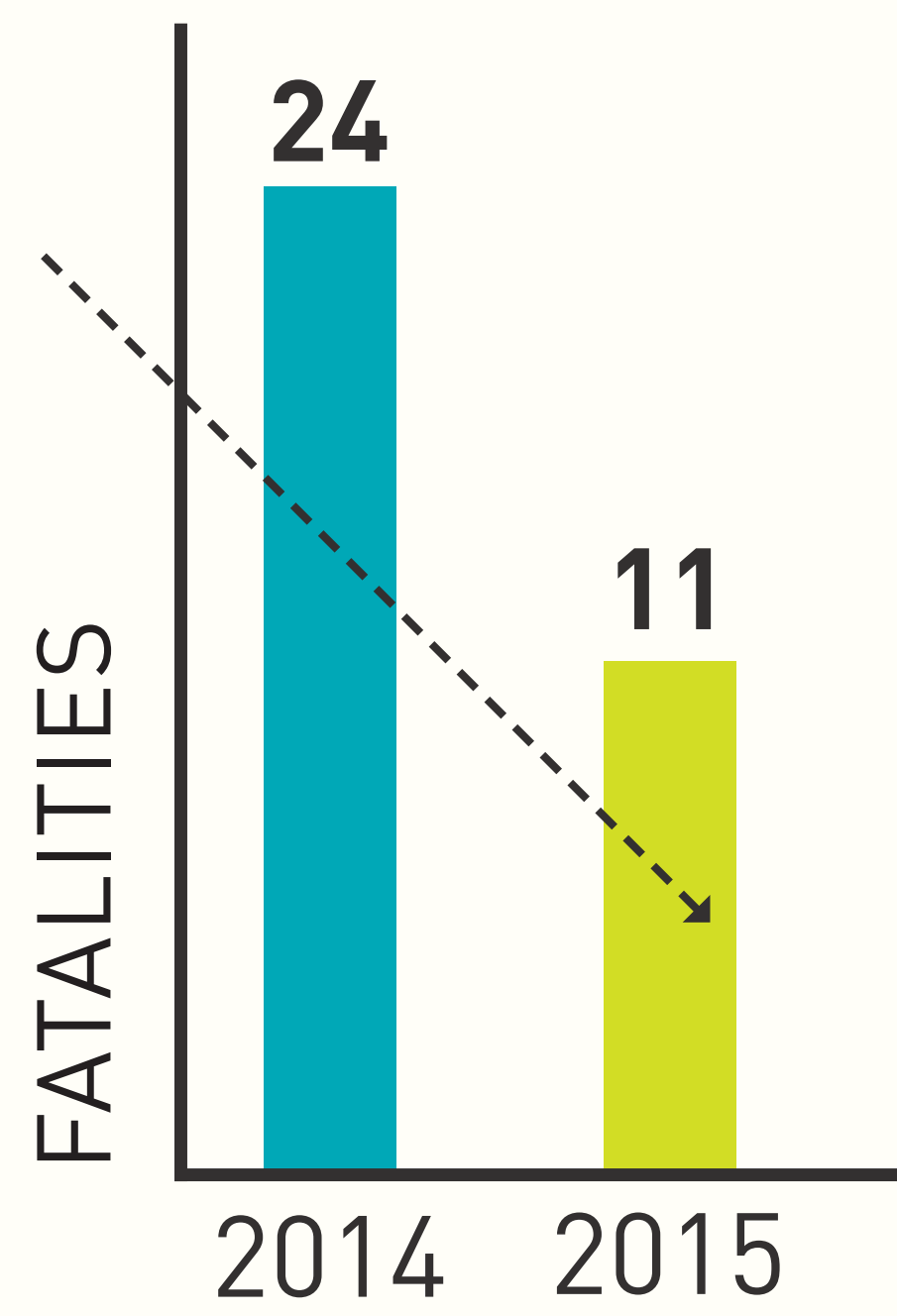


2015 KEY COMMUNITY RISK REDUCTION PROGRAM ACHIEVEMENTS

SUPPORT FOR THE LOS ANGELES FIRE DEPARTMENT



54%

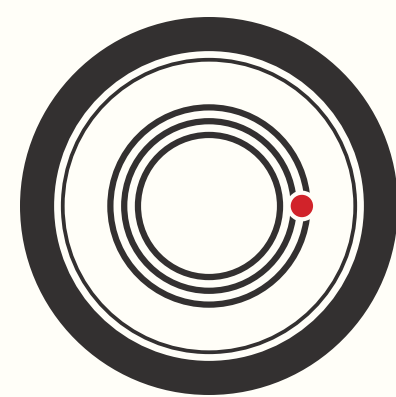
FATALITIES DECREASE OVER THE PREVIOUS YEAR

LAFD VIDEO SUPPORT

- 2 FILMS** Public Service Announcements
- 10 FILMS** Recruitment Films
- 10 FILMS** IST Training Films

SMOKE ALARMS

2,750*



Smoke Alarms Provided

*LAFD received most smoke alarms via a third party source.

9,920

ENGLISH



Fire Burns, Smoke Kills™ Pledge Cards Delivered

52 Fire Burns, Smoke Kills™ forms returned

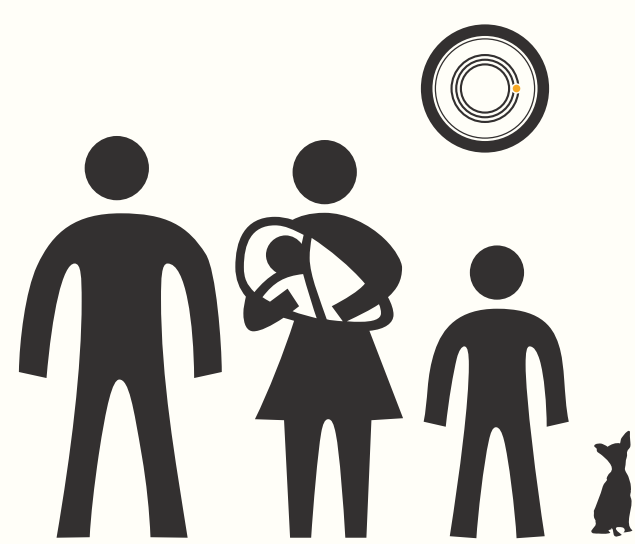
4.5K

ENGLISH

2K

SPANISH

Smoke Alarms and You Flyers Delivered



S.A.F.E. CANVASSING (SIGNIFICANT INCIDENTS)

6 INCIDENTS **94** HOMES VISITED **174** SMOKE ALARMS INSTALLED **6** CO DETECTORS INSTALLED **470** PERSONS IMPACTED

5.5k

ENGLISH

FIRESMART:LA BROCHURES DELIVERED

2k

SPANISH

6k

ENGLISH

QUAKESMART:LA BROCHURES DELIVERED



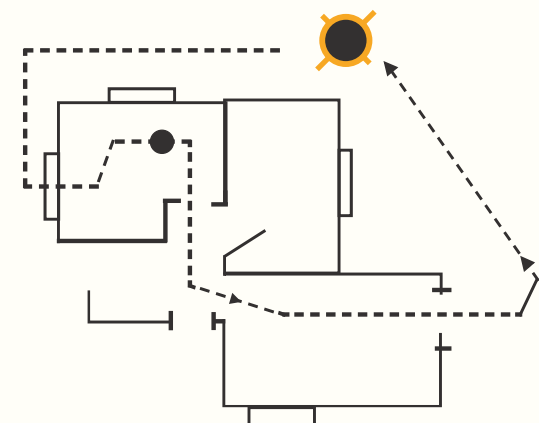
8.5k

ENGLISH

FAMILY ESCAPE PLANS

3.8k

SPANISH



EVENTS IN COLLABORATION WITH LAFD

36 TOTAL **9,400** ESTIMATED EVENT ATTENDANCE

5 Central Bureau

12 South Bureau

10 West Bureau

9 Valley Bureau

SMOKE ALARM INITIATIVE

9,355

SMOKE ALARMS

385

CO DETECTORS

Total Smoke Alarm/CO Detector Distribution

VIA MYSMOKEALARM.ORG

1,119

HOME VISITS

4,476

SMOKE ALARMS INSTALLED VIA SCHEDULED APPOINTMENTS

174

CO DETECTORS INSTALLED VIA APPOINTMENTS

CANVASSING EVENTS

1,399

SMOKE ALARMS INSTALLED

64

CO DETECTORS INSTALLED

330

FIRE SAFETY EDUCATION

327

HOMES VISITED

1,479

PERSONS IMPACTED

21.6

Installer Efficiency

ALARMS INSTALLED PER PERSON PER DAY (AVG. 4 HOUR EVENTS)

MYSAFE:LA EDUCATION PROGRAMS

- 51** School Presentations
- 8,714** Student Impressions
- 2,089** Junior Fire Inspectors Graduated
- 2,089** Homes Inspected by Jr. Inspectors
- 21** Rec & Parks Presentations
- 1,484** Camper impressions
- 3** Disaster (earthquake drill)
- 2,998** Persons Trained in Bystander CPR
- 11** Older Adult Presentations
- 527** Adults Attending
- 527** Go Bags Delivered

MYSAFE:LA MEDIA RESULTS

- 3** Public Service Announcements
- 6** Other Videos/Films Produced
- 3** Web Video Episodes
- 2** Websites
- 1** Podcasts



MYSAFE:LA WEBSITES VISITS

244,781

WWW.MYSAFELA.ORG
WWW.MYSMOKEALARM.ORG
(DOES NOT INCLUDE SOCIAL MEDIA)

