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)

The Good
Two Good Fire Departments

The Bad
The Data

The Ugly
3 Children Die
FORMATIVE EVALUATION

1) Fire incidents involving college students
2) Fire incidents involving children
   3) Children die in 2007-
       Neighboring City
3) Fire incidents involving Seniors
4) Fire incidents involving non-
    English speaking homes
BEGINNINGS OF A PARTNERSHIP

SMOKE ALARM COMMUNITY PARTNER PROJECT

- DHS- Fire Prevention and Safety Grants
- United Way – Health and Safety Matters Committee and 211
- Two contiguous cities with one set of media
THE PYRAMID OF PREVENTION
Most Effective Education

Public Fire Safety
Media Campaign

Fire Safety Education Presentations

Personal & Purposeful Real Experiences
Door to Door Home Inspections & Smoke Alarm Installations
GETTING READY

Shopping at Lowe's for Smoke Alarm Installation Supplies
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

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

GIVE. ADVOCATE. V.
LIVE UNITED
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
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 & 0 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
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.

From Our Heart...
To Yours!

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.
CONCLUSION