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MODELS IN FIRE PREVENTION

SYMPOSIUM 2012

Consumer Fireworks Ordinance: Reframing the 4th

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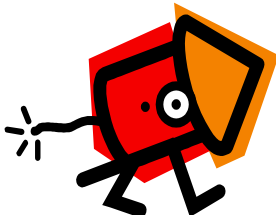
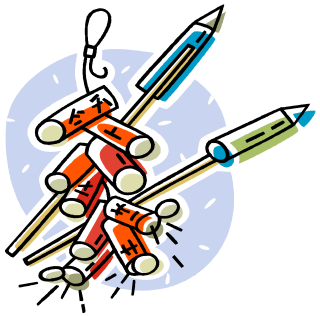
GOALS AND OBJECTIVES

Reframing the 4th of July

The City of Spokane, like many areas throughout the country, had a high incidence of fires and injuries related to or caused by consumer use of common fireworks.





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Goals: Reframing the 4th of July

1. Increase/Enhance the quality of life for residents, visitors, and animals:
   - Reduce Risk (fear and actual loss/damage)
   - Reduce fireworks-related noise
   - Reduce debris in air and on the ground

2. Change patterned behavior about fireworks use.

Objectives: Reframing the 4th of July

- Significantly *reduce* if not eliminate Fireworks-caused injuries.
- Significantly *reduce* if not eliminate Fireworks-caused fires.
- Eliminate the need to stack fire/emergency 9-1-1 calls.

Objectives: Reframing the 4th of July

- Reframe: Suggest Alternatives
- Coordinate: Regional, United Effort
- Educate: Tell/Show the Truth About Fireworks
- Legislate: Introduce and Pass Fireworks Ban
- Support Change: Enforce Ban; Report Results!

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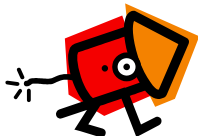
FORMATIVE EVALUATION

Fires and Injuries around the 4th of July

- How many fires occurred near or on the 4th of July?



- How Many Fireworks Related Injuries Occurred?

- How do we Know?

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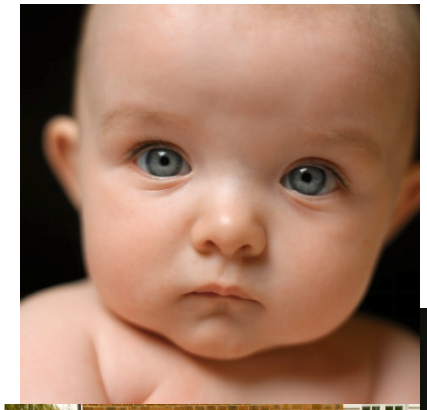
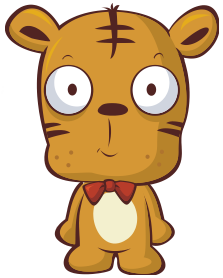
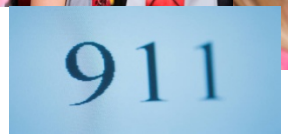
Formative Evaluation

- Analyze fireworks-caused fire incident data
- Analyze reports from local hospitals of fireworks-caused injuries
- Analyze 911 calls during 4th of July holiday
- Ask a simple question: Are fireworks-caused fires and injuries preventable?

Impacted







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PROCESS EVALUATION

Process Evaluation

Target Audience:	Who?
Approach:	What?
Goals/Objectives:	Why?
Target Areas:	Where?
Message Delivery:	How?

- ✓ City Council, State FM Ofc, Sellers, Buyers, Users, All
- ✓ Education, Enforcement
- ✓ Goal and Mission in Sight
- ✓ Incident Statistical Mapping
- ✓ Assess the Who, What, Why and Where

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IMPACT EVALUATION

Impact Evaluation

What worked?

"Leave fireworks to the professionals and enjoy public fireworks displays in the community."

Fireworks use and resulting fires and injuries significantly decreased.

Impact Evaluation

- Reduced fire runs between 6/28 and 7/6 each year
- Reduced trauma treated by local emergency rooms
- Reduced noise and nuisance / trash in neighborhoods
- Reduced need for residents to stay home for July 4th holiday with hoses ready to protect their property
- Increased awareness by community of hidden costs associated with “safe and sane” fireworks
- Strengthened partnerships with agencies intended to protect community health and safety

Effective Message

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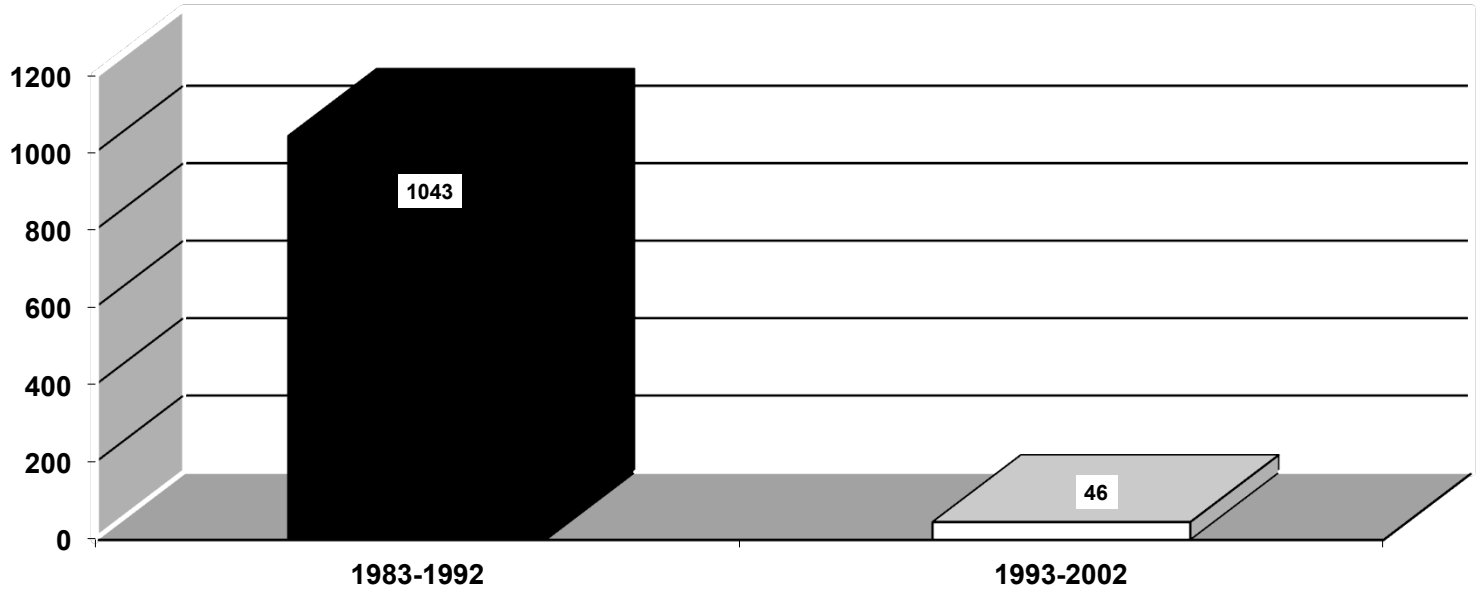
OUTCOME EVALUATION

FIREWORKS-RELATED FIRES

Within the City of Spokane - Reporting Dates: June 28 - July 6



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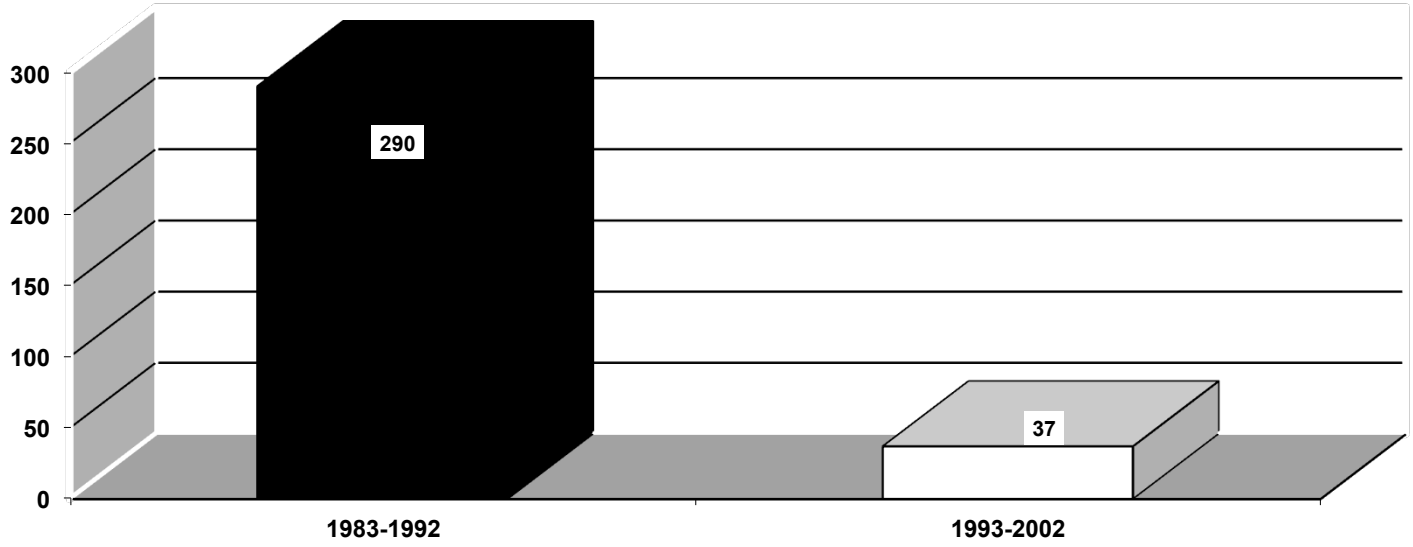
FIREWORKS-RELATED INJURIES

Requiring Emergency Room Treatment in Spokane Area Hospitals
Reporting Period: June 28 - July 6



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Goal vs. Outcome

- Increased/Enhanced Quality of Life for All (residents, visitors, and animals)!

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RECOMMENDATIONS

Recommendations

- Understand the fireworks industry.
- Have strong leadership from Fire Department Administration and Prevention
- Become knowledgeable of fire and injury data related to consumer fireworks usage in the US and in other nations.
- Learn from others about what has (or hasn't) worked for them regarding consumer fireworks.

Recommendations

- Coordinate/Partner with others
- Statistical analysis presented above tells the story.
- Good visuals representations and compelling facts give meaning and emphasis to the real “hidden” costs of fireworks use.
- Know and communicate the FACTS.
- See Handouts
- Fireworks Bans WORK!

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RESOURCES