



Presentation Title: CRR beyond Smoke Alarms

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I. Formative Evaluation – Planning

What once was an evaluation of at-risk homes wherein functional smoke alarms were not likely to be present has evolved. MySafe:LA looked at CRR as a component of overall “resilience” in the community. To that end, the planning process is now headed up by a resilience officer. That officer and others on the team meet and discuss CRR planning issues with a diverse mix of political, first responder, and support organizations. The planning process now includes the office of the Mayor (Crisis Response Team), the City Council (15 regional offices), The American Red Cross (LA Chapter), The Department of Aging, The Los Angeles City Fire Department, the Los Angeles City Attorney, Neighborhood Councils, and other entities.

This combined mix of input allows for a triage of the needs of the most at-risk communities in the city. It engages partners and creates better outcomes for a wider group of participants, advocates, and supporters. In a diverse series of neighborhoods, it engages the community via their own local stakeholders improving results and creates an ongoing benefit beyond individual “canvassing” operations.

Part of this planning process involves the extensive use of SaaS software to manage and help organize and track activities.

The objectives of this work include 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 provides an incentive to take responsibility for their own safety.

II. Process Evaluation – Implementation

MySafe:LA’s CRR community engagement has evolved as well. Once a community has been targeted for engagement, a series of steps are taken: 1. The local elementary schools are visited and 4th and 5th-grade students are taught to be “Junior Fire Inspectors;” 2. High Schools are visited and 10th - 12th-grade students are taught CPR and use of an AED; 3. Neighborhood Councils are presented to, getting them to engage on specific dates (canvassing, events).

On canvassing dates, the focus is to bring people out of their homes. The first due fire stations open their doors and have all fire safety materials and alarm installation appointment forms available. During March 15 - April 15, designate “Smoke Alarm Awareness Month,” there are events with food trucks, firefighter demonstrations, CPR education, as well as canvassing. A typical canvassing operation includes public safety officers, first due firefighters (who only make introductions), local

elected officials, as well as stakeholders. The work was done in waves, ensuring the widest possible coverage.

New tablet software is used for tracking results, including what issues may be focused on beyond smoke alarms (older adults, disabilities, environmental issues, etc.).

During the past 36 months, 120,000 4th/5th grade and 4,500 older adults fire safety impressions were made; 29 videos and 12 PSAs were produced; and 265,000 wildfire, 106,000 FireSmart:LA, and 34,600 earthquake brochures were distributed. MySafe:LA materials are in more than 150 fire stations, 477 elementary schools, 45 government offices and thousands of homes.

III. Impact Evaluation – Short-Term Results

MySafe:LA has provided 37,200+ smoke alarms, 12,000 4th and 5th-grade students learned to prevent fires as “Junior Fire Marshal” graduates, and 12,500 high school students learned CPR.

New city tracing for escape notes if smoke alarms were working. Online public facing “open statistics” smoke alarm and fire response websites demonstrate results.

IV. Outcome Evaluation – Long-Term Results

While structure fires have increased by 4%, fatalities over the past 3 years have dropped 22%.

Recommendations for others:

Resilience and fire prevention will vary from urban to rural environments. What doesn't change is the opportunity to engage partners, including the public themselves. This doesn't need to be as expensive as it may seem. Off the shelf SaaS (Deputy, Insightly, Square, Etc.) improves planning, tracking, and analysis. Tag your programs onto existing public events to generate improved interest. Work to bring people out of their homes to meet you, and create an “atmosphere” of community engagement to build a more resilient city. Note that in an urban environment, we tend to shy away from volunteers, as accountability and performance is essential.

Conclusions:

CRR is a component of emerging citywide “resilience” activities and responsibility. Connecting the various agencies and organizations within those communities into a single, focused public/private solutions-based initiative can make all the difference in creating a better-prepared city.