Implementing a successful smoke alarm installation initiative

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Community Risk Reduction Specialist

Brighton Area Fire Authority (MI)
GOALS AND OBJECTIVES
• Determine high risk target audience
• Create new initiative
• Provide training and tools for success
• Address hearing impaired residence
• Reduce the risk of fire loss and injury
FORMATIVE EVALUATION
Background

- NFIRS reports
- Census reports
- Municipalities property assessing data
- School districts/outreach groups
Implementation

• Created new achievable initiative
• Determined high risk target groups
• New material
• Provided tools and training
• Secured funding
• Daily installs
• Blitz/Door-to-door canvas/Booths at community events
• Door-to-door after fire canvas
• Established partnerships
Cause for Installation

- 2010-2013
- 2014-2016

- Blue: Requested
- Red: Events
- Green: Emergency
IMPACT & OUTCOME EVALUATIONS
People Protected

<table>
<thead>
<tr>
<th>Families reached</th>
<th>Individuals</th>
<th>Lives saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>2569</td>
<td>4384</td>
<td>16</td>
</tr>
</tbody>
</table>

Impact
RECOMMENDATIONS
Lessons Learned

• Staff engagement and clear expectations
• Data is needed to tell the story
• Continual focus
• We did not let legal issues get in the way
• Get staff to be experts on smoke alarms, hearing impaired devices
• What are we going to do in 7 years?
• Continual champion and cheerleader
Contact Information

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