



Presentation Title: No Child Left Alone

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I. Program/Project Overview:

The IABPFF was funded under the Assistance to Firefighters Grant Program (AFG), Fire Prevention and Safety grants (FP&S) for a national fire-safety campaign “No Child Left Alone (NCLA)”. The IABPFF is a not for profit organization with approximately 5500 members in the United States, Africa, United Kingdom and the Caribbean. The major elements of the No Child Left Alone campaign included:

- Development of a culturally-appropriate comprehensive fire safety-campaign addressing the risks associated with young children, left unattended or in the care of older children.
- The campaign consisted of a multi-media campaign information (radio, newspaper and printed materials); bilingual educational video; book bags and posters; and an age-appropriate curriculum for school and community utilization. All materials were available for ordering, at no cost, or downloading at the IABPFF website (www.iabpff.org).
- The campaign was designed for launching during Fire Prevention Week 2010 and to have mini-promotions during holidays and summer (periods when children are often left alone). Campaign information is continuously available on the IABPFF website and the IABPFF contracted with a company for ongoing media promotions.
- The campaign targeted communities in Washington DC, Buffalo, Detroit, Cleveland, Columbus (Ohio), Los Angeles, San Antonio, Texas, Jacksonville and Kansas City based upon review of NFIRS data and cities where the IABPFF had active chapters/members to assist in promoting the campaign. The campaign was intended to reach 1 million people.

II. Formative Evaluation – Risk Assessment

The focus of the campaign was formulated based upon extensive research on available data on fire-related injuries and deaths among Black and Spanish-speaking children. Specific interest in unattended children derived from a review of media articles on fires involving children left home alone or in the care of other children. Research data included, but was not limited to, statistics compiled from reports by the USFA and the National Fire Protection Association:

- 38% of all children killed in home fires in the United States were African American and Spanish-speaking
- African-Americans face a risk of fire death almost twice that of an individual or another race.
- Spanish-speaking children under the age of five-years-old comprised an average of 23 percent of all Spanish-speaking people killed in home fires in the United States from 2003 to 2007.
- More than half of all child fire deaths occur to children under five-years-old. These children are usually unable to escape from a fire by themselves.
- More than half of “child-playing” fires start in a bedroom.
- 38% of all children killed in home fires in the United States were African American.

- The IABPFF obtained the participation of the National Association of Hispanic Firefighters (NAHF) in the development of the English-Spanish campaign video and utilized a nationally recognized public relations firm to develop the campaign materials.

III. Process Evaluation – Implementation

A primary consideration in the development of the No Child Left Alone fire-safety campaign was the limited availability of fire-safety materials specifically targeting Black and Spanish-speaking children and families. The IABPFF receives numerous requests for culturally-appropriate materials and presentations during Fire Prevention Week and Black History Month. Note the NCLA timeline in brief:

- Identify all key partners and contractors and assign responsibilities (first 30 days- grant noticed received in **March 2010**). The vast organizational framework of the IABPFF was required to reach the targeted cities in the required time frame
- Advertise on IABPFF website Fire Prevention Week materials will be available for order on a first come-first-served basis beginning **August 1, 2010**.
- All campaign materials were developed by **August 31, 2010** for reproduction and distribution by October 1, 2010. This included developing campaign message and talking points; identifying spokespersons and video actors; prepare announcements for websites and top media markets in Spanish and English; develop campaign logo; develop 3-5 minute educational video; develop Tri-fold brochure (English and Spanish, develop posters (English and Spanish) and develop campaign introduction letter and curriculum.
- Conduct extensive media outreach during Fire Prevention Week (**October 2010**)
- **On-going** follow-up with organizations that requested materials for sign-in sheets, feedback and photos from their events.
- Conduct holiday campaign promotions (**November, December, March, April, and June**).
- Meeting and conference-calls with IABPFF chapters to gather feedback on community presentations and campaign events (**on a quarterly basis**).

IV. Impact Evaluation – Short Term Results

The impact of the NCLA campaign is measured in the short-term to determine interest and effectiveness of the campaign materials by:

- Tracking the number and quantity of materials requested.
- Tracking the locations and types of organizations requesting materials.
- Tracking repeat requests for materials and specific materials requested.
- Maintaining a media-outreach list of campaign articles and inquiries

V. Outcome Evaluation – Long Term Results

The long-term results will be measured by reviewing five years of NFIRS data in the targeted cities and cities with documented extensive NCLA campaign involvement. The initial project ended in March 2011.

VI. Conclusion-

Partnerships, pre-planning, consistent data collection and follow-up are key to the success of the campaign.