Vision 20/20

Fire is Everyone's Fight™

Model Performance in Fire Prevention

SYMPOSIUM 2016

PROJECT RISK

Residential | Inspections | Smoke Alarms | Knowledge

Howard Lagomarsino – Division Chief, Albemarle County Fire Rescue

Made Possible By a FEMA Fire Prevention and Safety Grant

Albemarle County, Virginia

Our Community:

- Bedroom Community
- 720 Square Miles
- 5% Urban/95% Rural
- 105,000 Population

Demographics:

- Roughly 44,000 Households
- 30% population "at Risk"
- 10% below Poverty Line

Vision 20/20

Albemarle County Fire Rescue

- Combination System
- 102 Career
- 450 Volunteer
- 10 Fire Stations
    - 4 - Ambulances/Medics
- 4 Rescue Stations

Fire Prevention Efforts

- Commercial Inspections
- Target Hazard Permit Program
- Plans Review Process
- Public Education
  - Events
  - Schools
  - Smoke Alarms

"The Moment of Truth"

Reported Structure Fire, Persons Trapped:

- Mother, two Children (2 & 8 yrs. old)

They Did it Right, Why didn't They Survive?

- School Age Child Attended School Fire Safety Program
- Smoke Alarms Present and Working
- Escape Plan Included Two Ways Out

a Hard Look at Processes

Data is Key

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

FORMATIVE EVALUATION

U.S. Census Bureau
Helping You Make Informed Decisions

HFE
EST. 1918

VDFP
VIRGINIA DEPARTMENT
OF FIRE PROGRAMS

COUNTY OF ALBEMARLE
VIRGINIA

Fire is
Everyone's
Fight™

Albemarle County Situation:

- Local Data (2014):
  - » Over 12,000 responses
  - » Over $3 Million in property loss
  - » 5 Firefighter injuries
  - » 1 Civilian Injury
  - » 6 Civilian fire deaths
- 76% of Civilian Casualty/Loss = Poverty
- Odds of being a Civilian Fire Injury/Death
  - » Overall Population 1 in 62,000
  - » Poverty Population: 1 in 2,000

But we are not done with this phase: Why is this so?

- Our data and research revealed:
  - Smoke Alarms worked in only 23 % of the civilian Injury/deaths
  - 69% of the time escape was an issue
    - Did not have a plan
    - Went back in for something
    - Tried to fight the fire

Goals & Objectives

- Target Residential Fires in Poverty Areas
- Seek to Reduce Civilian Fire Loss/ Casualty by 25 %
- Install 2000 Smoke Alarms in target areas within12 Months
- Reach 1000 Homes in the target areas within 12 months

PROJECT RISK

Residential | Inspections | Smoke Alarms | Knowledge

The Target Numbers Not the Whole Story:

- Cultural Change within ACFR:
  - » Not just Career, but system wide
- Community Risk Analysis and Risk reduction Initiatives at Station Level
- “Community Policing” Culture Development
- Station ownership in the Community

How Are We Going to Do This?

Is It Realistic?

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

PROCESS EVALUATION

Key Lesson: No Need to Go It Alone:

- Fire Corps
- Red Cross
- United Way
- School Organizations
- Boy/Girl Scouts
- Fraternal Organizations
- “Critter” Clubs
- Citizen Volunteers
- Business Partnerships
- Local Philanthropists

- Government Partners:
  - Police
  - Social Services
  - Schools
  - Politicians
  - Development/Planning
  - County Exec Office
  - City/Town Manager Office

Vision 20/20

Do not Forget Branding Your Message:

Be Creative: Competing For Their Interests

- Multi-media
- Partners

Vision 20/20

Fire is Everyone's Fight™

What We Got Done in 12 Months by The Numbers:

- 1634 Home Contacts
- Initial Data Obtained from Citizens on Risk reduction Knowledge/ Practices
- 2155 Smoke Alarms Installed
- Community Risk Reduction Training at Stations
- Still Evaluating Departmental Climate for CRR

Vision 20/20

Fire is Everyone's Fight™

Are We Having a Positive Influence?

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

IMPACT EVALUATION

Albemarle County Impact Evaluation:

- Pre-Survey
- Post Survey
  - » Still Working through this process
- Increase in Station level Public Education and Community Outreach Activity

Does the Data Support the Desired Change ?

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

OUTCOME EVALUATION

Outcomes:

- Too Early to Say Definitively
  - Seeing change at Cultural/Station level
  - No residential Fire Deaths since implementation
  - Civilian Injuries Down Also
  - Property Loss ?????

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

RECOMMENDATIONS

Lessons Learned:

- Technology : Blessing & Curse
- Customer Time is a commodity
- Evaluation: Ensure staffing for Post-Survey
- Ensure CRR Teams reflect the Community
- Planning, Planning, Planning

Lessons Learned:

- Do Not Be Afraid to Evaluate and Change on the fly
- No Matter how Much you Plan, the Ground Game Will Change
- Adapt, Overcome and Improvise
- Do NOT BE Paralyzed by Analysis

Vision 20/20
MODEL PERFORMANCE IN
FIRE PREVENTION
SYMPOSIUM

RESOURCES

Questions?

Howard Lagomarsino
Albemarle County Fire Rescue
Division Chief/Fire Marshal
Fire & Life Safety/Office of the Fire Marshal
460 Stagecoach Road
Charlottesville. Virginia 22902
hlagomarsino@Albemarle.org
434-296-5833