Fire is Everyone's Fight™

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Home Fire Campaign: Overview & Evaluation Results

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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

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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

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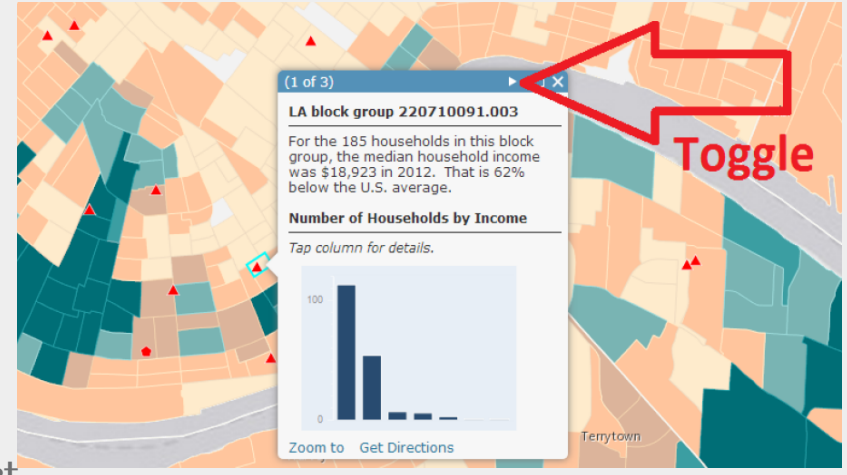
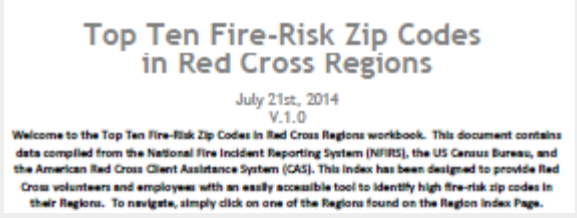
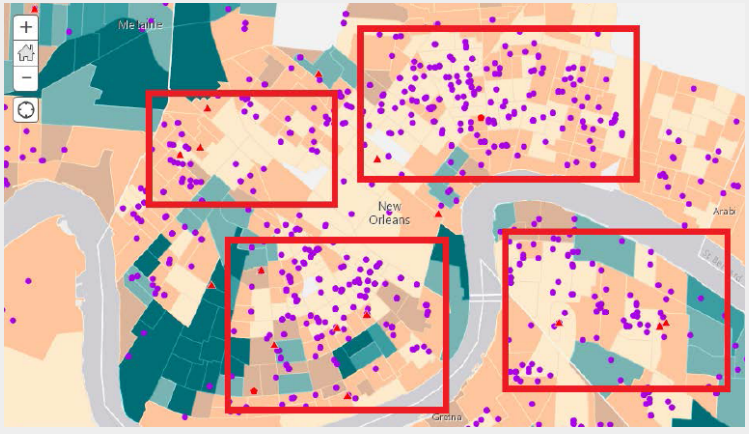
Risk assessment

- **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.







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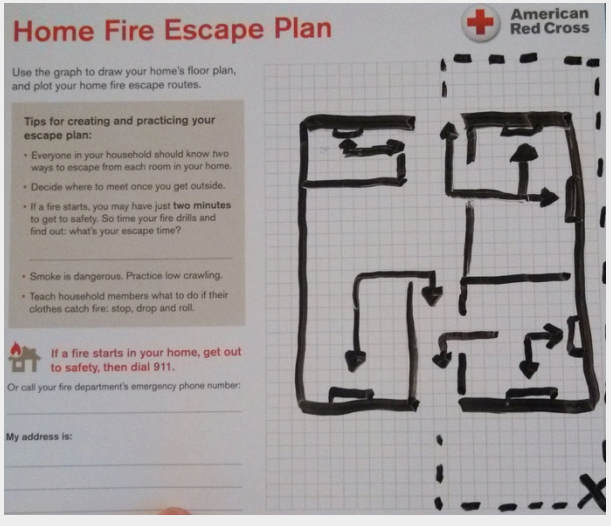
In-home visit:

- **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



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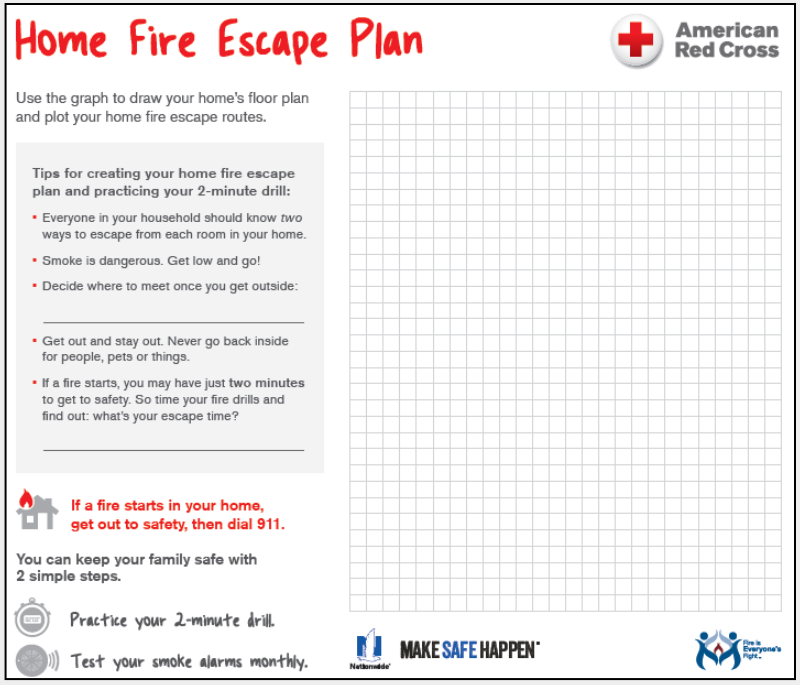
Educational Materials

Resources available at: www.homefirepreparedness.org



Home Fire Escape Plan

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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 and practicing your 2-minute drill:

- 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: what's your escape time?

_____

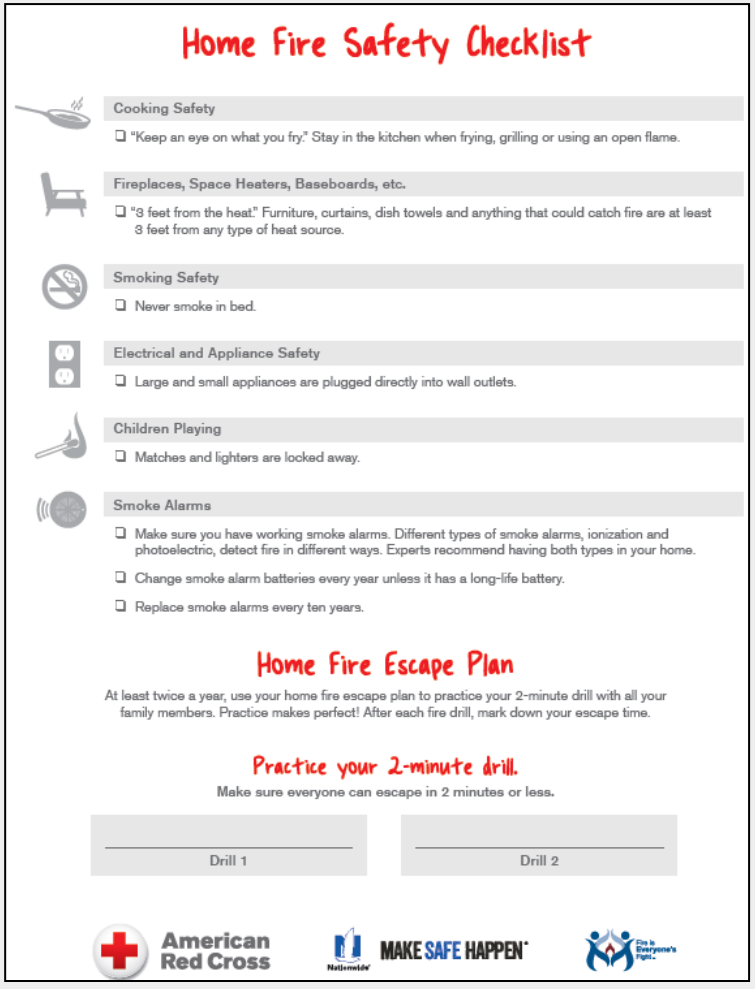
If a fire starts in your home, get out to safety, then dial 911.

You can keep your family safe with 2 simple steps.

Practice your 2-minute drill.

Test your smoke alarms monthly.

MAKE SAFE HAPPEN



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, Baseboards, etc.

- ❑ "3 feet from the heat." Furniture, curtains, dish towels and anything that could catch fire are at least 3 feet from any type of heat source.

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 fire 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 _____

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MAKE SAFE HAPPEN

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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

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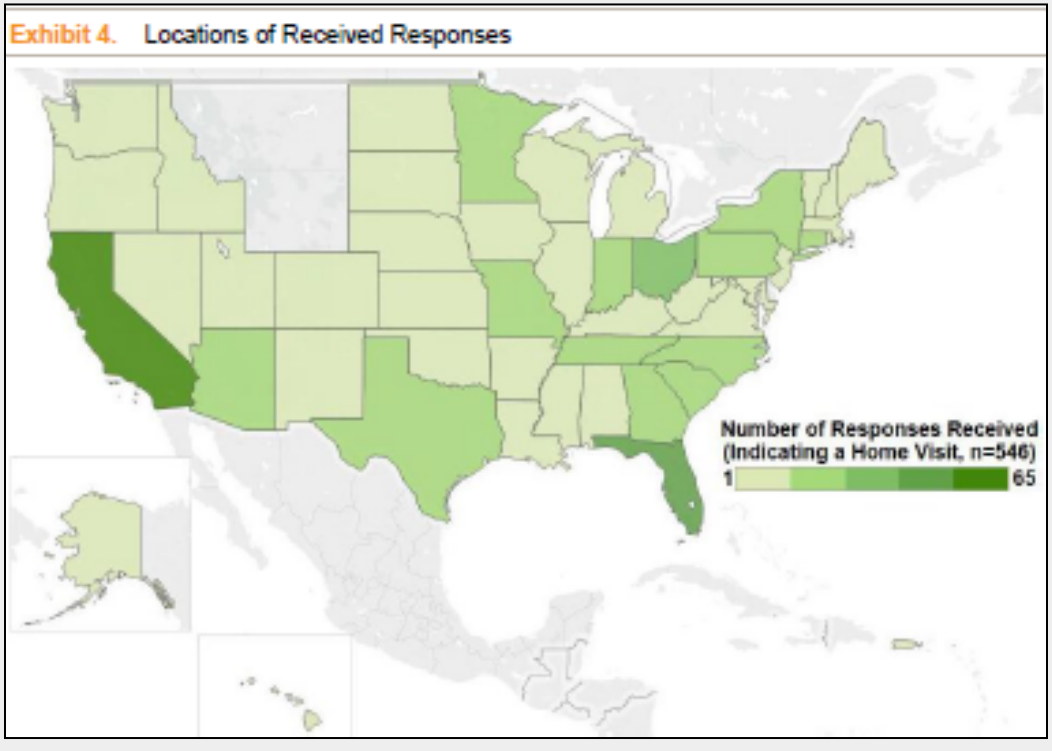
Independent evaluation

- **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



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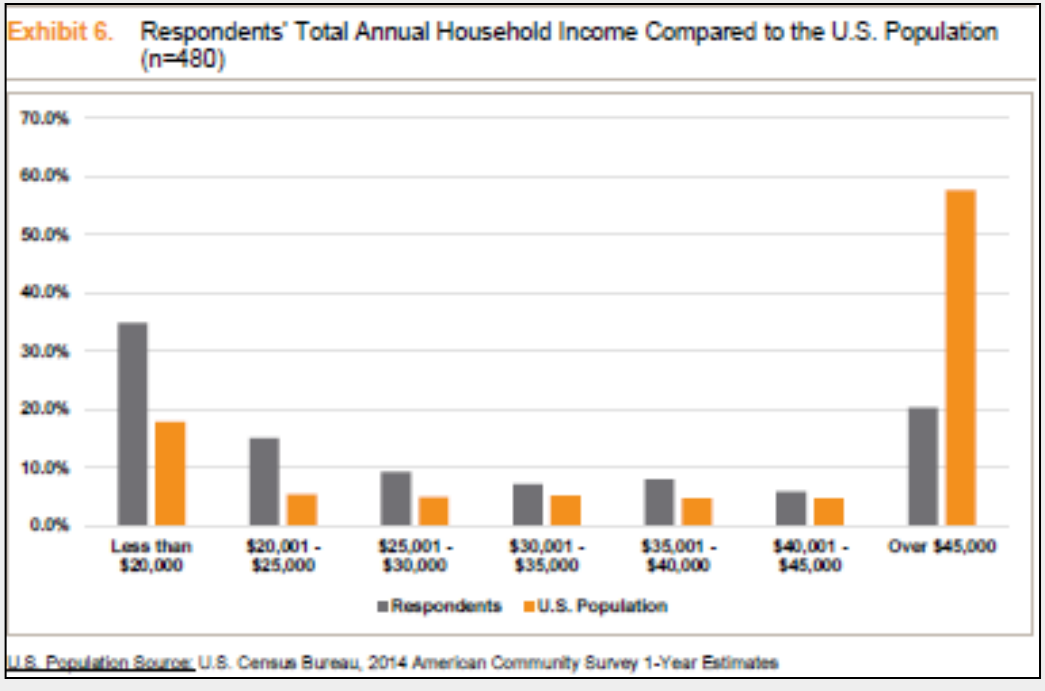
What NORC learned: Targeting



- **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

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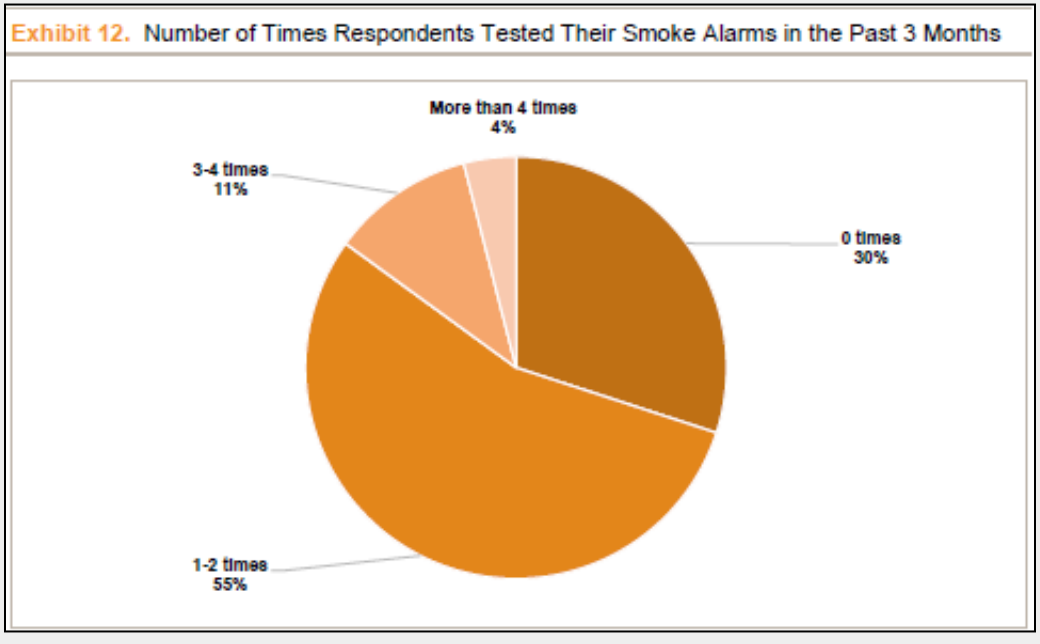
What NORC learned: Alarms

- **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

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What NORC learned: Fire safety knowledge & behavior

Exhibit 14. Respondents' Likelihood of Practicing Fire Safety Behaviors

Item	Very Unlikely to do	Unlikely to do	Likely to do	Very Likely to do
Stay in kitchen when frying, grilling, or using an open flame. (n=535)	52 (10%)	18 (3%)	78 (15%)	**387 (72%)**
Smoke in bed. (n=496)	**431 (87%)**	42 (8%)	8 (2%)	15 (3%)
Keep matches and lighters locked away from children. (n=514)	63 (12%)	15 (3%)	63 (12%)	**373 (73%)**
Keep furniture, curtains, dish towels, and anything that could catch fire at least 3 feet from any heat source. (n=525)	58 (11%)	15 (3%)	79 (15%)	**373 (71%)**
Practice your household's fire escape plan. (n=509)	90 (18%)	122 (24%)	**157 (31%)**	140 (27%)

- **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

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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

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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**

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Conclusion: In-Home Visits Work

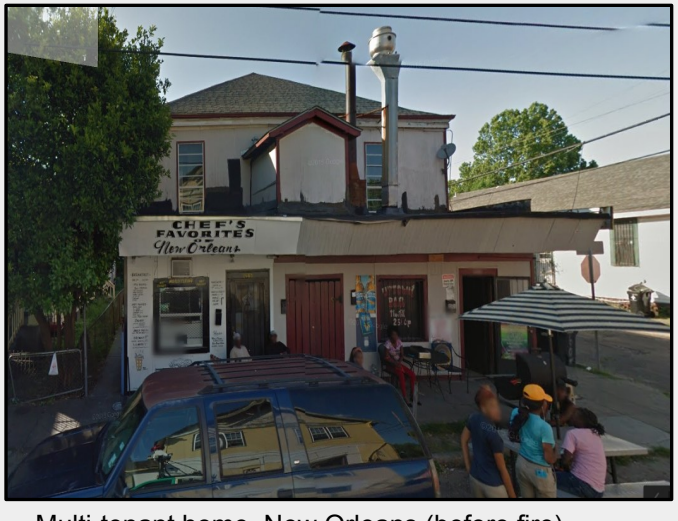
- **Targeting works:** Utilizing data alongside qualitative community risk information is effective
- **Education works:** Knowledge and behavior is high for recipients of in-home services
- **Working smoke alarms continue to save lives:** The alarms are very likely to remain in the home and alert the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

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Questions

Contact your local Red Cross at:

www.redcross.org/find-your-local-chapter