



Vision 20/20



National Strategies for Fire Loss Prevention

October 6, 2008

Washington DC 2008 Forum Results and Report

To the US Community of Fire Safety Professionals and Advocates:

We all know the devastation from fire that occurs every single day and we are all dedicated to making our nation safer from that devastation. The goal of Vision 20/20 is a simple one - to marshal forces for the development and support of a national strategic agenda for fire loss prevention. In the spring of 2008, the Vision 20/20 National Forum brought some of the brightest minds in fire safety together in Washington DC to help determine how best to achieve this goal. The Forum was an important first step in the continuing Vision 20/20 initiative.

Objectives of the Vision 20/20 initiative include:

- Provide a forum for sustained, collaborative planning to reduce fire loss in the United States
- Involve agencies and organizations with expertise and commitment to fire loss reduction in this collaborative effort
- Focus on actions that are needed to bridge the gap between recommended solutions and the current status of fire prevention activity
- Communicate recommendations and actions clearly with all levels of the fire safety community
- Build on the success and momentum of existing efforts

The report of National Strategies for Fire Loss Prevention presented here is the end-result of the Vision 20/20 National Forum. It is derived from the collective knowledge of experts from across the nation of the fire problem and from experience in the field. These strategies were determined to have a direct impact on the loss of life and property from fire in both the short- and long-term. This report is also an active, growing and evolving document that will serve as a blueprint for continued refinement by task groups working to earn commitment for the recommended actions.

We are grateful for funding from the DHS Assistance to Firefighters Prevention and Safety Grant program and to our sponsor, the Institution of Fire Engineers, USA Branch, for making this project possible. A number of professionals in the fire prevention community have been talking about this effort for some time and, without the leadership of IFE-USA, it would not have been possible. The funding provided by DHS is a key component and the returns on this investment in saving lives will be one that will resonate for years to come.

We appreciate the support of the many volunteers who have stepped up to help including the members of the Steering Committee, the Web Forum Satellite hosts, additional funding support, and participants in the Web and National Forums who took valuable time out of their busy schedules to contribute to this landmark opportunity.

Thank you for your commitment to reducing fire loss in the United States. Let us move forward as a nation, focusing on strategies that have been recommended by our leaders in fire prevention and capitalizing on the strengths of our diversity and shared mission.

Sincerely,

Jim Crawford
Vision 20/20 Project Manager

Bill Kehoe
IFE-USA Branch Treasurer

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National Fire Sprinkler Association

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Michigan Fire Inspector Society
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North Carolina Fire Marshal's Association
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**Florida Fire Marshals and Inspectors
Association**
**Martin County Department of Emergency
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Stuart, Florida

The Cleveland Fire Department
**Cleveland Fire Fighters Association, IAFF
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Cleveland Fire Training Academy

Tallahassee Fire Department
Tallahassee, Florida

**Tennessee Fire Service and Codes
Enforcement Academy**
Bell Buckle, Tennessee

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The Allstate Insurance Company
Northbrook, Illinois

PARADE Region 6
Garland Fire Department, Garland, Texas

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MFRI, College Park, Maryland

Tacoma Fire Department
Tacoma, Washington

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Washington State Association of Fire Marshals

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Introduction

Despite significant progress in the last 30 years, the United States still has one of the worst fire loss records of the industrialized world. Fire loss includes the social, environmental and economic impacts, not just fire deaths and injuries. For example, in 2006 the US had 1.6 million fires attended by fire departments, and no one disputes the actual number is higher due to unreported fires. The number of deaths is in the thousands, the number of injuries in the tens of thousands, and the economic losses in the billions.

An ad-hoc group formed around the concept that it was time to move forward with efforts to further reduce fire losses in the United States. Other industrialized nations have a better safety record than does the US – and those members who ultimately ended up forming the steering committee for Vision 20/20 felt we could and should collectively do better – though significant progress in fire losses has already been made.

The group came together under the auspices of the Institution of Fire Engineers (US Branch) and applied for grant funds from the Department of Homeland Security to conduct a national strategic planning process which would point to “gaps” in the existing service delivery systems that could use more emphasis. Doing so would potentially improve fire safety efforts nationally – without taking away from existing programs that are already working well. A strategic planning process complete with an updated look at national fire loss data, and as much information about the current fire prevention “environment” nationally (current prevention efforts, futures research, etc.) was prepared so that funds for collaborative planning on a national level could be solicited.

The successful grant application allowed us to form a steering committee for what ultimately became Vision 20/20. Earnest preparation for a national strategic planning process began in August of 2007. A web-forum was developed and conducted to place the background fire loss information before as wide an audience as possible – so that some reference material would be available for a physical planning forum envisioned like no other in recent history. More than 500 people ended up participating in the web-forum at 13 different satellite locations around the nation – sponsored by various fire prevention associations. Hundreds of others participated individually. Given the scope of the nation’s fire problem as we envisioned – they were charged with developing strategies that would reduce fire losses. The results of the web forum were then refined – and taken to the physical forum held in Washington DC on March 31 and April 1 of 2008.

This report represents the refined forum results from the meeting where more than 170 fire and other agencies with a stake in the nation’s fire problem met to outline the next steps that would lead toward a more fire safe nation. It represents the first steps in filling perceived gaps in the nation’s fire prevention efforts. Ultimately the strategies and actions steps listed here must be moved forward collaboratively, and in conjunction with existing efforts.

Executive Summary

Five main strategy areas were identified by participants, with numerous action items listed for each that can help move prevention efforts forward. These strategies and many of the action items have been mentioned in previous reports. They represent the general consensus on issues that need more emphasis in our current environment.

These strategies initiated from a web forum conducted with participants at large – and with small groups in 13 satellite locations throughout the nation. There are slight modifications due mostly to formatting. Data collection and analysis, and its importance to fire prevention efforts, was captured as a priority that spreads throughout the five major strategic areas identified for follow up action. Rather than report it as a separate strategy it is given emphasis as relevant to the success of each of the five strategies presented in this report.

Facilitators are actively being sought for strategies, and some have already been identified. Funding to complete the working plans for each strategy is also being sought as well as funding to support continued activity that will keep each strategy working in conjunction with the others and existing programs.

Each workgroup will be responsible for incorporating the volunteer assistance that was offered at the Forum while they complete the more detailed action plans associated with each strategy. Each workgroup is tasked with maintaining a collaborative environment where partners are welcome, and consensus is attempted for major decisions.

To some extent, each strategy relies on accurate data and analysis of the data, so that the case can be made for increased emphasis on prevention programs. That particular aspect will be part of each working group's deliberations about action steps. It is evident that some modification of the action steps will occur – based on the planning efforts of the work groups that form around each strategy.

The major strategies with action items as they currently stand follow.

1: INCREASE ADVOCACY FOR FIRE PREVENTION

Theme: A National Agenda: Make America Safe from Fire

Action Items:

- Document and communicate the magnitude of the nation's fire problem and the benefit of prevention activities to decision makers
- Improve and support data collection systems
- Develop a current national fire prevention research agenda
- Advocate for increased focus and leadership of the US Fire Administration
- Develop a clearinghouse for prevention activities, resources, and best practices

- Increase awareness of the economic impact of fire loss

Facilitating Individuals/Organizations: Alan Perdue, IAFC Fire and Life Safety Section

2: CONDUCT A NATIONAL FIRE SAFETY EDUCATION/SOCIAL MARKETING CAMPAIGN

Theme: to be developed by the working group formed to move this strategy forward. This comprehensive theme should represent both the continuum of fire prevention messages from pre to post event. It should be on-going and as recognizable for the prevention mission as is “everyone goes home” for the National Fallen Firefighters Foundation.

Action Items:

- Establish a strong, comprehensive, broad-based integrated marketing communication campaign
- Develop and implement a national campaign to install working smoke alarms in high-risk homes
- Advocate for fire prevention programs that focus on voluntary home inspections
- Enhance and develop strategic relations for fire prevention involving non-traditional partners
- Increase educational outreach through school/youth based programs

Facilitating Individuals/Organizations: Jim Crawford, Institution of Fire Engineers, US Branch; Meri-K. Appy, Home Safety Council; Dr. Mick Ballesteros, Centers for Disease Control and Prevention; Paul Schwartzman, Chair, Public Education Section for the National Fire Protection Association.

3: RAISE THE IMPORTANCE OF FIRE PREVENTION WITHIN THE FIRE SERVICE

Action Items:

- Embed the value of fire prevention within the fire service
- Enhance recruitment, training and education practices in fire departments
- Recognize and reward successful fire prevention activities internally and externally
- Adopt industry standards (relative to professional qualifications) into law
- Make use of the DHS grant process to elevate the value of fire prevention within the fire service
- Develop a comprehensive, strategic master plan for fire prevention that utilizes education, enforcement, engineering, and evaluation methods

Facilitating Individual/Organization: Bill Kehoe, Institution of Fire Engineers, US Branch

4: PROMOTE TECHNOLOGY TO ENHANCE FIRE AND LIFE SAFETY

Action Items:

- Actively explore ways to identify and utilize the latest technology to push the education and code message
- Develop smoke alarm technology that serves needs of broad range of occupants, especially those at highest risk
- Establish a competition to encourage the development of new technologies
- Increase the number of residential occupancies, including modular and manufactured homes, using fire sprinklers
- Fully utilize technology for real time reporting of emergency response data
- Require inherently safer consumer commodities
- Develop complete strategies for introducing new fire and burn prevention technologies to consumers
- Develop technology to improve residential fire/emergency evacuation processes
- Support completion and adoption of integrated building design and construction
- Create a nationally standardized inspection reporting system by utilizing handheld technologies to support the fire inspection process

Facilitating Individual/Organization: Dan Madryzkowski, National Institute of Standards and Technology, Building and Fire Research Laboratory

5: REFINE AND IMPROVE THE APPLICATION OF CODES AND STANDARDS THAT ENHANCE PUBLIC AND FIREFIGHTER SAFETY AND PRESERVE COMMUNITY ASSETS

Action Items:

- Develop a collaborative environment
- Support increased research to enhance the understanding of fire and to identify and justify changes to codes and standards
- Pursue incentives for adoption and enforcement of model codes and standards
- Increase required training in building and fire codes at all levels and ranks within the fire service
- Promote fire codes within sustainable structures and “green buildings”
- Establish accountability for the adoption and enforcement of fire and building codes

Facilitating Individual/Organization: Sean DeCrane, International Association of Fire Fighters

Refined Forum Results

The following more detailed forum results are intended to provide the basis for further planning by working groups that will collaboratively follow up on the strategies and action items. The actions and steps necessary to achieving each strategy will no doubt be further refined as specific working groups move toward meeting the objectives of each.

STRATEGY 1: INCREASE ADVOCACY FOR FIRE PREVENTION

Strategy Statement: Increase the level of advocacy for fire prevention to policymakers, decision makers, and community leaders that supports a balanced approach to reduce the social and economic impact of fire losses by 25% over five years.

Action Item 1: Document and clearly communicate the magnitude of the fire problem and the benefit of prevention activities to policymakers, public educators and the media.

Outcome Indicators:
Readership distribution, penetration, influence indicating action (anecdotal evidence)

Steps necessary to achieve:

- Establish relationships with (but not limited to) policymakers, educators, social providers and the media that can aid in promoting fire prevention advocacy
- Create generic aid packages (guidance-framework) to support advocacy campaigns:
 - Template for selecting initiatives
 - Template for using data and other best evidence
 - Template for building and running coalitions
 - Template for communicating key messages and strategies
 - Tools for community leaders to deliver the message/information to their constituency (“trickle down effect)

Action Item 2: Improve and support data collection systems to inform program evaluation, training, technology development and implementation, and system maintenance.

Steps necessary to achieve:

- Identify portions of NFIRS that need to be made more user-friendly. Make improvements to the reporting system to assure increased compliance
- Partner with efforts of the US Fire Administration and other federal agencies

such as DOA, DOI, DOD, GSA, HUD,

Outcome Indicators:
% of participation; % of completeness of reporting and error rate

- HHS, CDC, and CPSA to provide web based reporting system
- Mandate participation of NFIRS for federal funding
 - Promote regular reporting of appropriate fire loss data
 - Promote thorough real-time data reporting (This needs to be balanced with data quality)
 - Educate the fire service in the importance of data and data collection

Action Item 3: Develop a current national fire prevention research agenda.

Outcome Indicators:
% of change in participation; increased number of prevention related research projects funded

Steps necessary to achieve:

- Identify research gaps
- Establish research priorities
- Link with Action Step 2 for improving data collection and analysis capabilities
- Develop guidelines to ensure quality and consistent research (qualitative and quantitative)
- Coordinate research with NFFF National Research Agenda
- Promote collaboration among allied organizations involved in research activities

Action Item 4: Advocate for increased focus and leadership of the US Fire Administration for fire prevention efforts so that it is positioned to guide, execute and coordinate a defined national prevention agenda on the federal level.

Outcome Indicators:
Increased use and reach of USFA, and other national prevention programs
Increased funding for program development and dissemination

Steps necessary to achieve:

- Support a US Fire Administrator that is the leading advocate for fire prevention in the United States
- Review national prevention strategies and programs to better understand effectiveness, impact, gaps, and areas for improvement
- Involve national fire prevention experts in the development of prevention programs at the USFA
- Advocate for increased funding for USFA national fire prevention efforts

Action Item 5: Develop a clearinghouse for prevention activities, resources, and best practices.

Outcome Indicators:
Criteria that defines best practices; accessible to an online clearing house

Steps necessary to achieve:

- Select and promote programs that incorporate evidence-based assessment that can establish effectiveness and sustainability
- Create a national advisory board (e.g. PARADE) to establish criteria for “best practices” and to review programs and key messages for inclusion in the clearing house; successful programs must have evaluation evidence that demonstrates effectiveness and impact
- Create a national association for fire and life safety educators; this will be a place where advocates can go for information, continuing education, and professional support
- Regularly review advisory board membership to assure it contains the appropriate participants
- Share information on successful programs; include data source of best practices, points of contact, references, and easily accessible and affordable programs
 - Confirm that they are ready to participate and that they have the right messages, resources and tools
 - Create a structure to connect them and bring their voices together
 - Develop a system to find and use human resources (individuals and groups with specific expertise that are available as spokespersons, mentors, and advisors for best practices)
- Include on clearinghouse easily accessible and affordable information that includes the following¹:
 - AFG-funded success stories
 - Templates for prevention messages and public service announcements
 - Information for public information officers on training
 - Techniques to adapt existing programs to local community needs

¹ Added from report of Strategy 3

- Materials and messages for quick response and teachable moments such as “after the fire” programs
- Templates for community risk assessments
- Templates for strategic planning
- Codes and standards
- Updated trends in fire data and economic impact of fire

Action Item 6: Increase awareness of the economic impact of fire loss.

Outcome Indicators:
Prevention efforts promoted and supported by officials and business leaders

Steps necessary to achieve:

- Educate local officials and business leaders on consequences of only maintaining minimum protection standards
- Promote business continuity through communication
- Involve insurance companies in dialog
- Hold officials and business leaders accountable for decisions

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STRATEGY 2: CONDUCT A NATIONAL FIRE SAFETY EDUCATION/SOCIAL MARKETING CAMPAIGN

Theme: This comprehensive theme is to be developed by the working group formed to move this strategy forward. It should represent both the continuum of fire prevention messages from pre to post event and it should be as recognizable for the prevention mission as is “everyone goes home” for the National Fallen Firefighters Foundation. “Get Alarmed America” was offered as an example.

Strategy Statement: Establish a consistent, sustained, multi-faceted education/social marketing campaign to reduce risks and losses from fire by getting people to change their behavior toward fire safety.

Action Item 1: Establish a strong, comprehensive, broad-based integrated marketing communication campaign (This includes advertising, public relations and communication).

Outcome Indicators:

Lives saved; decline in injuries, decline in property loss, decline in home fires; documented measures of risk reduction (e.g. # of smoke alarms installed, # of alarms purchased); documented behavior changes (e.g., number of home fire drills performed); documented increases in knowledge; awareness raised, increases in federal and local funding for prevention; evidence of cost-benefit or cost-effectiveness for prevention; development of new customized tools for special needs audiences; level of fire service participation; documentation of media reports

Steps necessary to achieve²:

- Develop a national theme for fire safety education under which specific campaigns may be incorporated that is similar to “everyone goes home” for the National Fallen Firefighters Foundation; make sure the campaigns are consistently supporting a continuum of safety from fire prevention, to safety features like smoke alarms, and residential fire sprinkler systems
- Design a national campaign with options for local application and reinforcement
- Develop common messages within the fire service that are based on social marketing and behavioral theory concepts and that promote personal responsibility
- Expand target audiences and tailor messages to specific high-risk groups such as older adults and ethnic minorities
- Consider language and culture in message development
- Develop and test ad campaigns
- Identify funding sources for support and long-term sustainability
- Utilize most effective mediums (i.e. YouTube, web-based media, movie trailers)
- Create linkage between a national

² Additional notes from the Forum are added to the appendix.

mentioning prevention; measurable shift in suppression emphasis to prevention; institutional changes (e.g. recruitment of non-traditional partners, especially those best positioned to reach those at highest risk).

campaign and local action (FDS) and ancillary organizations

- Partner with a quality advertising firm for media expertise
- Make use of a key spokesperson meaning someone with high visibility, appeal factor, and who is trusted and credible

Action Item 1-b: Develop and implement a national campaign to install working smoke alarms in high-risk homes

Outcome Indicators:

Visibility of a national campaign; measurable evidence of cognitive gains, risk reducing behaviors and loss reduction over time.

Steps necessary to achieve:

- Build a compelling case/statement for program need based on recent data; identify the widest possible range of partners, traditional and non-traditional
- Estimate costs; create development strategy
- Identify proven resources both programmatic and other; this may include other national, local, or international smoke alarm programs
- Create new resources to fill key gaps
- Develop plan for field work that incorporates the critical elements of other successful programs; this may include smoke alarm installations (not giveaways), the use of lithium powered alarms, in-home fire safety education, and home inspections for safety hazards
- Develop a media strategy to promote the program; media may be national, state and local
- Install alarms in the highest risk homes (i.e., those with no working alarms, special populations such as older adults, hearing impaired, etc.)
- Develop and implement systematic evaluation plan to understand and document impact

Action Item 2: Advocate for fire prevention programs that focus on voluntary home inspections.

Steps necessary to achieve:

- Establish criteria for model programs (review existing methodologies including UK, Australia, US, etc.)
- Develop support package including

Outcome Indicators:

Programs in place with documentation that includes: peer review, results of pilot tests, target audience(s), implementation strategies, and the number of locations implementing these types of programs

technical expertise to assist with pilot testing in the US

- Identify and recruit pilot test locations
 - Obtain funding to implement in pilot locations in the US
 - Conduct peer review of results
 - Publish results of peer review
 - Identify larger list of host locations for implementation in the US
-

Action Item 3: Enhance and develop strategic relations for fire prevention involving non-traditional partners with access to get the messages out. Coordinate efforts with local government agencies with access to lower socio-economic groups (Section 8 welfare), and the local fire service.

Outcome Indicators: Number of new working partnerships with increased access to lower socio-economic segments of the population

Steps necessary to achieve:

- Engage multicultural groups as partners for prevention
 - Integrate fire safety and fire science into existing academic curricula (may include high school science classes)
 - Train public education providers to identify alternative access to classrooms by subject matter (Fire loss data and math for example)
 - Develop opportunities for high school students to do community service in fire safety
 - Educate non-traditional populations to foster partnerships and increase access to target audience(s); establish requirements for participation that are tied to benefits
 - Work with National Citizen Academy/USFA to define the concept of fire corps and citizen advocates
-

Action Item 4: Increase educational outreach through school/youth based programs.

Outcome Indicators: Number of programs institutionalized in schools and other established venues that serve youth

Steps necessary to achieve:

- Include fire safety standards in elementary, middle, high school, and higher education competency tests
 - Develop model strategies based upon successful programs beyond the classroom where ongoing fire safety education can be institutionalized (e.g. after school programs, girls and boys clubs, 4-H)
-

Strategy 2 Volunteer Task Group

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3: RAISE THE LEVEL OF IMPORTANCE FOR PREVENTION WITHIN THE FIRE SERVICE

Action Item 1: Embed the value of fire prevention within the fire service so that it is accepted and supported as a primary service for public safety.

Outcome Indicators:

Changes in recruitment and training; changes in organization; changes in standard operating procedures to drive changes in behavior; organizational mission statements with a focus on fire prevention; amount of time and resources devoted to fire prevention activities.

Steps necessary to achieve:

- Establish leadership “buy-ins” at all levels
- Assist fire chiefs with understanding the consequences associated with the total fire protection system design, compliance, construction, inspections, occupancy, maintenance, suppression, etc.
- Provide tools and talking points to key leaders to include prevention in speeches, presentation (fire service conferences, etc.)
- Educate fire service on how fire prevention efforts benefit them directly/individually in a safer work environment
- Incorporate fire prevention aspects into personal performance reviews/reward system for prevention activities
- Develop a model organizational structure that incorporates fire prevention throughout the entire organization
- Promote chief-to-chief mentoring (model after NFFF)
- Develop and promote leadership in fire chiefs of a “prevention first” attitude (should be addressed first)
- Educate the fire service on concepts of primary, secondary and tertiary prevention
- Consider changes in budget needs

Action Item 2: Change recruitment, training and education practices in fire departments.

Outcome Indicators:

Survey of fire service training, recruitment practices (pre/post)

Steps necessary to achieve:

- Change fire department recruitment strategies to include fire prevention
 - Bolster fire prevention training into cadet training
 - Develop an effective “career path” for fire prevention staff
 - Include fire prevention in each firefighter job description
-

-
- Develop more on-line prevention courses through NFA
 - Create training programs that identify “value added” benefits of fire prevention activities for suppression personnel (FF 1, Fire Officers)
 - Change attitudes to acknowledge that fire prevention is as important as fire fighting (16 Initiatives)
 - Modify professional qualification standards (i.e. NFPA Standards 1001, 1021, etc.) to include fire prevention JPRs
 - Include a certified/qualified fire prevention curriculum
 - Partner with local community college and/or university to include fire prevention programs
 - Train on pre-event, event, and post event issues (reference Haddon Matrix, and education vs. entertainment)
 - Develop strategies/partnerships with fire service publishers (i.e. IFSTA, Firehouse.com, and USFA “coffee break”, etc.)
 - Create “canned” fire prevention programs for recruit training³
 - Create education plans and materials for firefighters so that they are prepared to take on the new role⁴
 - Create a marketing strategy to the firefighter so that they buy in and agree to the new role⁵
-

Action Item 3: Recognize and reward successful fire prevention activities internally and externally (i.e. community awards for fire prevention).

Outcome Indicators:
Survey of fire service training,

Steps necessary to achieve:

- Identify both individual and/or programs and other fire department activities that reward fire prevention activities
 - Make fire prevention “heroic” – create knowledge base of prevention best practices
 - Encourage other fire organizations to
-

³ Added from the report of Strategy 1

⁴ Added from the report of Strategy 1

⁵ Added from the report of Strategy 1

recruitment practices (pre/post), and fire prevention activity

recognize and reward fire prevention efforts

Action Item 4: Adopt industry standards into law – state and federal requirements (i.e. professional qualifications standards that require prevention training)

Outcome Indicators: Number of adopted professional qualification standards requiring prevention training

Steps necessary to achieve:

- Identify professional qualification standards to recommend for adoption
 - Work with fire service training & prevention leadership to advocate for adoption
 - Identify best practices for adoption methodology and communicate them to potential sponsors
-

Action Item 5: Make use of the DHS Grant process to elevate the value of fire prevention within the fire service.

Outcome Indicator: Survey of fire department training, recruitment and education programs

Steps necessary to achieve:

- Link federal grants to completion of fire prevention training courses (similar to NIMS)
 - Make a connection for, to and from DHS and the nation’s fire prevention community that demonstrate prevention initiatives by the fire service do help further DHS goals and objectives
 - Tie current grants to current fire prevention activities
-

Action Item 6: Create an accreditation process for fire departments that emphasizes fire prevention programs.

Outcome Indicators: Development of model accreditation process; number of fire departments using it

Steps necessary to achieve:

- Develop and promote a national certification program for entry level personnel
 - Develop similar accreditation program to hospital “Magnet Accreditation Program (obtain “buy in” with personnel, community awareness and funding specific for prevention programs)
 - Promote national certification standardization for code official/inspectors (reciprocity) with continuing education⁶
-

⁶ Added from the report of Strategy 4

Action Item 7: Develop a comprehensive, strategic master plan for fire prevention that utilizes education, enforcement, engineering, and evaluation methods.

Outcome Indicators:

Number of departments using comprehensive planning process

Steps necessary to achieve:

- Require use of an “all hazards” risk assessment
- Require written, comprehensive prevention plans with measurable outcomes
- Link structural fire prevention activities to wildland fire activities

Strategy 3 Volunteer Task Group

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4: PROMOTE TECHNOLOGY TO ENHANCE FIRE AND LIFE SAFETY

Strategy Statement: Promote AND leverage existing and new technologies that enhance fire and life safety.

Action Item 1: Actively explore ways to identify and utilize the latest technology to push the education and code message.

Outcome Indicators:

Survey of new technology solutions; quantified successes from initial list in the subsequent years; count of video games and/or web page hits

Steps necessary to achieve:

- Use new technologies to make PSAs readily available (ensure accurate and uniform messages)
- Use technology to deliver real time information (e.g. GIS/text messaging in times of disaster)
- Use other media list serves
- Create video/web-based fire safety education programs
- Identify video game/web designer partners
- Develop PSA in MP3 and PDA formats
- Develop video games for fire safety
 - Bundle with other games
 - Coupon for discount on another game
- Increase outreach by making use of technology and mass media opportunities (e.g. Contact Oprah, Google with smoke detector button search engine, Disney World, Extreme home make over)

Action Item 2: Develop smoke alarm technology that serves needs of broad range of occupants, especially those at highest risk.

Outcome Indicators:

New smoke alarm products on the market

Steps necessary to achieve:

Develop smoke alarm technology that addresses the following issues:

- Reliable power source
 - Quick detection of smoldering and flaming fires
 - Ability to send text message
 - Ability to interconnect
 - Affordability
 - Examine “modifiable” technology
 - No false alarms
 - Better alerting
 - Easier installation
 - Remote silencing/hushing device
 - Tamperproof packaging
-

-
- Automatic reset
 - Incorporate RFID tags to determine from the street whether or not a home has a smoke detector present
-

Action Item 3: Establish a competition to encourage the development of new technologies.

Outcome Indicators:
Number of contestants; products developed that reach market

Steps necessary to achieve:

- Identify a funding source for financial prize or student scholarship
 - Develop promotion plan for competition
Recognize winner at PARADE or other fire-related conference
 - Provide consultations for contestants
 - Hold contest
-

Action Item 4: Increase the number of residential occupancies, including modular and manufactured homes, using fire sprinkler systems.

Outcome Indicators:
Increased number of homes with fire sprinkler systems

Steps necessary to achieve:

- Develop cost effective fire sprinkler systems that eliminate challenges from water authorities. These challenges include the following:
 - Meter issues
 - Water supply issues
 - With/without municipal water supply
 - Backflow preventors
 - Make systems easy to install in new construction or retrofit in existing homes
 - Requires little post installation rehab
 - Sell the sprinkler technology and counter negative publicity (Save the pets)
 - Partner with Habitat for Humanity to install residential sprinkler systems in all their new residences'
 - Initiate additional research and application of sidewall residential sprinklers
 - Link with the existing HUD/NFPA standards for manufactured homes
 - Promote residential sprinklers in the International Residential Code
-

Action Item 5: Fully utilize technology for real time reporting of emergency response data to provide timely

Steps necessary to achieve:

- Educate the fire service on the importance and need to completely and accurately complete fire data reporting forms
-

and useful reports.

Outcome Indicators:

Technology is developed and in use

- Develop uniform method to calculate/estimate fire loss (direct costs)
- Streamline NFIRS to allow for input to PDA or mobile data terminals from the scene
- Develop an auto transfer system from local to state and national data base
- Expand required fields to collect info on the following:
 - Fire victims accurately for fire prevention activities
 - Fire code violations
 - Include EMS field

Action Item 6: Require inherently safe consumer commodities (e.g. candles, fireworks) appliance and home furnishings to eliminate and/or reduce ignition and/or propagation factors.

Outcome Indicators:

Technology is developed and in use

Steps necessary to achieve:

- Develop products that eliminate or reduce:
 - Ignition sources
 - Flame spread
 - Smoke generation
 - Thru CPSC
 - Codes
 - Federal funding streams
- Add IP address for each “risky” item for monitoring i.e. overheating, electrical arc (to be clarified)
- Where inherent safety is not possible, seek improved fire safety and fire performance
- Where requirements are not achievable, consider other means (e.g., influence the market place and the consumer) beneficial to product changes
- Consider ignitability, peak severity, and fire growth in addition to flame spread and smoke generation
- Consider all heat source products, as well as appliances

Action Item 7: Develop complete strategies for introducing new fire and burn prevention technologies to consumers

Steps necessary to achieve:

- Use best analysis and research to estimate benefits of technology
 - Estimate costs and side effects
 - Use best analysis and research to refine
-

Outcome Indicators:
Model strategies that are complete and in use

design of technology and specify appropriate applications and environments for use

- Consider codes and standards, regulations, and market approaches to introduce technology
- Develop information for advocacy of technology, including FAQs, related research, model legislation, myth rebuttal
- Develop supporting educational materials for selection, installation, maintenance and use of technology

Action Item 8: Develop technology to improve residential fire/emergency evacuation processes.

Outcome Indicators:
Publicize the results of peer review model technologies; listing by testing/certifying laboratory

Steps necessary to achieve:

- Identify incentives for research, design, and manufacture of technologies such as:
 - Voice/light guided escape markers
 - Do-it-yourself exit plan marker
- Establish a process for approval of new technologies so that consumers are assured they work as intended and are reliable

Action Item 9: Support completion and adoption of integrated building design and construction technologies that achieve and document code compliance; assist in systems design for fire protection and fire safety; document fire safety, risk or performance of building and its parts; and inform emergency response databases.

Outcome Indicators:
Technologies are documented supported

Steps necessary to achieve:

- Refer to the “Smart Building Alliance” program sponsored by the National Institute of Building Sciences in Washington, D.C.

Action Item 10: Create a nationally standardized inspection reporting system by

Steps necessary to achieve:

- Develop a standard for system operations that include:

utilizing handheld technologies to support the fire inspection process.

Outcome Indicators:

A standardized system that is developed and implemented evidenced by tracking increased efficiencies of inspectors using the system

- Identifying amount of time spent per inspection or account for billing
- Tracking and printing permits
- Aid in scheduling re-inspections
- Schedule employee leave to reduce conflicts
- Fire code imbedded and there are links for each code violation
- Historical data and alerts would be available on properties to be inspected
- Equipment used to issue citations

Strategy 4 Volunteer Task Group

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5: REDUCE FIRE LOSS BY THE REFINEMENT, AND APPLICATION OF CODES AND STANDARDS THAT ENHANCE PUBLIC AND FIREFIGHTER SAFETY, AND PRESERVE COMMUNITY ASSETS

Action Item 1: Develop a collaborative environment.

Outcome Indicators:

Comprehensive list of fire safety organizations interested in codes and standards; quantify issues on which consensus may be reached; capture number of appointments and participants in process

Steps necessary to achieve:

- Identify and unify the positions of fire service organizations and other organizations with an interest in fire safety with respect to codes and standards
- Advocate fire safety community positions with external organizations
 - Architects; Engineers; Building Officials; Legislators; Industry; Other Allied Professions; and Stakeholders
- Identify and facilitate the appointment of fire service personnel and fire safety advocates to code committees
- Strengthen collaboration, coordination and code development between model code organizations
- Add basic fire fighting; tactics; fire behavior; fire safety curriculum to building official and architect education
- Bridge the gap between fire safety advocates and existing participants in the code process (education)
- Utilize technology to support internet (peer review) for code development
- Advocate for fire department plans review and inspection positions
- Promote a collaborative effort between fire and building departments in plan review and inspection processes

Action Item 2: Support increased research to enhance the understanding of fire and to identify and justify changes to codes and standards.

Outcome Indicators:

Standardized assessment tool is

Steps necessary to achieve:

- Evaluate the effectiveness of existing building and fire codes and standards
- Develop a standardized post fire building performance assessment
- Identify specific criteria relative to code applicability

developed

- Capture pertinent fire loss data not currently being evaluated
-

Action Item 3: Pursue incentives for adoption and enforcement of model codes and standards.

Outcome Indicators:

Databases of state and local jurisdictions that have adopted model codes; funding sources and grants tied to the adoption of model codes; number of applications for fire act grants that include status of local code adoption and enforcement programs

Steps necessary to achieve:

- Require adoption of minimum codes for federal and state funding
 - Require minimum performance criteria for funding for all fire-related fire safety grant programs that includes adoption and ongoing enforcement, inspection, etc.
 - Require all federal and federally-funded projects to meet minimum code standards within the jurisdiction
-

Action Item 4: Increase required training in building and fire codes at all levels and ranks within the fire service, beginning with the fire fighter recruit.

Outcome Indicators:

Code enforcement standards are incorporated into NFPA 1001 and other professional qualification standards

Steps necessary to achieve:

- Standardize code training requirements for firefighters
 - Correlate codes and standards to practical fire operations
 - Develop a career path for upward mobility for fire code enforcement personnel
-

Action Item 5: Promote fire codes within sustainable structures and “green buildings”.

Outcome Indicators:

Specialized code applications developed “green” codes cross referenced to fire codes

Steps necessary to achieve:

- Incorporate fire and life safety standards into green certified buildings in recognition of the impact fire safety can have on a sustainable building/community
 - Collaborate with green-rating officials to ensure compatibility
 - Clarify that green and sustainable building design and standards cannot conflict with the goals and intent of the fire code and fire operational requirements
-

Action Item 6: Establish accountability for the adoption and enforcement of fire and building codes.

Outcome Indicators:
Development and enactment of model legislation

Steps necessary to achieve:

- Enhance coordination and cooperation between regulatory authorities
- Increase awareness of code violations during fire investigations
- Remove tribal; federal; state and local ability to be exempt from compliance
- Educate the legal community on the importance of prosecuting non-compliance
- Explore criminal penalties for non-compliance (regulatory officials included)

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Appendix A

Additional discussion from Vision 20/20 strategy sessions

Strategy 2

Action Item: Advocate for home/residential detection (e.g. smoke alarms) **and** home/residential sprinklers. Focus the most attention on the fire loss in the single family dwelling. Fire kills – advocate for safer homes through:

- Increased use of effective prevention strategies
- Early warning devices
- Escape planning and practices (bars on windows)
- Home fire sprinkler systems

Action Item: National Campaign – Juvenile Fire Safety

- Develop a national campaign that focuses on parenting messages – access and supervision
- Involve JFSI specialists in an advisory capacity to the design
- Educate the fire service re: JFS and the need for systematic prevention and intervention efforts

Action Item: Customers as partners – get them to help us develop and deliver the messages.

Action Item: “After the Fire” program – fire staff canvas the neighborhood and talk to residents, ties prevention and suppression, opportunity to check smoke alarms, PTSD discussions with families, great timing for teaching moments.

Action item:

Advocate for home/residential detection (e.g. smoke alarms) **and** home/residential sprinklers

Focus the most attention on the fire loss in the single family dwelling

Fire kills – advocate for safer homes through

- Increased use of effective prevention strategies
- Early warning devices
- Escape planning and practices (bars on windows)
- Home fire sprinkler systems

Notes:

Educate non-traditional populations to foster partnerships and increase access to target audience(s). Establish requirements for participation that are tied to benefits.

Department of Social Services:

- Money = mandates
- CEU's/nationally accredited program for social workers, mental health, daycares, teachers – mandatory training for their jobs
- Junior Fire Service
- Senior services – AARP, etc
- State run agencies
 - Fire safety training requirement/credit
- Tribal Agencies
 - Fire safety training requirements/credit
- Social & religious
- Colleges
 - College level classes on fire safety = mandates in certain educational programs

Identify and prioritize high-risk populations based on data. (Data)

NOTE: We need to quantify and define high-risk populations based upon data.

- Wordsmith: from “example” action item – change the word “conform” to recognize”
 - Fire Alarm Installation – potential issue – ICE-Miller \$6 million lawsuit – talk to Shawn Longerich for details – could have major impact
 - Resource: Firekills.uk.gov – videos that help with local education
 - Use of Technology – how do we use it to get the message out and how do we train to use the new technologies to end users
 - Issue: what’s on the net/youtube/Wikipedia – how to get accurate information out and help people use correctly
 - How to use technology to debunk the myths that are out there (see bullet above)
 - In an “IDEAL” world we would have:
 - Change the attitude of some in the fire service to not say “I didn’t hire on to teach”
 - National certification for teachers – time/duties
 - Fire “Czar” appointment – equal to the Attorney General
 - Funding – is it being spent appropriately? Achievable results, have stats that show improvement (Data)
 - Have a non-litigious society – e.g. \$6 million verdict ICE-Miller Federal case on smoke alarm installation.
 - Matching funds agreement * fire and outside.
 - Promote and incorporate personal responsibility for safety in messages.
-

-
- Language and culture message.
 - Ensure the message has the same impact but it may not use the same words
 - Consideration (research – ask the target audience), market test in different audiences/culture
 - Prioritize messages
 - Timing of messages
 - Simplifying messages (what we really mean, not slogans)
 - Repetition of messages
 - Consider accessibility e.g. font size, PDF files, color contrast, etc. for ease of reaching certain populations
 - Identify funding sources for support and long-term sustainability. Examples:
 - Using public/private partnerships for national campaign.
 - Shift a percent of FIRE Act grant funding or increase funding to support a national media campaign (Advocacy)
 - Increase % of federal funds allocated to prevention based on key success factors (MSMIS) to sustain long term. (Advocacy)
 - Use existing and or create current consistent messages(s) from key stakeholders at the national level – no more than 3. (Advocacy)
 - Tailored to socio-demographic populations and neighborhoods
 - Broad-based consensus building messages
 - Formation of a message advisory council
 - Constant and consistent based on data (Data)
 - Appreciation of risks – compelling, appropriate action
 - Utilize most effective mediums i.e. You-Tube, online, movie trailers (20th Century Fox/Oprah), etc.
 - Create linkage between a national campaign and local action (FDS) and ancillary organizations.
 - Partner with a quality advertising firm for media expertise
 - Share successes (potentially similar to Strategy #4)
 - Creation of website at USFA or NFA
 - Successful programs
 - Successful press releases
 - Points of contact
 - References
 - Downloadable programs
 - Make use of a key spokesperson meaning: high visibility, appeal factor, trusted and credible. To be used in a variety of ways e.g. national media campaign (see Item 1) and the “Get Alarmed America” smoke detector campaign (see Item 8) Consideration Icon/character vs. influential spokesperson

NOTE: As part of the national public education/social marketing campaign, consider the emphasis on smoke alarms (Get Alarmed America). However, each specific campaign should be coordinated with existing efforts that take into account the continuum of education messages from pre to post event – including

preventing fires from occurring in the first place, up to protecting entire homes with residential fire sprinklers.

Additional steps were outlined necessary to realize this national campaign.

- Build a compelling case/statement for program need based on recent data and testimonials – make it real. Show the total cost of fire loss, death, injury, productivity, property loss, high fire death rate in the industrial world. (Data)
- This means advertising, public relations and communication consistent with media actualities and message research.
- Map out a strategy:
 - Secure full fire service, national, state, local commitment (Advocacy)
 - Clarify roles/legalities
 - Identify widest possible range of partners, traditional and non-traditional
 - Fire Service
 - Public Health
 - Survivor Advocates
 - Pet People
 - AARP
 - Meals on Wheels
 - Realtors
 - Modular home builders
 - Insurance Senior
 - Private sector corps.
 - Vista
 - Houseboats
 - Managed Housing
 - Motor Home Co.'s
 - WIC
 - Individuals
 - Casinos (Native American)
 - Medical community (pediatricians, geriatricians, MD's, etc)
 - Language/Ethnic Leadership groups (especially high risk)
 - Schools
 - Literacy Providers
 - Faith leaders
 - Service Organizations
 - Scouts
 - NAHB
 - Manufacturers
 - Feds -NCIPS, HUD, Fannie May, Banks
 - Councils
 - Americorps
 - Citizen/Fire Corps
 - Building/Apt Managers
 - Social Services
 - Head Start
 - Security/Alarm Companies
 - Foundations
 - Furniture Industry
 - Estimate costs – create development strategy
 - Create distribution systems
 - Identify proven resources both programmatic and other, create new to fill key gaps
 - Develop a media strategy – national, state and local
 - Develop key messages
 - Tie-in home fire sprinkler message for people building or remodeling their home
 - The Ad Council
 - Celebrity Spokesperson(s) – Oprah!!!
 - Print, broadcast, movie trailers

-
- New media – blogs
 - Corporate newsletters
 - Partner outlets
 - School-based education where appropriate (include colleges, universities)
 - To public policy makers (CFSI, local/state level) (Advocacy)
 - Throughout partner networks
 - Faith Community
 - Corporate America (smoke alarm brown bag sessions)
 - Message boards – electronic signs
- Get alarms in homes that have NONE
 - Focus on high risk – get done through trusted liaisons
 - Replace alarms 10 years old or more
 - Create national disposal method (key into “green”)
 - Make them more universal
 - Missing batteries universal
 - Alarms for special needs – older adults, hearing impaired, etc

Resources:

- “Operation Smoke Alarm” – www.nahf.blogspot.com ---- a video of the San Jose Fire Dept and affinity groups working in concert to promote fire alarm installation/safety in a risk community
- “Clearinghouse” resource – www.firstrespondertv.com --- Steven Nash, Halcyon Products

Strategy 3

Notes from Forum Strategy session:

The target audience that is outlined in this Strategy is roughly defined as all members of fire and emergency medical services departments. Debate followed about “what” is the message that we need to send.

- Fire Prevention
- general harm prevention
- injury prevention
- “all risk” preventions

Internal customers are internal members (personnel) of the fire department, who in turn promote or get out to the partners, stakeholders, and community at large.

Observation: Part of the culture shift must also include a culture in DHS that understands that fire prevention is in – sync/tied to DHS goals/objectives/mission for a safe homeland. A safe homeland begins with safe homes and safe home towns.

Appendix B
Forum Vision 20/20 Agenda

Sunday, March 30, 2008

All Forum Events are in the Lincoln Room Unless Otherwise Noted

4:00 pm to 6:00 pm **Registration - Lincoln Room Lobby**

6:00 pm **Reception Hosted by the National Fire Sprinkler Association**

7:00 pm to 9:00 pm **Dinner**

Monday, March 31, 2008

7:00 am to 8:00 am **Registration and Continental Breakfast – Lincoln Room Lobby**

8:00 am to 9:30 am **Opening**

Jim Crawford, Vision 20/20 Project Manager, Fire Marshal, Vancouver WA

Ozzie Mirkhah, Fire Protection Engineer, Las Vegas Fire

Forum Process and Guidelines

Jim Crawford

Eileen Swoboda, Facilitator

9:30 am to 12:00 pm **Session I – Review draft strategies and determine priorities**

10:30 – 10:45 am Break available

12:00 pm to 1:00 pm **Lunch**

1:00 pm to 1:30 pm **Results of Voting and Breakout Assignments**

1:30 pm to 5:00 pm **Session II – Draft Actions**

1:30 Lincoln Room

3:30 Breakout rooms by assignment

3:30 pm to 4:00 pm Break Available

7:30 pm to 9:00 pm **Special Session Sponsored by IFE - An International Perspective**

Bill Kehoe, Moderator, IFE Treasurer

Mick Ballesteros, Epidemiologist/Team Lead, Home and Recreation

Injury Prevention Team, Centers for Disease Control, Injury Center

Neil Graeme Bibby, Chief Executive Officer, Country Fire Authority,

Victoria, Australia

Philip Hales, Area Manager, Head of Community Safety, Cheshire Fire & Rescue Services, Winsford, Cheshire England

Phil Schaenman, President, TriData Division, Systems Planning Corporation

Tuesday, April 1, 2008

7:00 am to 8:00 am **Continental Breakfast**

8:00 am to 9:00 am **Session II** – Continued: Breakout rooms by assignment

9:00 am to 12:00 noon **Session III** – Self selection of a different strategy breakout
10:00 to 10:30 Break Available

12:00 pm to 1:00 pm **Lunch – Pavilion** (weather permitting)

1:00 pm to 5:00 pm **Session V** - Reporting out – Lincoln room
Break Available 3:00 – 3:30 pm

Closing

Jim Crawford

Bonnie Woodruff, Common Voices

Appendix C

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Executive Director
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Mike Ashley

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Dan Bailey

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Mick Ballesteros

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Bill Barnard

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Don Bivins

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Johnny Brewington

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