Home Fire Campaign: Overview & Evaluation Results
Presentation Objectives

• Review Community Risk Reduction (CRR) best practice methodology utilized in Home Fire Campaign design

• Share impact evaluation results that demonstrate the effectiveness of the program design

• Share opportunities for improvement to benefit all stakeholders and practitioners
Home Fire Campaign

Goal: Reduce home fire deaths and injuries 25% by end 2019

- **Home Fire Campaign**
  - Partner with **fire departments** and other community organizations to *reduce home fire deaths and injuries 25% within 5 years*

- **In-Home Visits**
  - Smoke alarm installations
  - Fire safety education and fire escape planning

- **Youth Education**
  - Home fire focus
  - Delivered in school and other group settings
  - *The Pillowcase Project*
Target audience

Demographic Profile Considerations
- Poverty is primary risk factor considered; other important considerations include:
  - Children 5 and under
  - Adults 65 and older
  - African Americans
  - Native Americans
  - Persons with disabilities and/or functional and access needs
Risk assessment

• Targeting Matters!
  – Accurately identifying the most at-risk homes enables CRR programs to have an out-size impact on reducing fire deaths and injuries

• Data Driven
  – Utilize local and national data sources
    www.homefirepreparedness.org/cms/node/104
  – Prioritize input from local fire departments and other community advocates

• Targeting Impacts Program Delivery
  – Beyond location, targeting can proactively inform need for language considerations, bedside alarms for people who are deaf or hard of hearing, other services for persons with a disability or an access or functional need, cultural sensitivities, etc.
In-home visit:

• **Components of Visit**
  – Initial assessment (how many working alarms, etc.)
  – Alarm installation
  – Home fire safety education, including testing and silencing alarms
  – Home fire escape planning, as resident agrees to participate
  – Record and report services provided

• **Implementation Plan, Year One**
  – Build local and national coalitions; saving lives is a *whole community* endeavor
  – Equip volunteers and staff with resources and training to conduct thousands of in-home visits
Educational Materials

Resources available at: www.homefirepreparedness.org

Home Fire Escape Plan

Use the graph to draw your home’s floor plan and plot your home fire escape routes.

Tips for creating your home fire escape plan:
• Everyone in your household should know two ways to escape from each room in your home.
• Smoke is dangerous. Get low and go!
• Decide where to meet once you get outside:
  • Get out and stay out. Never go back inside for people, pets or things.
  • If a fire starts, you may have just two minutes to get to safety. So time your fire drills and find out which your escape time?

If a fire starts in your home, get out to safety, then dial 911.

You can keep your family safe with 2 simple steps:
1. Practice your 2-minute drill.
2. Test your smoke alarms monthly.

Home Fire Safety Checklist

Cooking Safety
✓ Keep an eye on what you fry. Stay in the kitchen when frying, grilling or using an open flame.

Fireplaces, Space Heaters, Radiators, etc.
✓ Be careful if you use a space heater. Make sure it is safe. Turn it off before you leave.

Smoking Safety
✓ Never smoke in bed.

Electrical and Appliance Safety
✓ Large and small appliances are plugged directly into wall outlets.

Children Playing
✓ Matches and lighters are locked away.

Smoke Alarms
✓ Make sure you have working smoke alarms. Different types of smoke alarms, ionization and photoelectric, detect fires in different ways. Experts recommend having both types in your home.
✓ Change smoke alarm batteries every year. Unless it has a long-life battery.
✓ Replace smoke alarms every ten years.

Home Fire Escape Plan

At least twice a year, use your home fire escape plan to practice your 2-minute drill with all your family members. Practice makes perfect! After each fire drill, mark down your escape time.

Practice your 2-minute drill

Make sure everyone can escape in 2 minutes or less.

Drill 1
Drill 2
Program to-date coalition outcomes

October 2014- January 2016
• 48 Documented Lives Saved
• 120,000+ Home Visits
• 264,000+ Smoke Alarm Installed
• 333,000 People Served
• 4,500+ Cities Reached
• 2,500+ Coalition Partners Engaged
• 100,000 Escape Plans Made
• 24,000 Batteries Replaced
Independent evaluation

• NORC at University of Chicago
  – Assess the ability of HFC to:
    – Reach target population
    – Provide the intended services
    – Determine increase in fire safety behavior and knowledge
  – Mail Survey
    – Random sample of 3,000 households surveyed
    – >95% confidence with 546 respondents
What NORC learned: Targeting

- **Effective targeting**
  - 89% of households targeted exhibited risk factor
  - 56% of households 200% below national poverty line; 1.6x more than general pop.
  - Up to 67% exhibited multiple risk factors
  - Effective in reaching African American population, nearly 2x more than general pop

- **Areas for improvement**
  - Increase ability to reach Native Americans as well as Hispanic/Latino populations
What NORC learned: Alarms

- Alarms
  - 97% report alarms remain installed and functioning
  - 70% report testing their alarm once in the previous 3 months
  - 72% did not need to silence their alarms; indicating correct alarm placement
  - 10% of respondents reported that their alarms alerted them. Of those reporting, all escaped to safety*

*Survey wording allows for unlikely possibility respondent is referring to an alarm alerting prior to receiving services
What NORC learned: Fire safety knowledge & behavior

- **Escape Plan**
  - 64% reported having a fire escape plan
  - 39% of respondents who have a plan reported practicing it

- **General Fire Safety Education**
  - 95-99% of respondents indicate high fire safety knowledge via T/F quiz
  - 70%-73% of respondents indicate high likelihood of practicing fire safe behavior

- **Time to Escape a Home Fire**
  - 70% of respondents thought they had between 3-10+ mins to safely escape a home fire
Overall opportunities for improvement

- **Targeting:** While effective, additional measures need to be taken to increase services to Hispanic/Latino population as well as Native Americans
- **Pre-canvass:** Clients clearly stated they prefer advance notice prior to an in-home visit
- **Time to Escape a Home Fire:** Majority of clients overestimate the amount of time they have to escape a home fire, representing an area to improve the in-home visit education provided
- **Fire escape plans matter:** By making a fire escape plan with the household; their likelihood of practicing the plan increases significantly
  - Some clients even expressed interest in practicing it during the visit
Client Testimonials

Helped us understand the importance of fire safety (45%)

I appreciated the friendliness of the staff and they took their time (33%)

No suggestions for improvement, ‘Keep up the great work.’ (80%)

If I’d had this done in early 2002, my youngest daughter **might still be with us**
Conclusion: In-Home Visits Work

- **Targeting works:** Utilizing data alongside qualitative community risk information is effective
- **Education works:** Knowledge and behavior is high for recipients of in-home services
- **Working smoke alarms continue to save lives:** The alarms are very likely to remain in the home and alert the household in the event of a home fire

**2 February 2015:** Client and his family received an HFC In-Home Visit at their multi-tenant home in New Orleans.
- 2 smoke alarms were installed.
- A fire escape plan was developed.

**On 15 September 2015:** A fire broke out at 3 am.
- Eleven people were asleep.
- Client woke up to the sound of the smoke alarms and began to wake up all family members and neighbors.
- All eleven people, including a two-month-old baby made it out safely.

Multi-tenant home, New Orleans (before fire).
Photo courtesy of Google Earth.
Questions

Contact your local Red Cross at:
www.redcross.org/find-your-local-chapter