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.
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!
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?
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
Process Evaluation

Target Audience: Who? ✓ City Council, State FM Ofc, Sellers, Buyers, Users, All

Approach: What? ✓ Education, Enforcement

Goals/Objectives: Why? ✓ Goal and Mission in Sight

Target Areas: Where? ✓ Incident Statistical Mapping

IMPACT EVALUATION

Vision 20/20
MODELS IN FIRE PREVENTION
SYMPOSIUM 2012
Impact Evaluation

What worked?

“Sheaf 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
FIREWORKS-RELATED FIRES
Within the City of Spokane - Reporting Dates: June 28 - July 6

![Bar graph showing the number of fireworks-related fires from 1983-1992 and 1993-2002. The graph indicates a significant decrease in fires from the first period to the second period.]
FIREWORKS-RELATED INJURIES
Requiring Emergency Room Treatment in Spokane Area Hospitals
Reporting Period: June 28 - July 6

1983-1992: 290
1993-2002: 37
Goal vs. Outcome

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