



Presentation Title: MI Prevention – Educating Today For A Safer Tomorrow

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I. Formative Evaluation – Planning

Invitations were sent to stakeholders throughout the State of Michigan to gather and develop a three-year strategic plan in September 2017. During the strategic planning process, the attendees agreed that the plan would build on four of the five “E’s” of Community Risk Reduction (CRR): Engineering, Enforcement, Economics, and Education. The group also agreed that the operational components of the strategic planning process would identify methods to address these four areas of focus. The workgroup used the SMART goal process to break down each area of focus into goals and objectives to reduce risks during a three-year strategic plan cycle.

With a strategic plan in place, MI Prevention then separated the state into three areas identified as urban, suburban and rural communities. Ultimately, the goal of the strategic plan was to reduce fire fatalities and injuries by fire and educate fire department partners to deliver street-level programs for close to 10 million citizens. As of January 2020, there are over 116 fire departments actively engaged in the five “E’s” in their communities. In ten short months, these fire departments and other partnering organizations have installed 20,000 smoke alarms and 6,000 carbon monoxide (CO) detectors in over 6,000 homes.

During the first two years of the strategic plan, we developed a data management system which now provides comprehensive data from every fatal fire as reported by Michigan fire departments. GPS maps of the fatal fires help to visualize fire fatality trends. Further, the data has helped us drill down to identify age groups with the highest risk, the housing stock involved, square footage of the home, and age of construction. This information allows us to focus our efforts on specific neighborhoods in deemed “high risk” counties and local communities.

Process Evaluation – Implementation

While preparing to write our AFG grant, we used early data to identify specific regions throughout the state with a high rate of fire fatalities. Using this data, MI Prevention wrote a one-year FEMA grant in early 2018. In August 2018, we received \$525,000 to implement our program to reduce fire fatalities across Michigan. Specifically, this grant provided funds for smoke alarms and CO detectors, an advertising campaign, responder and community education, as well as CRR training in the identified five regions and allowed us to expand our efforts statewide. In ten months, MI Prevention has established, expanded, and fostered partnerships with 116 fire departments and engaged 80 community stakeholder members, including the University of Michigan Burn and Trauma Center, Sprinkler Fitters Union, the Phoenix Society for burn survivors, BELFOR Restoration, and the Michigan Fire Inspectors Society.

Impact Evaluation – Short-Term Results

Over the past ten months, a total of 17 CRR based programs, courses, and workshops have educated over 400 fire personnel and partnering groups and agencies. MI Prevention has also installed 26,000 alarms in over 6,300 homes across Michigan and created ten public service announcement videos focused on data-driven

topics to educate citizens. We also implemented an online fatal fire reporting system that allows fire departments to provide their contact information, the origin of the fire, the number of working smoke alarms in the home, the age and gender of the victim, and the location of the victim. Once submitted, the online fatal fire report is received by the fire marshal in less than 24 hours of when the fatal fire occurs. Since the transition from submitting paper reports to the online reporting system, we have seen a dramatic increase in participation by fire departments, with nearly 100% participation since April of 2019.

II. Outcome Evaluation – Long-Term Results

The data we've collected from 2017-2020 has helped us to understand that to reduce fatal fires in Michigan, we need to conduct home safety visits and install smoke alarms in homes built between 1940 and 1960, and that are between 900 to 1,200 square feet. We must also focus on homes where the resident is a smoker over the age of 40 to prevent a fire that most likely will start in a living room or bedroom at night.

Recommendations for others:

To see downward fire and fire fatality trends, we recommend expanding relationships with fire departments, stakeholder groups, and other health and service agencies across your state. Good data collection is also needed to develop and implement a comprehensive fire reduction educational program and sustainable risk reduction effort.