# State of Michigan Community Risk Reduction Taskforce 2018-2020 Strategic Plan

## Mission
To provide sustainable Community Risk Reduction (CRR) programs to minimize fire deaths, injuries, and property loss within the state of Michigan.

## Vision
The State of Michigan will provide a model Community Risk Reduction (CRR) program seeking the continual decrease of fire deaths, injuries and property loss. This will be accomplished by fostering collaborative relationships, implementing education programs, and community outreach.

## Values
- Compassion
- Education
- Professionalism
- Integrity
- Data Driven

### Education

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>2018 Strategy</th>
<th>2019 Strategy</th>
<th>2020 Strategy</th>
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</thead>
</table>
| Provide consistent, accurate, education programs for communities, schools, and the fire service to continually decrease fire deaths, injuries and property loss. | - Identify and create model CRR programs.  
- Identify high-risk populations.  
- Network and create mentorship opportunities. | - Increase the target audience.  
- Identify and establish local community leaders.  
- Network and create mentorship opportunities. | - Develop a relationship with the Department of Education for CRR in school curriculum.  
- Establish substantial training for recruitment.  
- Evaluate/modify CRR programs where needed. |

<table>
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| Ensure sufficient and appropriate CRR material, which includes smoke and CO alarms in 100% of dwellings in the state of Michigan. | - Pursue grant funding and partnerships.  
- Fire chiefs to initiate residential safety programs for installation.  
- Develop relationships with insurance companies. | - Partner with colleges/universities, communities and organizations (i.e. Red Cross).  
- Promote legislation to require CO and smoke alarms are installed in homes at the time of sale. | - Secure bulk pricing of smoke and CO alarms.  
- Create partnerships with building officials.  
- Create and develop a CRR succession plan. |

### Engineering

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</table>
| Develop and enforce a statewide fire code requiring NFIRS data collection with municipal funding contingencies and interconnected smoke and CO alarms. | - Promote and encourage a CRR message.  
- Educate fire service leaders.  
- Educate legislators and lobbyists. | - Obtain buy-in from legislators and lobbyists.  
- Obtain buy-in from the fire service and community leaders.  
- Begin the legislative process towards the adoption of a statewide fire code. | - Promote the passing of legislation to support a statewide fire code.  
- Develop a statewide CRR educational conference.  
- Develop curriculum for fire academy CRR education. |

### Enforcement

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| Establish dedicated revenue streams for operating CRR expenditures resulting in an overall positive economic impact. | - Pursue grants and/or private funding.  
- Educate fire service leaders.  
- Educate legislators and lobbyists. | - Pursue grants and/or private funding.  
- Create legislative partnerships.  
- Continue to strengthen relationship with insurance companies. | - Pursue grants and/or private funding.  
- Change legislation to provide funding.  
- Establish a strategic plan for future CRR funding. |
## Economic

**Owner:** State Fire Marshal  
**State of Michigan Community Risk Reduction Operational Plan**  
**Last Updated:** 10/31/2019

### Outcome

Establish dedicated revenue streams for operating CRR expenditures resulting in an overall positive economic impact

### 2018 Strategy: Education

<table>
<thead>
<tr>
<th>2018 Goals</th>
<th>Tasks</th>
<th>Owner (Support)</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1: Purpose funding</strong></td>
<td>Create pilot program for CRR</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td>Research possible grants available</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td>Create grant writing group</td>
<td>Completed</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td>Write grant</td>
<td>Not started</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
</tr>
<tr>
<td></td>
<td>Submit grants (FES) Fire Prevention</td>
<td>Not started</td>
<td>W17 FES</td>
<td>W17 FES</td>
<td>W17 FES</td>
<td>W18 FES</td>
</tr>
<tr>
<td><strong>Goal 2: Politicians &amp; Public</strong></td>
<td>Create risk assessments for pilot program</td>
<td>Not started</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
</tr>
<tr>
<td></td>
<td>Search and evaluate all conferences and shows in pilot program cities</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Work with different companies to create sponsors</td>
<td>Not started</td>
<td>In Progress</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Develop a CRR education program for elected</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Share a common message between the fire service</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Provide a CRR message quarterly with elected</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
</tbody>
</table>

### 2019 Strategy: Grants/Private Funding

<table>
<thead>
<tr>
<th>2019 Goals</th>
<th>Tasks</th>
<th>Owner (Support)</th>
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<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1: Public Funding</strong></td>
<td>Identify public grant opportunities</td>
<td>Not started</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
</tr>
<tr>
<td></td>
<td>Recruit grant writers</td>
<td>Not started</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
</tr>
<tr>
<td></td>
<td>Provide ongoing education for CRR planning section</td>
<td>Not started</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
</tr>
<tr>
<td><strong>Goal 2: Private Funding</strong></td>
<td>Identify private fund resources</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Create relationships in the community to seek private funding opportunities</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
<tr>
<td></td>
<td>Provide ongoing education for CRR planning section</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
<td>Not started</td>
</tr>
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</table>

### 2020 Strategy: Change Legislation to Provide Funding

<table>
<thead>
<tr>
<th>2020 Goals</th>
<th>Tasks</th>
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<th>1st Quarter</th>
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<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1: Change Local Legislation</strong></td>
<td>Provide data to elected officials</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
</tr>
<tr>
<td></td>
<td>Develop CRR relationships with media statewide</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
</tr>
<tr>
<td></td>
<td>Attend civic organization meetings and events</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
<td>On Going</td>
</tr>
<tr>
<td><strong>Goal 2: Change State Legislation</strong></td>
<td>Explore statewide public funding for smoke alarm initiatives to reduce fire injuries and deaths</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
</tr>
<tr>
<td></td>
<td>Explore statewide funding to maintain CRR program</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
</tr>
</tbody>
</table>

### Legend

- **AFD:** Assistant Fire Department
- **FES:** Fire Education Services
- **NPR:** National Program Review
- **SFM:** State Fire Marshal
- **ASFM:** Assistant to the State Fire Marshal
- **NFIRS Program Manager**
- **In Progress:** In Progress
- **On Going:** On Going
- **Not Started:** Not Started

**Job Titles**

- SFM = State Fire Marshal
- ASFM = Assistant to the State Fire Marshal
- NFIRS = NFIRS Program Manager
FIRE DEATHS: JANUARY 1 – SEPTEMBER 30, 2019
SMOKE ALARM SAFETY SURVEYS
BY THE NUMBERS

1500 home safety surveys were conducted in Michigan and found...

87% of homes had an inadequate number of working smoke alarms.

as a result, 4 smoke alarms on average were installed per home.

FACT

SMOKING is the leading known cause of residential fire fatalities in Michigan.

213 of surveyed homes had at least one smoker.

46% of homes with a smoker had ZERO working smoke alarms.

BE PREPARED

Install a smoke alarm on EVERY LEVEL and in EVERY BEDROOM of your home.

Test each smoke alarm EVERY MONTH.

Change batteries every SIX MONTHS and replace smoke alarms every TEN YEARS.

WORKING SMOKE ALARMS SAVE LIVES

Data Driven
THANK YOU –
Kevin Sehlmeyer
Michigan State Fire Marshal

michigan.gov/miprevention

517-388-1761