

**Vision 20/20 Web Forum Results
Priority Recommendations Moved Forward for Forum Action**

Compilation of Priority Recommendations	Recommendation	Gaps	Actions From Focus Group Discussion – not prioritized	Comments
Domain Education 14 references in the Web Forum				
<p>Establish a consistent, sustained, multi-faceted social marketing campaign with involvement from non-traditional partners for execution at the local, state and national levels. The mass media campaign should:</p> <ul style="list-style-type: none"> - Conform to societal and cultural changes - Make use of influential spokesperson(s) - Reach both high-risk populations and ages 10-45 (often overlooked) - Motivate the public to take responsibility for measures that can increase their personal safety <p>Prepare the fire service to deliver effective fire prevention programs and equip them with programs and materials that have demonstrated success at reaching targeted audiences.</p> <p>Establish a clearing house of comprehensive fire prevention programs and efforts that is easily available to the fire service.</p>	<p>FL-Stuart Update educational strategies using mass media marketing techniques that conform to fundamental changes in society and make use of nationally recognized and influential spokespersons.</p> <p>FL-Tallahassee Deliver national PSA's that are targeted to reach specific risks, populations, as well as those between the ages 10 and 45.</p> <p>Steering Committee Develop true primary prevention education programs that address the misuse of fire among youth in terms of the juvenile firesetter issue.</p>	<ul style="list-style-type: none"> ✓ We are not utilizing nationally recognized individuals and victims of fire who can speak to the public about personal losses. ✓ Funding sources for national media campaigns are needed. ✓ Standards for teaching curriculum fire prevention are needed. ✓ Open communication between suppression and prevention is needed. ✓ Incentive to move within the fire service to prevention/inspections is needed. ✓ Multi-cultural societies and language barriers require targeted educational methodologies. ✓ On-line communities provide access to a broader audience that is not being utilized. 	<ul style="list-style-type: none"> • Change cultural tendencies to non financial solutions. • Educate the fire service, including suppression, on the delivery of effective fire safety Train on accurate data collection. • Create a national standard for teacher certification for fire education. • Establish CEUs for teachers who attend fire safety classes. • Offer classes at (NF). • Create incentives for students to take fire safety classes (scholarships, on-line courses).education. • Work through neighborhood organizations to sign up homes for smoke alarm installation (maintenance?). • Canvas neighborhoods where fires occur, immediately after the incident when neighbors are concerned. • Create open communication between local and national businesses, and law enforcement to help distribute messages. • Place PSA's in theaters on senior days. • Reach the elderly in the workplace. • Advertise at the local grocery. • Conduct orientation for new 	<p>NFPA 1035 is a National Standard, "Professional Qualifications for Fire and Life Safety Educator" (do they mean standards for public school teachers?).</p>

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			students: middle, high school and college levels.	
	<p>CA <i>Develop National education campaigns to target all age levels and economic groups.</i></p>	<ul style="list-style-type: none"> ✓ Fire prevention campaigns target under 17 and over 50 age groups, with little emphasis on the middle. • Need more focused campaigns for residential sprinklers. ✓ Need efforts to target better cooperation from local builders, government and insurance companies. 	<ul style="list-style-type: none"> • Focus on a National campaign strategy that covers the entire age and economic spectrum. • Create campaigns that target the increasing influx of immigrant populations, specifically addressing language/cultural differences. 	
	<p>MD <i>Establish a consistent, sustained, multi-faceted social marketing campaign with involvement from non-traditional partners for execution at local, state and national levels to motivate the public to take action in the interest of their own safety.</i></p>	<ul style="list-style-type: none"> ✓ Culturally sensitive fire prevention campaigns. ✓ Sustained delivery. ✓ Children and senior citizens receive most attention. ✓ Reach to ethnic groups. ✓ Language and cultural barriers. 	<ul style="list-style-type: none"> • Form innovative partnerships with organizations at the local level – faith, literacy, civic, etc. • Measure results. • Develop effective fire department communication skills. Improve multi-cultural interaction based on ethnicity, gender, race, sexual preference. • Reach different audiences through outreach to community groups and civic organizations that can help spread information to different segments of society. 	
	<p>AZ Focus on school-based learning.</p>		Incorporate the following: <ul style="list-style-type: none"> • Coordinate with school program (required standards?) • Consistency in teaching outline • Public, private and home schooled • National campaign, focused (1 item), sustained (1 year), in every jurisdiction • Example – smoke detector addressed on every residential EMS call • Regional clearing house (programs/materials) • Computer backed training commensurate with computer skill sets • Required • Culture 	

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	MI Streamline educational opportunities to focus on fire safety in all aspects of education.	<ul style="list-style-type: none"> ✓ Public sector employees do not receive training on fire safety and education. ✓ Resources of fire departments are limited to provide continual training through schools as students advance through the system. ✓ 	<ul style="list-style-type: none"> • Training in the basics of teaching fire safety needs to extend beyond the fire service and include classroom educators. • Increase public education training in Firefighter I and II programs at local and national levels including materials (IFSTA). 	
	NC Expand existing education programs to accept/allow suppression staff to become more involved in reducing community risks.	<ul style="list-style-type: none"> ✓ Educate our own firefighters. ✓ Begin to change the culture of the fire service to realize reducing risks is our primary responsibility. 		
	NC Establish clearing house for programs.	<ul style="list-style-type: none"> ✓ Unfocused efforts. 		
	NC Expand and form public/private partnerships to address cultural differences.	<ul style="list-style-type: none"> ✓ Unfocused efforts. ✓ Culture gaps between younger and older adults. ✓ Elderly – aging population. 	<ul style="list-style-type: none"> • Educate after elementary school. 	
	TN Create new “universal” fire prevention education program that all departments will use (such as Risk Watch) geared towards adults.	<ul style="list-style-type: none"> ✓ Lacking universal education program for adults. ✓ Fire departments are not on the same page, teaching the same accurate information. 	<ul style="list-style-type: none"> • Tie financial incentives or rebates to educational programs. (such as insurance rebates to families whose children have completed drivers ed.) 	
	OR Target prevention activities to our changing demographics.	<ul style="list-style-type: none"> ✓ No continuum of fire/injury prevention education in school system. ✓ Fire safety is not a required curriculum in schools. ✓ Difficult to reach young audiences. ✓ Tools to help fire prevention update their education style. ✓ Educating the public about the fire department and the services they provide. ✓ Expensive costs for public announcements. ✓ Lack of corporate sponsorship. • Unsafe cooking behaviors. • Unauthorized burning. • Acceptance of the fire problem. 		
	OH Educate fire suppression personnel on the importance of fire prevention.		<ul style="list-style-type: none"> • Fire chiefs and union leaders advocate for additional funding through Homeland Security for fire 	

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			prevention and education programs. <ul style="list-style-type: none"> • Work to get rid of negative attitudes towards enforcement and prevention and teach suppression personnel how these measures could possible save them from harm in the future. • Establish a national standard that requires all new hires to rotate into fire prevention operations in their initial tours for up to one year. • Educate the fire service on how their actions away from the fire house impact the people around them – they can influence the behavior of neighbors and family members if they practice safe fire habits. 	
Domain Evaluation 9 references in the Web Forum				
Revise the national incident reporting procedures to better track trends in injuries, deaths, and property loss, and resolve gaps in data management. Fund research to determine desired outcomes and needed data for fire prevention, and the fire safety technologies and human behavior interface.	FL-Stuart Establish a national standard for determining the value of a fire prevention program and develop a fire prevention deployment standard equivalent to 1710/1720.	<ul style="list-style-type: none"> ✓ We have national standards for operations, staffing, and response, but not prevention. • Our priorities and resources are commensurate with how performance is measured. 	<ul style="list-style-type: none"> • Establish national benchmarks. 	
Tie state and national funding to incident reporting. Establish a national standard for measuring the value of fire prevention programs and a deployment standard equivalent to 1710/1720.	FL-Tallassee Identify desired outcomes and needed data for fire prevention.		<ul style="list-style-type: none"> • Measure number of fires put out. • Measure high priority fires and calculate change over time. • Measure fire related deaths/injuries. • Measure trends. • Set long term goals. 	
	CA Revise the National incident reporting procedures to better track trends in injuries, deaths and property loss, and educate fire personnel on the importance of accurate reporting.	<ul style="list-style-type: none"> ✓ Need to educate line firefighters on why data collection and reporting is crucial for evaluating fire losses, injuries, and deaths, both civilian and responder. ✓ Incomplete/inaccurate data input because of complexity of NFIRS reporting system. 	<ul style="list-style-type: none"> • Develop a web-based reporting system with access to all departments. 	
	MD Fund research in fire safety technologies with human behavior interface.	<ul style="list-style-type: none"> • Understanding of socio/economic factors related to human behavior and fire protection. 	<ul style="list-style-type: none"> • Implement research data at the local level. • Unite the research community 	

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		<ul style="list-style-type: none"> • Pre- and post-ignition environmental data. ✓ Timely data reports. • Innovative technology research for visual and auditory impaired persons. ✓ Confusion between ionization and photoelectric smoke alarms. • Reduction of household/furniture toxins. 	<p>with field application of research results.</p> <ul style="list-style-type: none"> • Evaluate success. • Analysis of fire departments utilization of various approaches. • Review and inventory of current state programs – what’s working? • Analysis of fire risks based on the 4 loss measures. • Targeted funding: multiple death fires, wildland fires, elderly. 	
	<p>AZ Resolve national communication gap in data management.</p>		<ul style="list-style-type: none"> • Utilize electronic records • Tie NFIRS to prevention records • Make data real time and accessible • Utilize GIS and Web interface 	
	<p>AZ (Conduct) community risk assessment in every community.</p>		<ul style="list-style-type: none"> • Standardize a tool for use by every fire department. • Priority hazard groups. 	
	<p>NC Tie state and federal funding to incident reporting.</p>	<ul style="list-style-type: none"> • Data collection should be 100% reporting. ✓ Data supports suppression staff, not prevention staff. ✓ Delay in getting accurate information. ✓ More training is needed to teach suppression staff to enter correct NFIRS codes. 		
	<p>WA (Improve) data collection systems.</p>	<ul style="list-style-type: none"> ✓ Dollar loss (data entry) is not consistent across the US. ✓ Bad data in, bad data out. ✓ Lack of quality control. ✓ Lack of injury prevention data. ✓ No injury does not allow for a local risk analysis. ✓ Core of the problem is the NFIRS reporting process. • Get back to the basics (vol. vs. career). ✓ Better training for field personnel (teach skills like report writing and use mock trials like law enforcement) 	<ul style="list-style-type: none"> • Compare system to other organizations (hospitals, law enforcement) 	
	<p>OH</p>	<ul style="list-style-type: none"> ✓ Need accurate and complete 	<ul style="list-style-type: none"> • Educate fire officers on the need 	

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	✓ Improve data collection	information to establish solid educational items.	for timely and accurate information gathering and reporting. <ul style="list-style-type: none"> Educate officers on the process of data collection. Educate fire officers on the destination of the information collected – tie to NFPA statistics, standards, industry practices, industry funding, building and fire codes. Educate on how this information can lead to safer fire ground operations and ultimately their safety. 	
Domain Infrastructure 8 references in the Web Forum				
Increase the value and importance of prevention and education within the fire service and interpret this to community leaders, make it proactive rather than reactive by tying budget, performance and advancement to it. Include prevention and education in community and national tests (ratings) that measure fire department performance, and in required standards for fire prevention staffing and training. Shift the organizational culture within fire departments so that everyone in the department is required as part of their job description to participate in prevention.	MD Internally - Increase value and importance of prevention and education within fire departments by tying budget, performance, and advancement to it. Externally – Include prevention and education in community and National rating “tests” that measure fire department performance.	✓ Fire department diversity beyond suppression. ✓ ISO is good at rating departments based on response but prevention/education should be included as part of rating criteria. ✓ Tracking prevention/education results is difficult but important. <ul style="list-style-type: none"> Fire Department needs to market themselves better. 	<ul style="list-style-type: none"> Change fire department culture by developing different career paths (public educators within departments). Develop standards for public educators. Get involved with code development, particularly the International Residential Code. Convince Fire Department management of importance of prevention/public education. Convince government leaders of importance of prevention/education and need for funding. 	
Eliminate jurisdictional lines. Establish a cabinet level position (USFA) for the fire service.	AZ- Not top priority (Shift) organizational culture from reactive to proactive so that everyone participates in prevention.		<ul style="list-style-type: none"> Develop rewards. 	
Establish a fire service information exchange (clearing house).	MI Develop a marketing plan that will focus on the fire safety needs of our community and fire service personnel.	<ul style="list-style-type: none"> PSA’s are not targeted toward those at risk of fire safety. Utilization of local incidents is not capitalized on by local fire service. ✓ Firefighters are not adequately educated or trained in enforcement of fire codes or fire prevention techniques. 	<ul style="list-style-type: none"> Develop National PSA’s (like Smokey Bear). Use (electronic) media advertising for national campaigns. Develop relationships with local media outlets. 	

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		<ul style="list-style-type: none"> ✓ Essential community staff are not trained in fire safety and the need for proper fire safety and prevention techniques. 		
	<p>NC Create a 20/20 concept in-state to address all constituents.</p>	<ul style="list-style-type: none"> • Unfocused efforts among fire service in state and nationwide. 		
	<p>NC-Not top priority Eliminate jurisdictional lines.</p>	<ul style="list-style-type: none"> • Volunteer vs. career. ✓ Culture needs to change to realize reducing risks is our primary responsibility. 		
	<p>WA Shift the fire service culture (re-active to proactive)</p>	<ul style="list-style-type: none"> ✓ Since 1947 all fire prevention reports have stated that the fire service needs to be devoted to prevention. 	<ul style="list-style-type: none"> • Stop hiring people to pull hose and then teach them fire prevention. Hire people for fire prevention and then teach them to pull hose. • Provide better training for new hires regarding fire prevention (we teach new employees how to run a chain saw and nothing about a smoke detector). 	
	<p>WA USFA (The fire service) should have a cabinet level position.</p>	<ul style="list-style-type: none"> ✓ Fire service culture is the top down. 	<ul style="list-style-type: none"> • The US should have a department (USFA) creating a national fire prevention plan, similar to where countries like the UK have government-developed programs www.firekills.gov.uk. 	
	<p>WA-Not top priority Change the insurance industry.</p>	<ul style="list-style-type: none"> • Protecting buildings not people. • The rating system vs. fire or injury data. 		
	<p>TN Establish a fire service information exchange (clearing house).</p>	<ul style="list-style-type: none"> • Communications within fire departments is often not shared. • Incorrect information is often given out due to lack of information 	<ul style="list-style-type: none"> • Expand PARADE/TRADE to include departments previously over looked. • Share information from Federal/State to local/rural areas. 	
	<p>OR Sell the value of fire prevention services to fire service and governing bodies.</p>	<ul style="list-style-type: none"> ✓ City managers and council that do not see fire prevention as important as fire suppression. • Missing good data. ✓ Need to educate the public in the different areas of fire department. ✓ Lack of operations participation in fire prevention. ✓ Adequate funding. 		

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		<ul style="list-style-type: none"> ✓ Fire service does not see the value in prevention. • Unauthorized burning. ✓ Not putting money where mouth is (fire service). • Money restraints. 		
	<p>OH Educate the politicians, community leaders, and business leaders.</p>	<ul style="list-style-type: none"> • Reaching every household to correct gaps is impractical. Community leaders with buy-in will in turn carry that message to their constituents. • The practice of incident commanders determining fire loss is not accurate. 	<ul style="list-style-type: none"> • Utilize Fear Factor with children – to the point that they can grasp danger. • Stress to politician at all levels that we have a war (fire problem) on the homefront. • Create life-long education program. • Require fire safety inspections on all home sales. • Encourage municipalities to initiate free home safety inspections that are non-punative. • (USFA) could create a 24 hr safety channel to run programs and educational shows on personal safety. • Identify education programs by age/developmental levels for life long lessons. • Create fire department coalitions – regionally based to pool resources and establish prevention agendas for the region. • Encourage Homeland Security to award funds for priority projects. • Encourage Homeland Security to allow funds to be used as a bridge for existing programs when a city is experiencing a budget shortfall. • Encourage funding for Community Risk Assessments. • Encourage insurance companies to work with the USFA to establish solid data collection on the impact of fire and other emergencies. • Educate the politicians, business leaders, and community leaders on 	

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			true financial impact of a fire in a business. <ul style="list-style-type: none"> Identify private/public partnerships such as museums and libraries that fire departments can partner with to deliver educational materials and reinforce the common message to the community and its leaders. 	
	IL Create a cultural change in the fire service by requiring public fire education as part of a firefighter’s job description. Create a minimum standard that requires one public fire education officer for every 50,000 people (example).	<ul style="list-style-type: none"> 80% of all fire fatalities occur in residential properties. Understanding cultures, age groups, and their leaders. Cultural change. Firefighters understanding and appreciation of the value of public fire education. Big “to do” list. 	<ul style="list-style-type: none"> Place public fire education in job description. Train new recruits in public fire education. Make public education a mandatory part of basic firefighter curriculum. Fire Chief’s must “buy in”. Don’t re-create, go back to the 2002 list and prioritize. 	

**Vision 20/20 Web Forum Results
Additional Recommendations**

Compilation of Recommendations	Recommendation	Gaps	Actions From Focus Group Discussion – not prioritized	Comments
Domain Enforcement				
4 references in the Web Forum				
Work toward a cooperative agreement between national code making organizations that establishes roles of each in the codes and standards making	FL-Stuart Work toward a cooperative agreement between national code making organizations	✓ Coordination between code making organizations and processes is lacking.		Is this within our control?!

<p>processes, recognizes strengths and weaknesses of each, builds better coordination between them, and encourages the fire service in the code promulgation and application processes.</p> <p>Require minimum state fire codes and minimum training standards for fire prevention personnel.</p> <p>Influence public and private sectors to work towards increased cooperation between enforcement agencies.</p> <p>Establish standardized national certification for fire inspectors and plan reviewers.</p> <p>Mandate residential sprinklers in all newly constructed or re-constructed home.</p>	<p>that establishes roles of each in the codes and standards making processes, recognizes strengths and weaknesses of each, builds better coordination between them, and encourages the fire service in the code promulgation and application processes.</p>	<ul style="list-style-type: none"> ✓ Influence of the fire service in the code processes is declining. ✓ Code officials cannot enforce what we cannot agree on. 			
	<p>IL Require minimum state fire codes and minimum training standards for fire prevention personnel.</p>	<ul style="list-style-type: none"> ✓ Need for mandatory state/local codes. ✓ Lack of required training (minimum education standards). ✓ Lack of current current fire data/code violations. ✓ Lack of residential inspections program. 	<ul style="list-style-type: none"> • Mandate minimum fire codes at the Federal level that create financial penalties • Establish minimum certification standards and continuing education standards for all code officials. Provide financial assistance to those that need aid. • Review the current choices/options (as they relate to data collection) and update on regular basis as technology changes. • Prove the need for residential inspections using statistics. Create a workable program. • Help create laws and ordinances. 		
	<p>CA Continue to work towards a single National standard fire/building code, and development of educational campaigns focused on code development.</p>	<ul style="list-style-type: none"> ✓ Consistency in application of codes and standards. ✓ Misunderstanding by many on the reasons we have codes and regulations, and how they are developed. 			
	<p>MI Influence public and private sectors to work towards increased cooperation between enforcement agencies.</p>	<ul style="list-style-type: none"> ✓ Building and fire code officials do not share information through the code enforcement process. ✓ Fire code officials must become a priority to local communities. ✓ Public and private perception on fire code enforcement is limited and education of hazards of fire is necessary. 	<ul style="list-style-type: none"> • Train private and public sector workers who have access to at-risk populations to recognize and target areas that need improved fire safety. 		
	<p>AZ (Establish) standardized national certification for fire inspectors and plan reviewers.</p>				
	<p>IL Mandate residential sprinklers in all newly constructed or re-constructed home.</p>			<ul style="list-style-type: none"> • Create a National effort to require residential fire sprinklers in all newly constructed homes. 	

Domain Engineering
3 references in the Web Forum

<p>Include the fire service, construction industries, and partners in a national strategy to:</p> <ul style="list-style-type: none"> - promote code backed engineering solutions to fire loss - provide incentive programs for installation of sprinkler systems, especially in high hazard areas - continue education, data input, and reporting on smoke alarms 	<p>FL-Tallassee Provide incentive programs for installation of sprinkler systems, especially in high hazard areas. Continue education, data input, and reporting on smoke alarms.</p>	<ul style="list-style-type: none"> ✓ Fire is spreading beyond room of origin. ✓ Buildings are not protecting people who are dying. ✓ Residential smoke detector technology can do better; there are too many recalls. The public will lose confidence in the devices. ✓ Exiting in existing occupancies must be improved. 	<ul style="list-style-type: none"> • Create national incentives for home fire sprinkler systems. • Encourage insurance companies to promote residential fire sprinkler systems. • Provide incentives for homeowners. • Publicize fire occurrences involving sprinkler systems and their benefits. • Emphasize the environmental benefits of sprinkler systems in the home/communities. • Identify marketing strategies for sprinkler systems. • Use case studies of communities that have enforced home sprinklers. • Reduce fire fees for homes with sprinkler systems. • Provide city incentives. • Educate about sprinkler systems. • Create preplans before tragedy, research, etc. • Residential hood suppression. • Improve containment within buildings. • (Promote/require) residential fire sprinklers. • Improve Federal standards on smoke detectors and encourage additional research on residential smoke detectors. • Improve National standards, enforce and educate. 	
	<p>AZ (Support) engineered heating/cooling/appliance safety systems to prevent fires</p>			
	<p>OR Develop a national strategic plan that includes fire service and construction industry partnerships that result in code backed engineering solutions to reduce losses from fire.</p>	<ul style="list-style-type: none"> ✓ Mandatory installation of sprinklers in all residential structures. ✓ Soaring costs for infrastructure to install fire sprinklers ✓ Lack of fire protection options. ✓ Availability of water supply for sprinkler systems. ✓ Sprinkler systems that do not cover the entire structure. ✓ Homebuilders not supportive of 		

		<p>installing fire protection features in home construction.</p> <ul style="list-style-type: none">✓ Lack of marketing.✓ Improve relationship between F.S. and construction industry.✓ Missing good data.✓ Lack of insurance incentives.✓ Fire protection system maintenance is not being performed.✓ Densities increase fire risk.✓ Not putting money where mouth is (fire service support).✓ Regulation moving away from regulation (trend toward less government interferes with effort to develop/adopt new requirements).		
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