Vision 20/20

Fire is Everyone's Fight™

Model Performance in Fire Prevention

SYMPOSIUM 2016

"Senior Outreach – The Power of Partnerships"

Battalion Chief (retired) Jim Resnick, BA, NRP

Montgomery County (MD) Fire and Rescue Service

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GOALS AND OBJECTIVES

- *THE VALUE OF PARTNERSHIPS*
- *USING AN "OFFENSIVE STRATEGY"*
- *HOW TO "SELL" YOUR SERVICES*

The Case for Partnerships Senior Fire Safety Risk

- We didn't get into this situation by ourselves & we can't get out of it by ourselves
- Seniors are at incredible risk
  - Object-related
  - Procedure
  - Behavior
  - Perception
- Collaborative Ventures Work: Added Value

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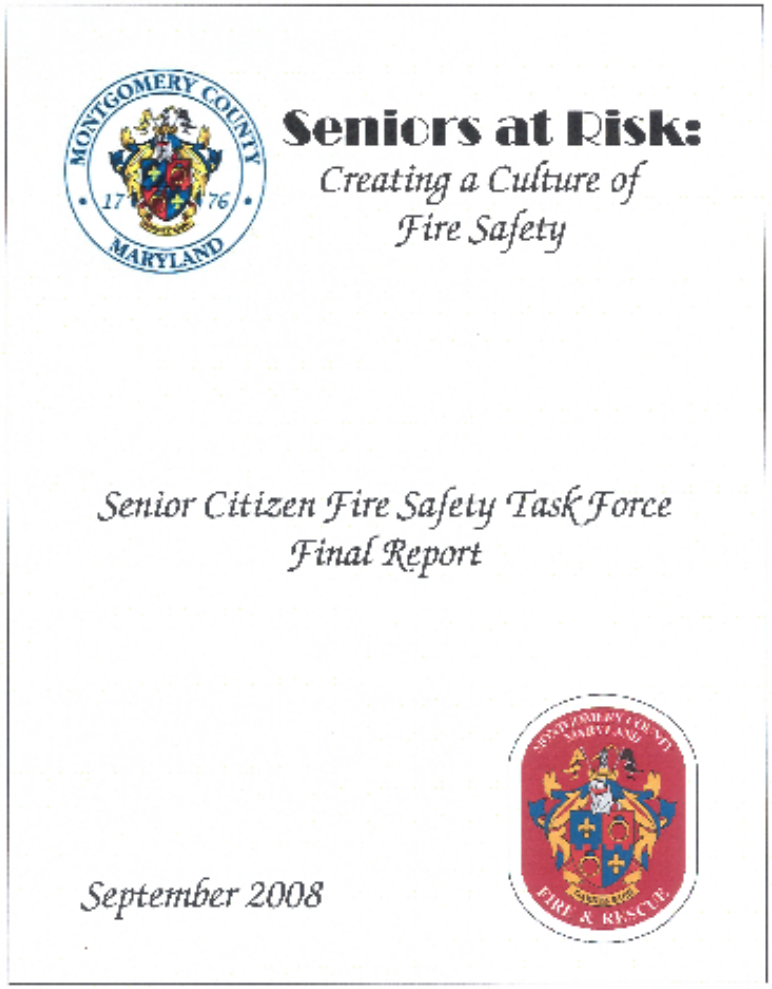
FORMATIVE EVALUATION

Visionary Leadership

- Comprehensive Review
- 37 Recommendations
- Political (Fiscal) Will and Determination
- [MCFRS Senior Fire Task Force Report]



Senior Outreach & Education

- Public Education
- Home Safety Checks
- Follow-up w/mailed Checklists
- Most are “Organization-Focused”
  - Senior “Villages”
  - Meals on Wheels
  - Faith-based Organizations
  - Senior Centers

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PROCESS EVALUATION

Our Process: Working With Others

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The Plan

Seek to Engage with “Off the Grid”

1 Group Educational Presentation per Week

1 – 2 Large Outreach Program per Month

Fill in the Gaps with Individual Requests

Be Receptive to Whatever Comes Along

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IMPACT EVALUATION

A Lot of Hard Work & A Lot of Luck

Education

61 group education programs
2150 County residents
(35.2 attendees/event)

Outreach

815 home safety checks
1024 smoke alarms
618 batteries
(1.3 smoke alarms/home)
(0.76 batteries/home)

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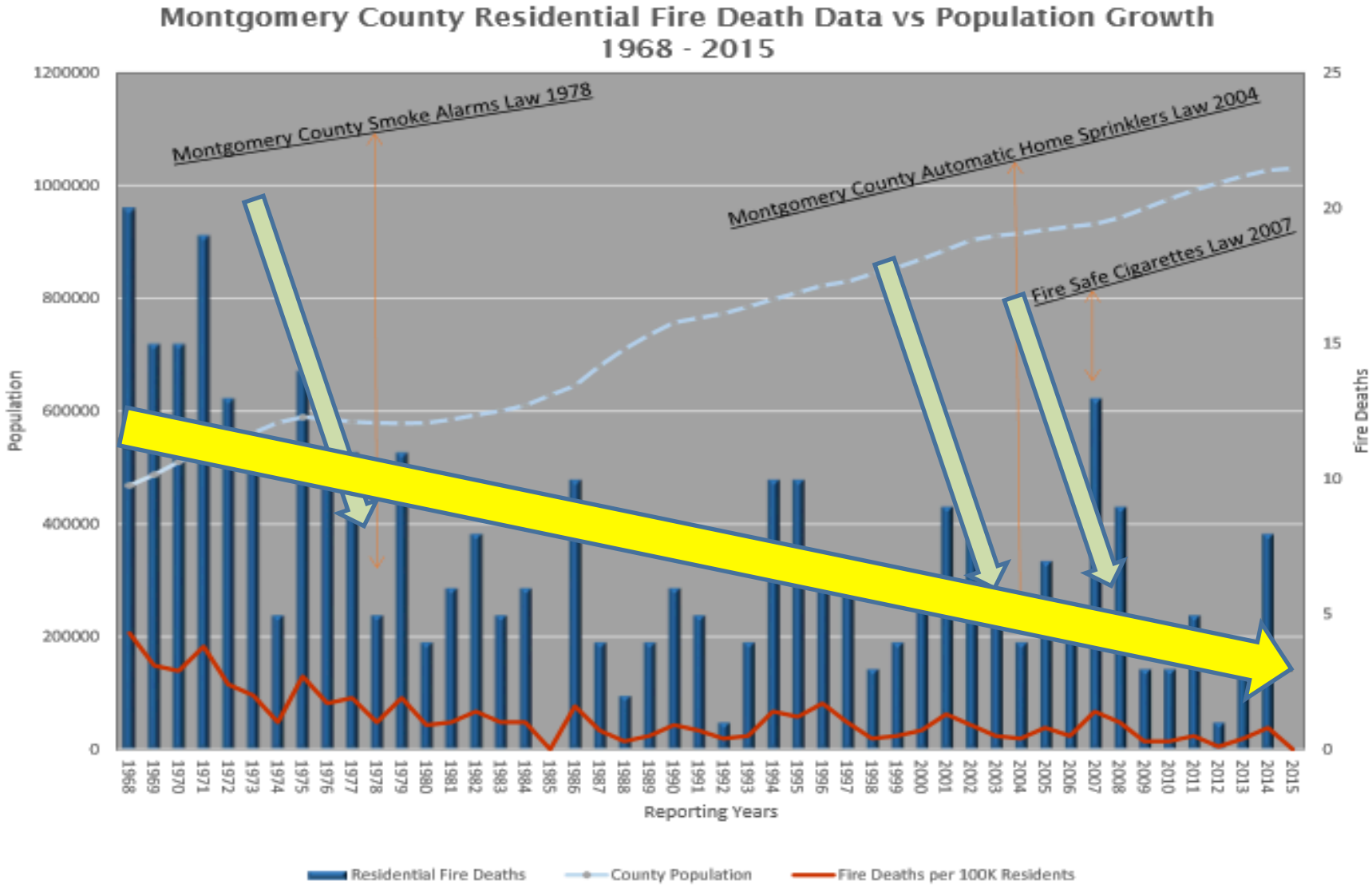

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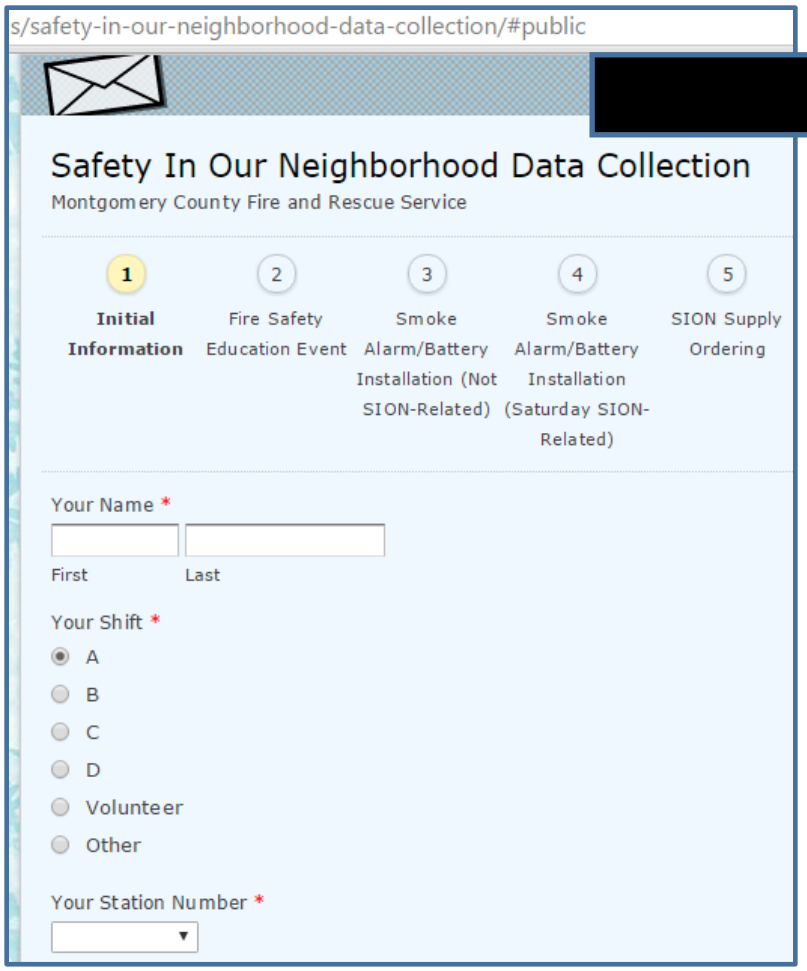
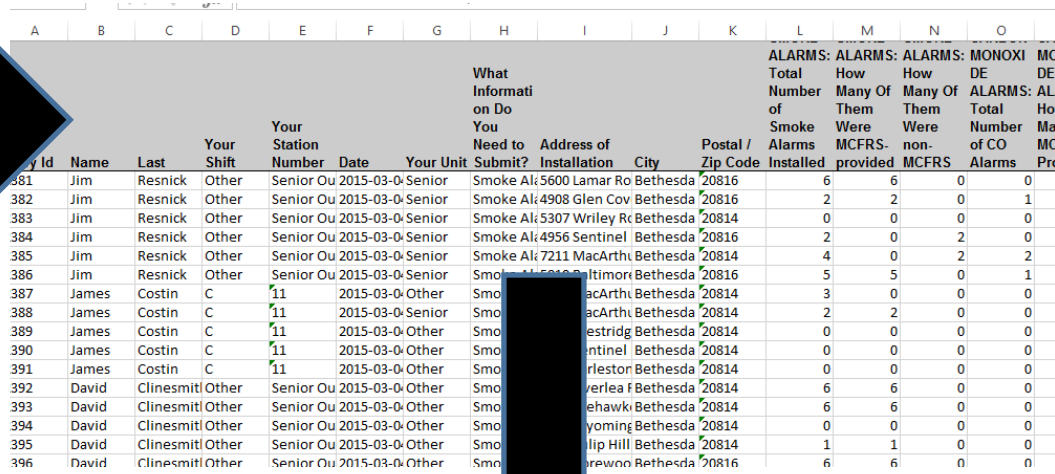
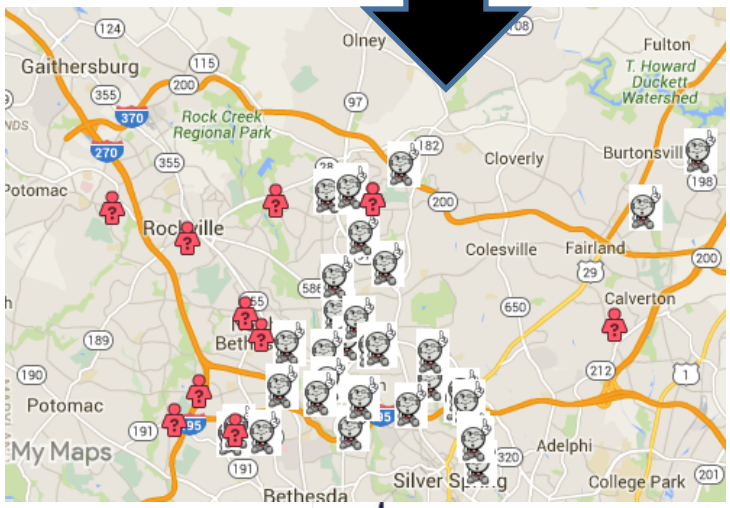
OUTCOME EVALUATION

Measureables





	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	y Id	Name	Last	Your Shift	Your Station Number	Date	Your Unit	What Information Do You Need to Submit?	Address of Installation	City	Postal / Zip Code	ALARMS: Total Number of Smoke Alarms Installed	ALARMS: How Many Of Them Were MCFRS-provided	ALARMS: How Many Of Them Were non-MCFRS	MONOXIDE ALARMS: Total Number of CO Alarms
381		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smoke Al	5600 Lamar Ro	Bethesda	20816	6	6	0	0
382		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smoke Al	4908 Glen Cov	Bethesda	20816	2	2	0	1
383		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smoke Al	5307 Wriley Rd	Bethesda	20814	0	0	0	0
384		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smoke Al	4956 Sentinel	Bethesda	20816	2	0	2	0
385		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smoke Al	7211 MacArth	Bethesda	20814	4	0	2	2
386		Jim	Resnick	Other	Senior Ou	2015-03-0	Senior	Smo	[illegible]	Bethesda	20816	5	5	0	1
387		James	Costin	C	11	2015-03-0	Other	Smo	acArth	Bethesda	20814	3	0	0	0
388		James	Costin	C	11	2015-03-0	Senior	Smo	acArth	Bethesda	20814	2	2	0	0
389		James	Costin	C	11	2015-03-0	Other	Smo	estridg	Bethesda	20814	0	0	0	0
390		James	Costin	C	11	2015-03-0	Other	Smo	ntinel	Bethesda	20814	0	0	0	0
391		James	Costin	C	11	2015-03-0	Other	Smo	rleston	Bethesda	20814	0	0	0	0
392		David	Clinesmit	Other	Senior Ou	2015-03-0	Other	Smo	verlea F	Bethesda	20814	6	6	0	0
393		David	Clinesmit	Other	Senior Ou	2015-03-0	Other	Smo	ehawk	Bethesda	20814	6	6	0	0
394		David	Clinesmit	Other	Senior Ou	2015-03-0	Other	Smo	yoming	Bethesda	20814	0	0	0	0
395		David	Clinesmit	Other	Senior Ou	2015-03-0	Other	Smo	lip Hill	Bethesda	20814	1	1	0	0
396		David	Clinesmit	Other	Senior Ou	2015-03-0	Other	Smo	rewoo	Bethesda	20816	6	6	0	0



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RECOMMENDATIONS

Recommendations

(what has worked for MCFRS)

- Lead the Effort
- Determine Scope of Your Community's Problems
- Find Partners
- Share the Work
- Celebrate Successes
- Track Results

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RESOURCES

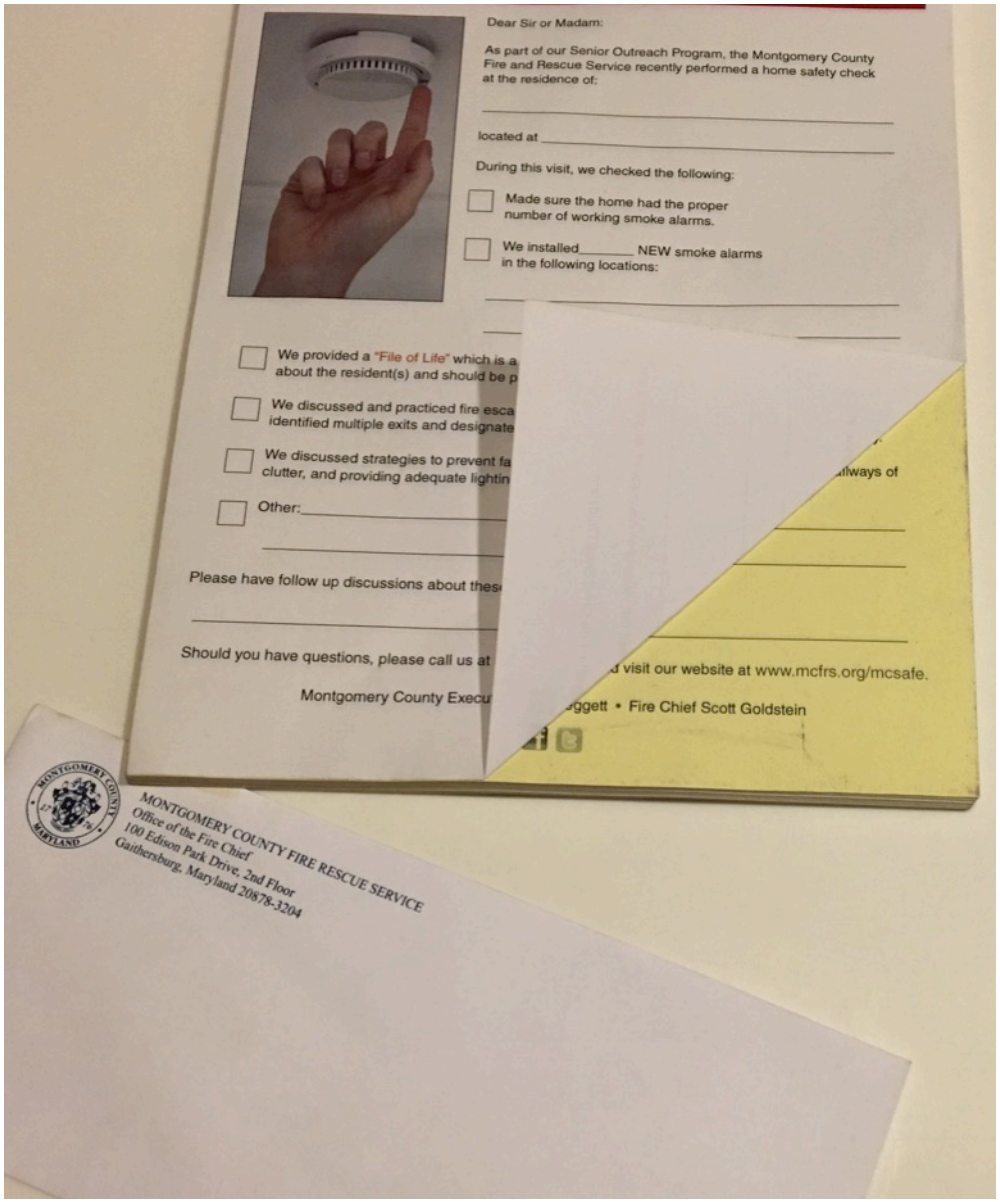
Resources

MCFRS Home Safety Checklist w/Carbonless Copy and Envelope

On-line, cloud-based program for forms, surveys, registrations

james.resnick@montgomerycountymd.gov

Thank you for your time and attention!
-Jim



Carbonless, one page checklist

Envelope

Original: Left w/ Resident

Yellow Copy: Sent to a Relative, Friend, Neighbor

Includes Contact Information for MCFRS Home Safety Check Program