Beyond Smoke Alarms - Evolving Community Risk Reduction

Model Performance in Community Risk Reduction
Presented by: David Barrett, executive officer, commander
Quick Backstory…

- Private non-profit public safety org (2008)
- Leadership made up of extensive experience in fire service, EMS, private sector business, education, and government affairs
- Partners with fire departments
- Members are EMTs, Medics, FF1s
- Mission: **Saving lives through education, engagement, and partnerships**
- Demonstrated “saves” related to smoke alarms and CO detectors
- Target audience: 4th, 5th grade students, high school students, corporations, older adults, and firefighters
OBJECTIVES

MySafe:LA mission: Saving lives through education, engagement, and partnerships.
Three Key Objectives: 1. Reduction in fatalities as a result of fire; 2. Maximizing resident (notably older adult) escape opportunities from fire; and 3. engagement with community members to give them incentive to take responsibility for their own safety.
FORMATIVE EVALUATION

Partnersing with community stakeholders to establish risk, opportunity, and need.
How do we gather mission critical data that is truly local?
Technology is partner #1

- Manage research
- Create Timelines and Projects
- Communicate to Partners
- Track Results
- Develop Metrics and Analysis
- Doesn’t Need to Be Expensive
- Builds CRR process rapidly
- Most software includes FREE trials
Let’s look at some software solutions
Insightly - CRM Software

- [https://www.insightly.com](https://www.insightly.com)
- Client Relationship Management
- It’s about relationships
- Create links from one agency to many
- Create projects and link to other apps
- Determine best practices
- Share data via APIs to dozens of other solutions in the market
- Inexpensive: $49 per user per mo.
Deputy For The Workforce

- [https://www.deputy.com](https://www.deputy.com)
- Create and edit personnel schedules
- Track employee and volunteer hours and sync to payroll solutions
- Use the built-in news-feed to communicate activity and plans
- Assign tasks and get notified when complete
- Develop Metrics and Analysis
- Doesn’t Need to Be Expensive - $3 per person per month
FireJournal for the Field

- [http://purecommand.com](http://purecommand.com)
- Designed for fire station management
- iPad and Cloud linked solution
- Includes Smoke Alarm Forms
- Includes NFIRS, NIMS, etc.
- Creates Metric results
- Doesn’t Need to Be Expensive -
  - iOS App is FREE
  - Cloud solution is $39.99 a year
Our view of CRR requires a village to be successful
We control our brand: In house film, Internet, research, communications, resilience, and government affairs teams.
MySafe:LA CRR Partners include:

Los Angeles Fire Department
Los Angeles Police Department
L.A. City Attorney’s Office
L.A. Department of Aging
Southern California Gas Co
L.A. Dept of Water & Power
L.A. Mayor Garcetti
L.A. Region of American Red Cross
Emergency Management Department
L.A. Unified School District
L.A. Dept of Transportation
L.A. Dept of Housing
FirstAlert Smoke Alarms
15 City Council Officers
12 California State Assembly Offices
02 California State Senators
35 Neighborhood Councils
Beyond Smoke Alarms

Research

Planning/Safety Events

Canvassing

Analysis

Presentations
- Older Adults
- Community Groups
- 4-12 grade Students
- Homeowner Assoc.
- Town Hall gatherings
PROCESS EVALUATION

Engaging community to be part of the solution, resulting in improved resilience.
Implementation

- 4th and 5th grade students learn to be “Junior Fire Inspectors”
- High School students learn CPR/AED
- Neighborhood Councils learn “Citizen Responder” and CERT activities
- Mar 15 - Apr 15 is “Smoke Alarm Awareness Month in L.A.”
- Canvassing operations include food trucks, fire dept extrication demos, CPR education, free forms, and meet/greet elected officials
- All activities are tracked w/tablet software
Our Direct Human Contacts

- 12,400 4th and 5th grade students graduated as “Junior Fire Inspectors”
- 120,000+ 4th and 5th grade student impressions
- 37,200+ smoke alarms provided/installed
- 12,500 high school students completed CPR/AED leadership training
- 5,000 older adults received GO bags and related fire/life safety training
Our Overall Outreach

- 29 videos, many award winning
- 12 Public Service Announcements (PSAs)
- 265,000 Wildfire brochures provided
- 106,000 FireSmart:LA brochures provided
- 34,600 QuakeSmart:LA brochures provided
- Brochures in 150 fire stations
- Brochures in 477 elementary schools
- Brochures in 45 government offices
- Brochures in thousands of homes
What starts with a fatality fire evolves into a community outreach plan, called “FireSmart:LA” then moves to a stakeholder review process.
Investigate

- Our team works with the LAFD to review fatality fires

- The example at the right shows a junction box with the wires folded in - at the place where a smoke alarm was supposed to have been installed - but was removed

- This is an example of a fatality fire where a smoke alarm may have saved a life

- Canvassing in this area revealed 16 out of 45 homes with smoke alarms either removed or disabled
IMPACT EVALUATION

Demonstrating results supports both partners and future initiatives.
Forward facing websites that identify activities demonstrate results

www.mysmokealarm.org
OUTCOME EVALUATION

Demonstrated results support strong steps in leading community resilience throughout Los Angeles.
“The proper use of software, combined with data mining in the field will give you raw data results. The right software and evaluation will allow you to use that data over time. Proper analysis is a human issue, and changes from neighborhood to neighborhood.”

Greg Baldwin, Analyst

MySafe:LA
RECOMMENDATIONS

The opportunities don’t change. Execution and vision determine your path forward.
A single vision. A single leader.
Link your programs and your partners for effective CRR.
Don’t do it all yourself, but do the things that identify you best.
Use technology to support your process.
Learning never stops - so learn from every engagement, every day.
Always have a dialog with your customers - never a monolog.
Don’t rely on a single source of funding.
Dream big. Lead.
MySafe:LA receives an award from the Los Angeles City Council; our team collaborating with the Red Cross; some of our Jr. Fire Inspectors.
CONTACT

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