Model Performance in Community Risk Reduction

CLEAR Team: Response and Prevention of Fatal Fires

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South Carolina State Fire
Prologue
By the Numbers

- Annual average: 85 victims, 72 fires
  - 2017- 102 victims, 86 fires
- 1 out of 4 victims over the age of 70
- 85% fires in homes
- Top known probable causes:
  - Smoking, cooking, electrical, heating
- 84% of victims had human factors preventing notification or escape
CLEAR Team

Community Loss Education and Response

• Established 2012
• Research statewide to reduce per capita fire death rate
CLEAR Team Objectives

• Understand our fatal fire problem
• Increase reporting of fire deaths
• Reduce number of fire deaths
• Meet resource needs of fire departments and communities
• Create evidence-based messaging
Planning

- On-scene, statewide presence
- Reliable data capture
  - Data collector
- Data → Education
- Fire department → Community
Planning

• Past
  – 3 researchers and data analyst
  – Collect numbers and basic demographics
  – Local fire department is reporter

• Present
  – 29 researchers, 6 duty chiefs, and data analyst
  – On-scene promoter and presence
  – Local fire department is partner in network
PROCESS EVALUATION
Implementation

1. Decide what data is important
2. Increase response efforts
3. Grow our team
4. Analyze research
5. Communicate, publish, and market
IMPACT EVALUATION
Short-Term Results

• More fire deaths reported
• Fewer causes “undetermined”
• Identify high-risk areas for fire deaths
• Better fire department relationships
• Creation of core messaging to consistently address most common issues
OUTCOME EVALUATION
Long-Term Evaluation

- Smoke alarm blitzes in affected communities
- Evidence-based messaging
  - Targeting high-risk populations
- Partnerships for resources
  - Fire Safe SC
  - Vision 20/20
RECOMMENDATIONS
Recommendations

• In-depth data collected on every fatality
• On-scene research/relationships
• Analyze data for immediate needs
• Share information with team, partners, public
Contact Information

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For copies of our data collector and 2017 CLEAR Team report, please see us or call.