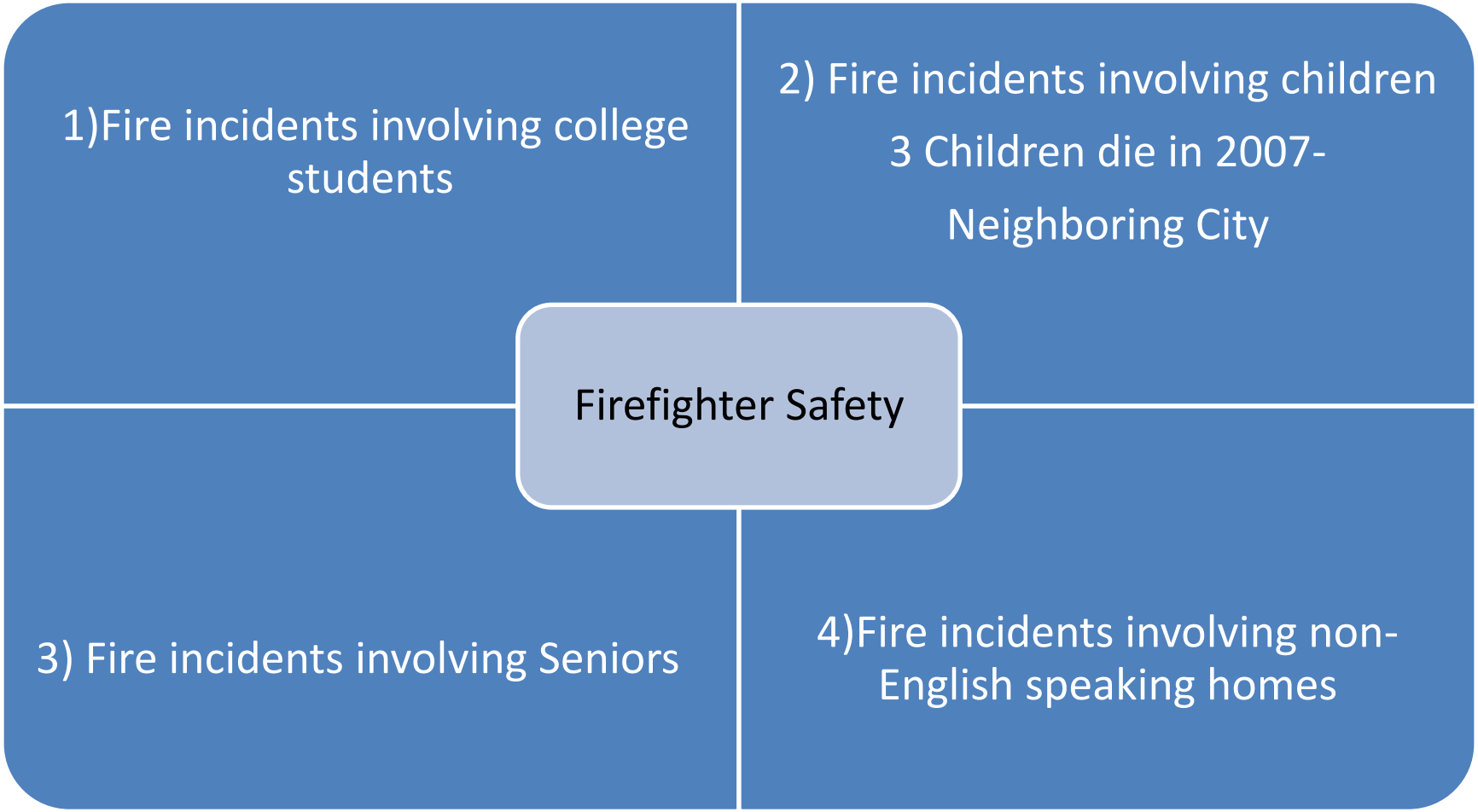
Smoke Alarm Community Partner Project

College Station and Bryan Fire Departments
with United Way of the Brazos Valley

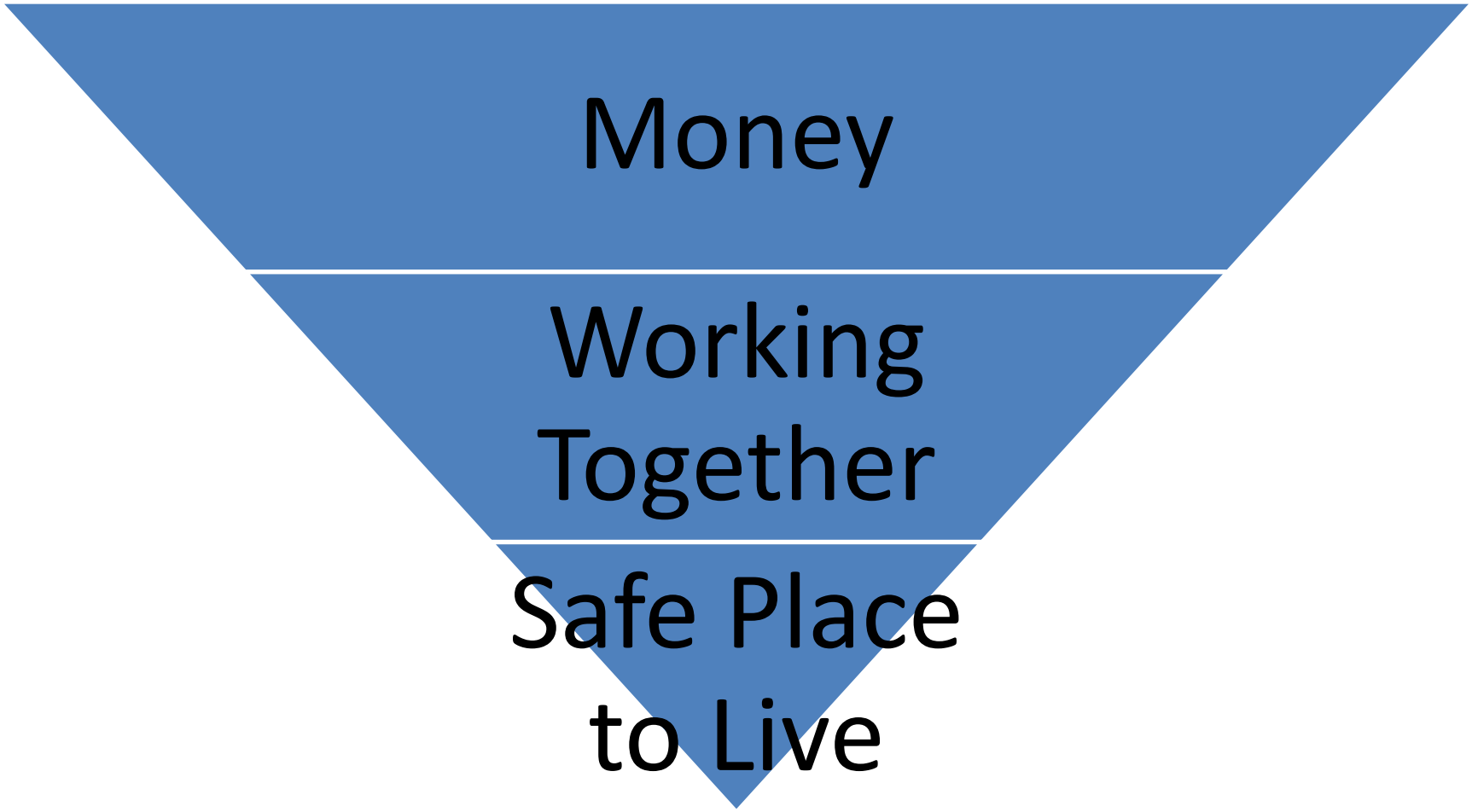
THE GOOD, THE BAD, & THE UGLY (The Risk Assessment)



FORMATIVE EVALUATION



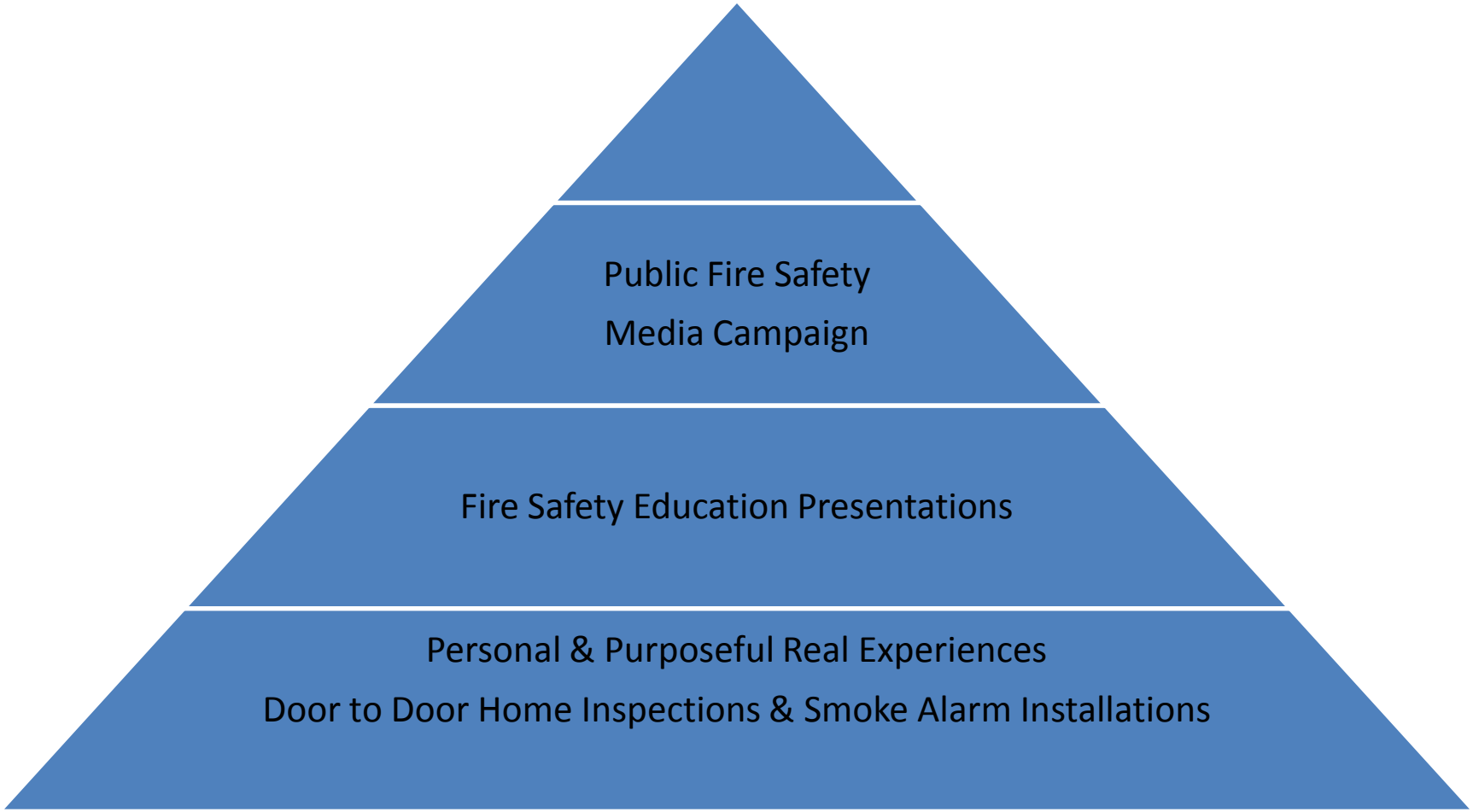
NEEDS



BEGINNINGS OF A PARTNERSHIP

SMOKE ALARM COMMUNITY PARTNER PROJECT

THE PYRAMID OF PREVENTION
Most Effective Education



GETTING READY

Shopping @ Lowe's for Smoke Alarm Installation Supplies

Marcie McPherson
Bryan F.D.
and
Cindy Burdette
E.G.F.D.

Kay Parker
United Way
making an
Big Purchase

College Station Fire Department Training for Firefighters

Smoke Alarm & Fire Prevention Press Conference
August 7, 2008

Chief Donoho
Bryan F.D.

Chief Alley
College Station

GETTING THE WORD OUT
Media Campaign

TV

- 94 paid TV ads matched 2:1
- 282 airings

RADIO

- 90 paid radio ads matched 1:1
- 190 (6 radio stations)

MEDIA PRODUCTION

TV PSA’s

DOOR TO DOOR

FIRE SAFE COMMUNITY

OUTCOMES
It Ain't Bragging If It's True

- Total Residential Fires in 2008 -58
- Total Residential Fires in 2003 - 62

  - 670 smoke alarms installed in low income and high risk homes in 2008 (Bryan & College Station)
  - 1160 homes inspected in 2008 (Bryan & College Station)
  - 1300 smoke alarms installed in low income and high risk homes in 2002-2007 (College Station only)
- Knowledge Gained – 2 Life Saves & O Fire Deaths

OUTCOMES

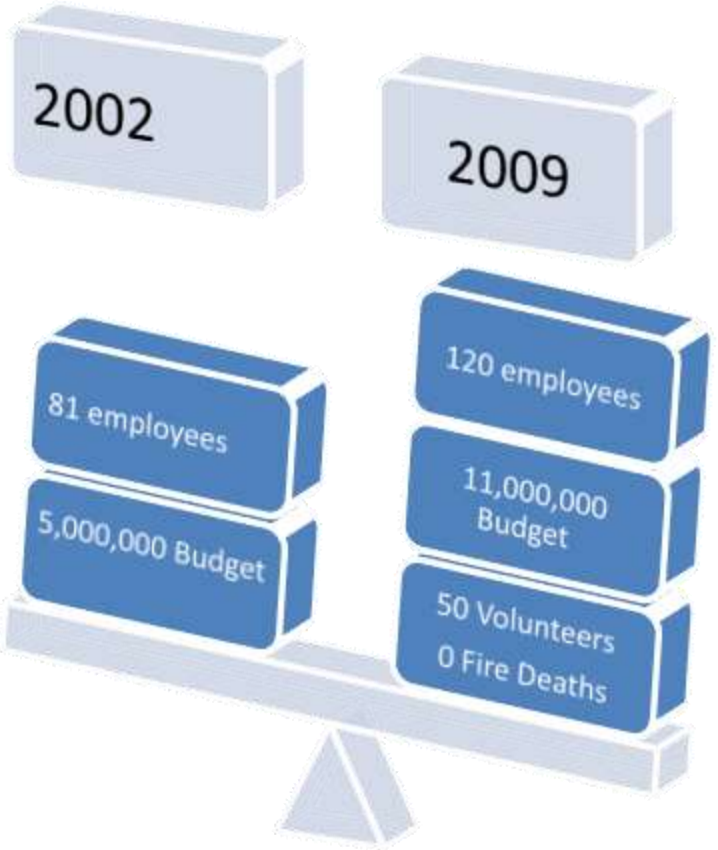
What are the "Unseen Numbers?" For College Station

2002 – 11,000 Education Participants

1300 Alarms Installed

2009 – 22,000 Education Participants

400 Alarms Installed



PROGRAM IMPACT

SAFER CHILDREN

SAFER FAMILIES

SUSTAINABILITY

United Way's

Day of Caring

Monday, February 15th

Kick Off Breakfast 8:30am

St. Thomas Aquinas Catholic Church

2541 Earl Rudder Fwy S

Day of Caring is a volunteer opportunity to work on projects with Non Profit Agencies in our community. You will see first-hand how United Way of the Brazos Valley is making a difference and how you can play an even greater role in our work this community. There are a wide variety of projects to be performed at these agencies from painting and landscaping to clerical work - anything to spruce up their facilities and improve the lives of their clients.

Visit our Website at www.uwbv.org to complete a sign up sheet or email Laurie Garrett at lgarrett@uwbv.org for more information

Thanks to our Day of Caring Sponsors

citi La Familia St. Thomas Aquinas Catholic Community H-E-B

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED United Way

CONCLUSION