Vision 20/20

Fire is Everyone's Fight™

Model Performance in Fire Prevention

SYMPOSIUM 2016

Implementing a successful smoke alarm installation initiative

Captain Lauren Brookins
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

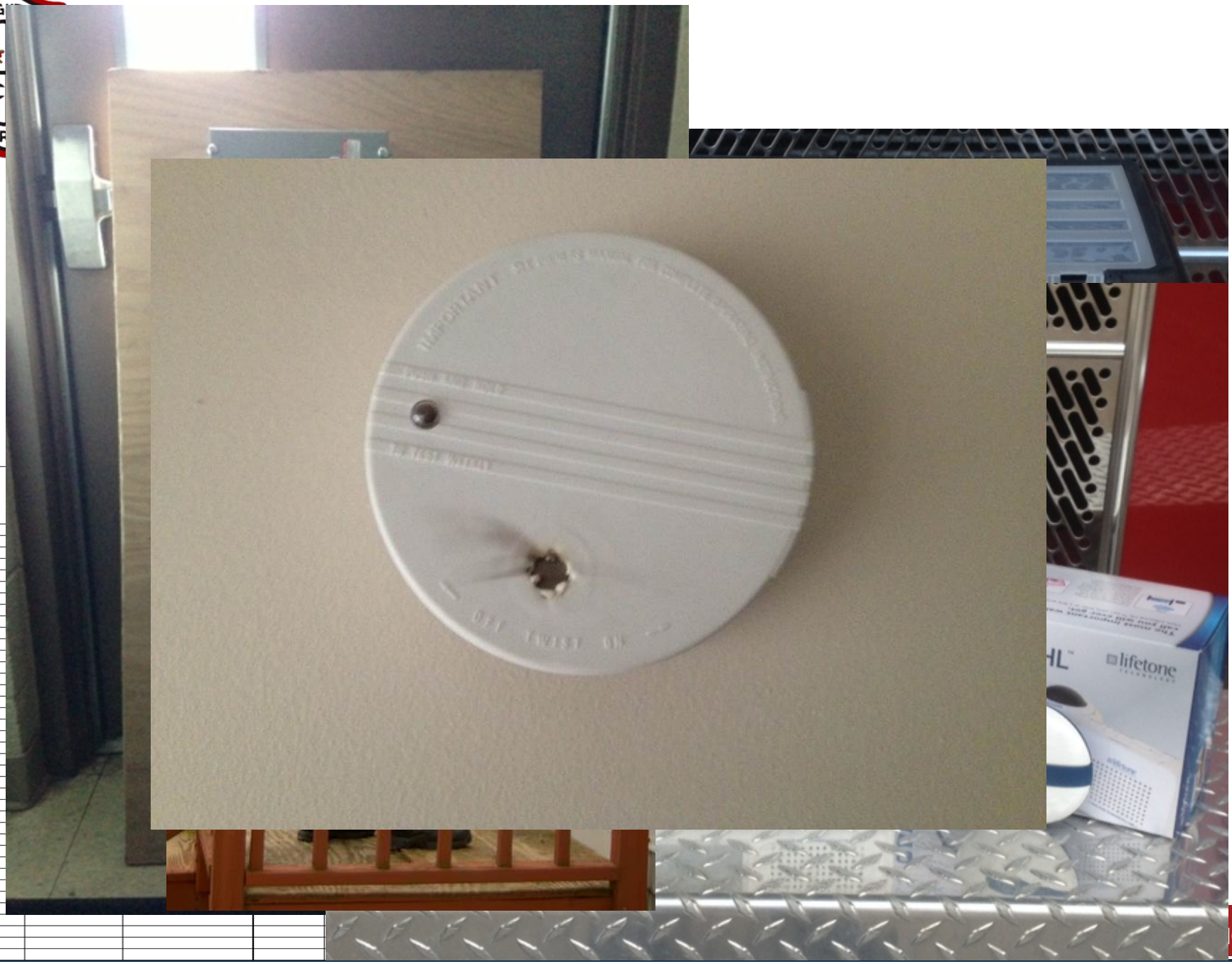
Background

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

Process Evaluation

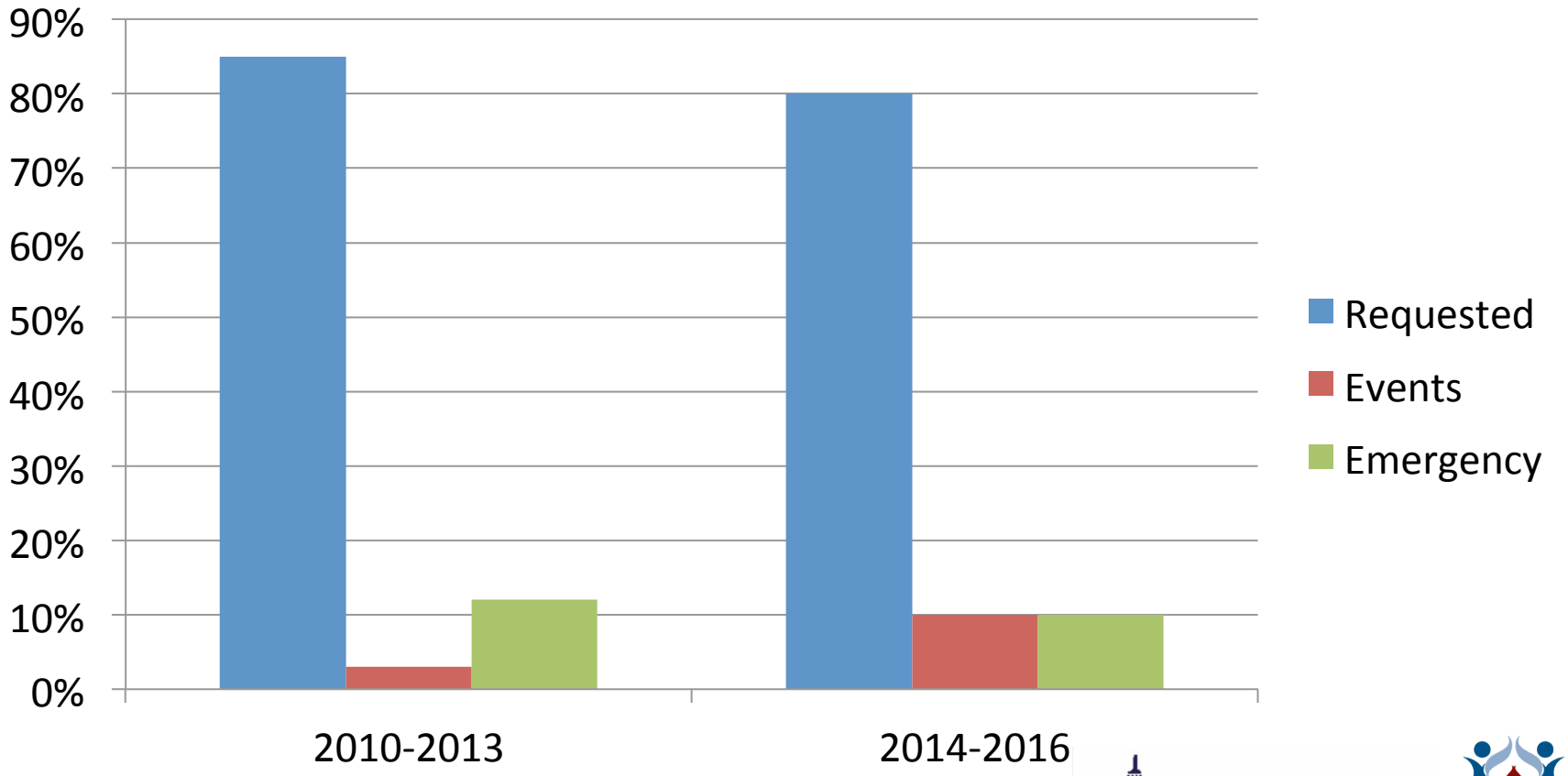
Implementation

- 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



Date

Cause for Installation



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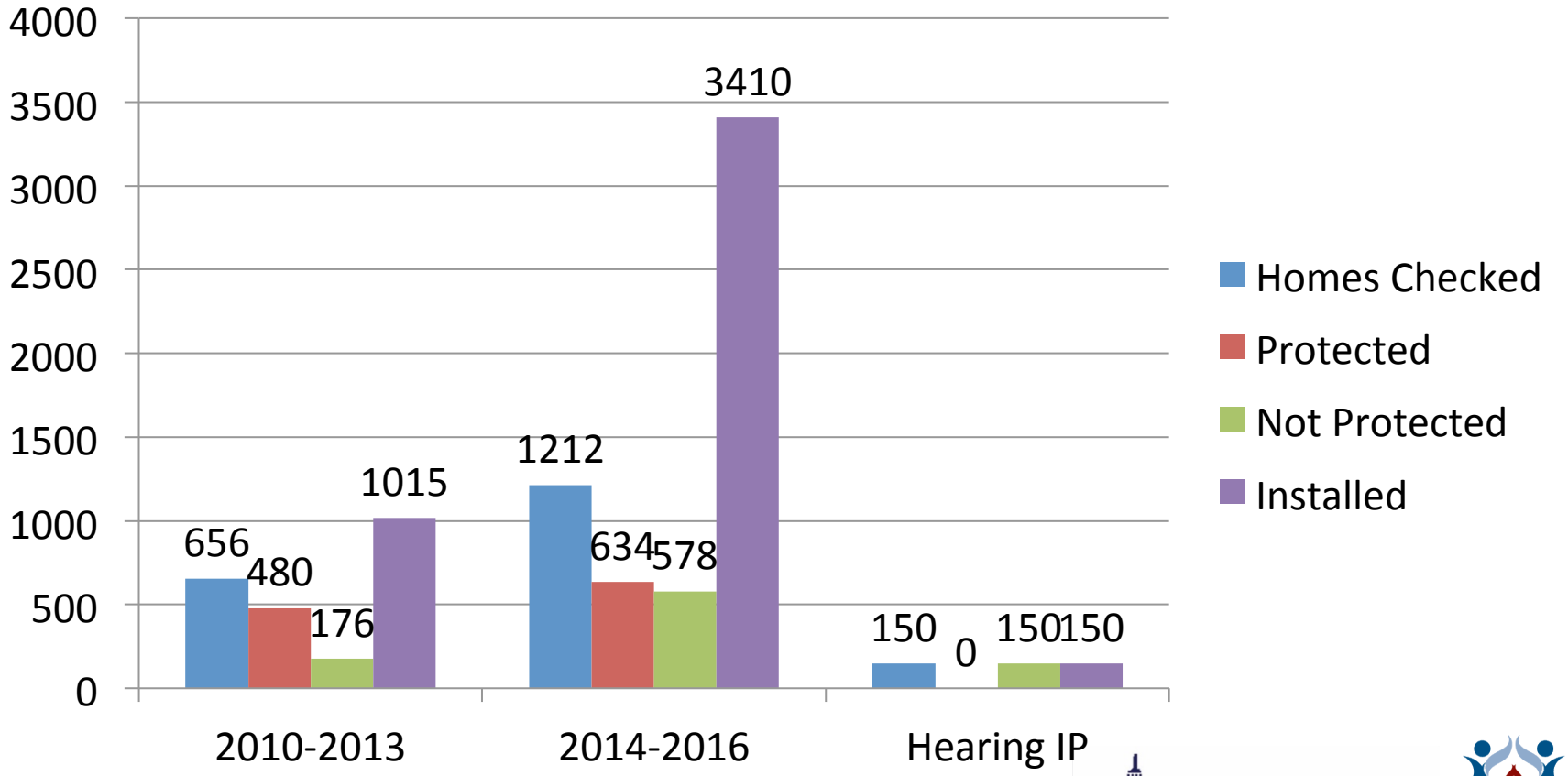
2010-2016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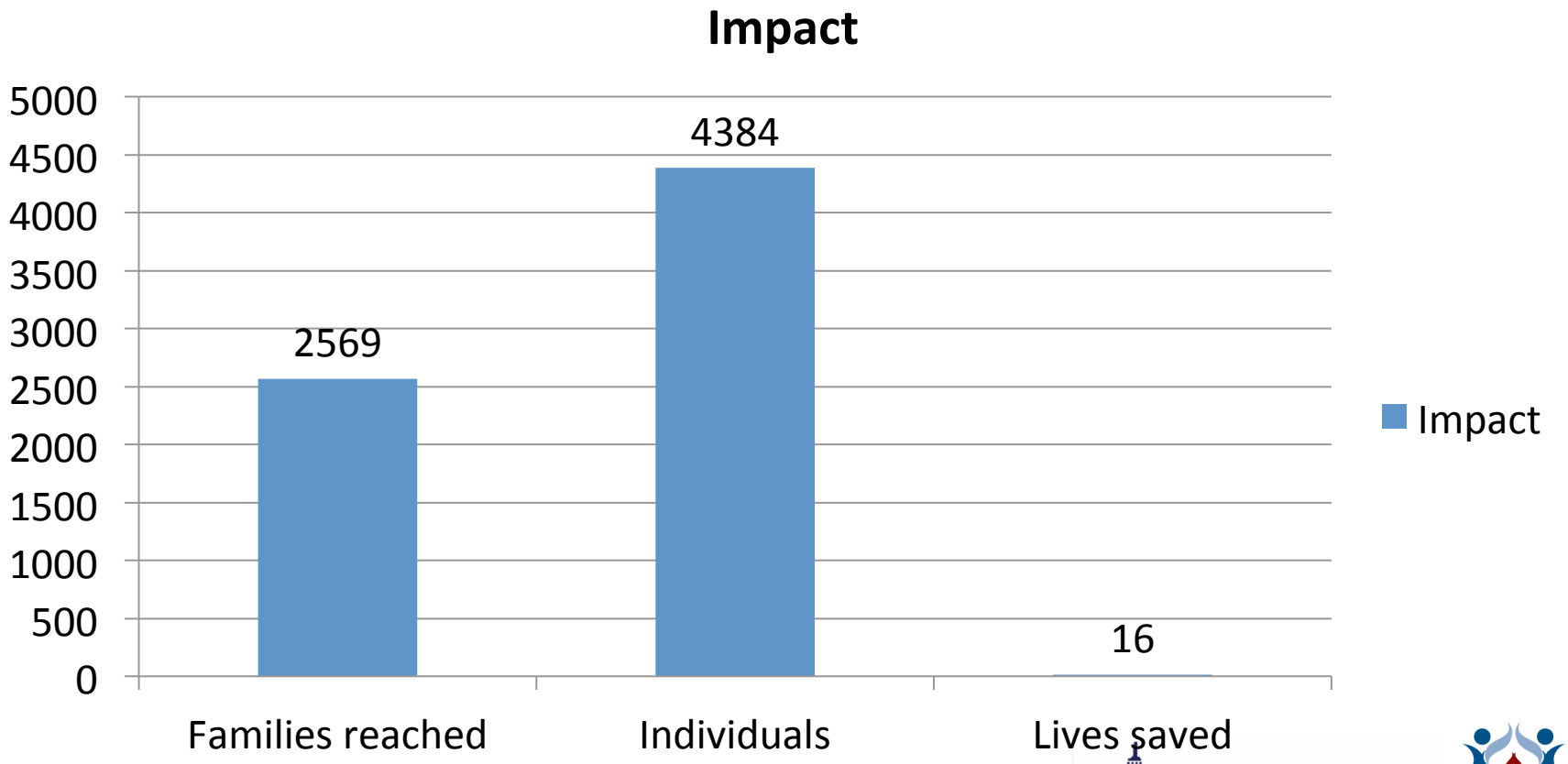
2010-2013
2014-2016
Hearing IP
Homes Checked
Protected
Not Protected
Installed

Impact & Outcome Evaluations

People Protected



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

RESOURCES

Contact Information

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