Alaska Division of Fire and Life Safety
Prevent the loss of life and property to fire and explosion.
www.akburny.com

Raven Island

- Partners
  - Alaska Division of Fire and Life Safety
  - Compelling Technologies
  - Numedeon Inc

Raven Island

- Primary Goal – By 2013, reduce the occurrence of fire deaths involving children in rural Alaska by 50% when compared to the 5 year period from 2004-2008.

Raven Island

- Primary Objective – Deliver consistent, comprehensive fire safety education to children in rural Alaska that;
  - Children find fun
  - Has a high cost benefit ratio
  - Is long term

Formative Evaluation

- A review of ANFIRS 2004-2008 data demonstrated that:
  - 75% of child fire deaths are the result of child fire play

Formative Evaluation

A review of community fire safety education identified a lack of programs in most areas of the state.

At 591,000 square miles, Alaska is as wide as the lower 48 states and larger than Texas, California, and Montana combined.
WASH.
OREG.
MONT.
IDAHO
WYO.
N. DAK.
MINN.
S. DAK.
WIS.
MICH.
NEBR.
IOWA
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IND.
OHIO
W. VA.
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N.Y.
VT.
ME.
N.H.
MASS.
R.I.
CONN.
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DEL.
MD.
D.C.
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KY.
TENN.
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GA.
ALA.
MISS.
LA.
FLA.
Jacksonville
San Francisco
NEV.
UTAH
COLO.
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ARIZ.
N. MEX.
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MO.
OKLA.
ARK.
TEXAS
0 250 500
MILES
National Geographic Society, 1994

Formative Evaluation

- A review of Division experience with rural communities identified the lack of local resources, staff and expertise to provide fire safety education directly to the majority of children in rural areas.

Formative Evaluation

- An evaluation of materials that rural Alaskan Children could identify with or relate too revealed no appropriate materials.

Program Description

- The games were developed using a team of SMEs in education methodologies, fire safety, rural communities and members of the target audience to identify appropriate games to help children learn about fire safety and prevention in a manner applicable to the world in which they live.

Program Description

- The game was launched at a public event just before Fire Prevention Month 2008. A letter providing information about the game and a request for approval for children to play at school was sent to all of the schools in Alaska.

Program Description

- Online
- Free
- No software download
- PC or Mac
- International
- Expandable

RAVEN ISLAND

Program Impact

- The website had been viewed 827,109 times and players have spent a total of 13,987 hours on the games.
- There are currently over 6,600 players who have signed on to play the game.
- Visited by 100-200 new players each week directly
- Accessed by 700-900 players each week through the companion site, Whyville.com.

Outcome

- There were three child fire deaths in early 2009, but none since March of 2009.
- While we cannot be positive that Raven Island is the reason behind the decline it can be recognized as contributor.

Conclusion

- More partners to ensure stable long term funding.
- Update current material to challenge players
- Expand game to include other safety issues.

RAVEN ISLAND

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