

**National Strategies for Fire Loss Prevention**

***Vision 20/20 is a project of the Institution of Fire Engineers USA Branch ([www.ife-usa.org](http://www.ife-usa.org)) funded by a Department of Homeland Security Fire Prevention and Safety Grant. The goal of this project is to develop a national strategy to reduce the loss of life, injury and property due to fire. At a forum held in Washington, DC, in 2007, experts from across the nation developed a series of five strategies for collaborative focus. This has served as a roadmap for the activities of Vision 20/20 since that time.***

***More information on the Vision 20/20 project can be found at [www.strategicfire.org](http://www.strategicfire.org), on Facebook at [www.facebook.com/strategicfire](https://www.facebook.com/strategicfire) and Twitter [@strategicfire](https://twitter.com/strategicfire).***

**Strategy 1: Prevention Advocacy**

The online tools are complete and posted online at [www.strategicfire.org](http://www.strategicfire.org). These tools are designed to help local departments package their prevention efforts to obtain support from the local community and to quantify the impact of fire prevention on the community. The amount of web page traffic has increased dramatically around the announcements of their availability. Anecdotal feedback has been very good – and we have the option of adding more examples to the tools down the road. Alan Perdue, task group members, Peg Carson, and Peg Paul and Associates all worked very hard on the content and delivery. Ed Comeau did a great job promoting the distribution – and Jim Tidwell helped increase our outreach on this product, providing us all with valuable lessons about how to do it in the future – beyond our usual benefit of being able to post on EPARADE.

A small task group led by volunteers Mike Donahue and Ray O’Brocki are working on a survey instrument to identify where cuts to prevention have produced negative results. Once the survey is complete – a sample of local sites will be observed over time to identify how cuts affect fire prevention efforts. Individual anecdotal experiences are also being sought.



**National Strategies for Fire Loss Prevention****Strategy 2: Prevention Marketing**

Salter/Mitchell (a marketing firm in Florida) was selected to conduct market research of high risk audiences and key informants to provide us with insight into messaging for fire safety. They built upon subject matter expert knowledge – and CDC’s message framing research - to provide us with some valuable observations about the attitudes and behaviors of citizens in the U.S. by using web-based focus interviews and telephone interviews.

The task group working on this strategy continues to work on refining the material in hopes of having a national theme for fire prevention and safety and subsequent specific messages regarding working smoke alarms and kitchen fire safety.

Pam Powell has been doing an excellent job coordinating activity for this task group. The National Electrical Manufacturer’s Association has appointed a member to this task group and we continue to involve State Farm Insurance as they have provided important funding to support the task group activities.

**Strategy 3: Prevention Culture**

The 2009 DHS Fire Prevention and Safety grant to IFE-USA in support of community risk reduction efforts locally is complete. Philadelphia ended up obtaining and installing more than 9000 smoke alarms. Madison, Wisconsin, used 2000 of those supplied by this grant, and others to increase their overall efforts. Lexington, Kentucky; Amherst, Massachusetts and several smaller departments brought into the mix by Ed Comeau combined with Philadelphia to install more than 14,000 smoke alarms. Anecdotal results have been positive – providing some evidence that firefighters can get behind the concepts of reaching out to high risk areas, performing home safety visits and making sure working smoke alarms are in place. Philadelphia is beginning to show long term reductions in fire loss rates using this and other prevention/mitigation tactics.

The full report on this activity produced by Phil Schaeffer can be found on our web page at [www.strategicfire.org](http://www.strategicfire.org).



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The Community Risk Reduction training materials, which began under a grant to the Washington State Association of Fire Marshals – have been refined and are now available for use to teach fire officers (station officer and higher) how to implement CRR in a station based approach. This training package includes a power point, lesson plan and student support materials. It has been pilot tested in Wilmington, NC and Vancouver, WA with attendance by Portland Fire & Rescue personnel. A cadre of instructors who are all firefighters is being developed for field delivery. The 2010 DHS Fire Prevention and Safety grant to IFE-USA will allow more field deliveries of this training.

The CRR training package was based largely on Nancy Trench's work, but has been refined by a task group including Lydia Andris of the University of Washington with everyone putting in significant time and effort. It relies heavily on our partner in the United Kingdom, the Merseyside Fire and Rescue Service. In a joint effort with the National Fallen Firefighters Foundation, this material will be co-logoed and supported by NFFF and IFE for future deliveries and advocacy within the U.S.

An impact video supporting CRR in the U.S. was developed by Peg Paul and Associates and will shortly be available on our web page and will be made a part of this package. A growing list of fire chiefs (current and retired) has formed a working task group to support adoption of CRR concepts in the U.S. fire service, and Paul Maldonado (State Fire Marshal of TX and new Steering Committee member) has joined that task group and the overall efforts for Strategy 3.

Bill Kehoe and Nancy Trench are working with a task group on proposals to NFPA 1001 for firefighter job performance requirements related to fire prevention, and a model firefighter recruit training curriculum.

Finally, we are working to schedule a webinar specifically for the International City/County Managers Association to promote CRR in the U.S. fire service.

Bill Kehoe and Victor Stagnaro continue to provide very positive leadership for this overall strategy.



**National Strategies for Fire Loss Prevention****Strategy 4: Prevention Technology**

A task group led by the NFPA Research Foundation met in Baltimore on July 14<sup>th</sup> to discuss the results of a NIST funded study on kitchen fire safety technology. Hughes and Associates were selected as the sub-contractor to conduct part of the research which includes fire safety technology experience in the field. There will also be an update from the Consumer Product Safety Commission on their own research into emerging kitchen fire safety technologies. A report on this will be generated by NIST.

Mike Love has joined the task group to support Dan Madrzykowski in the leadership role for Strategy 4 and has been conducting research at NIST to support overall technology issues related to fire and life safety.

**Strategy 5: Prevention Codes and Standards**

Following the task group meeting this year in Northbrook, IL at Underwriters Laboratories headquarters, Sean DeCrane and Dan Uthe have developed a budget and narrative in support of the activities of the Codes and Standards Advocacy Task Group. They have moved away from the formal approach, and are pursuing the activities of the Strategy 5 plan which are focused in part on educating the fire service about the codes and standards development processes.

Among the task group members, Jim Tidwell has been working hard behind the scenes to secure partnerships and support of this task group.

**Model Performance Measures Task Group:**

The task group of people and organizations working on model performance measures for fire prevention will conduct the pilot training for field delivery on August 2<sup>nd</sup> in Portland, Oregon. A select smaller group who will be instructors, peer reviewers and help refine the model prevention program criteria have been invited to attend and help delivery the pilot offering.

Dr. Matt Jones is the principal subject matter expert for this task group, and is supported by his doctoral intern Mariah Kraner. After this delivery the materials will be refined and delivered at 10 other locations around the nation. Five webinars will also be scheduled dealing each with formative, process, impact and outcome measures for the variety of fire prevention disciplines. We are developing materials that may become part of an online training package in support of these common measures.



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The measures themselves are not new – in fact they are based on both the National Fire Academy offerings and content from the NFPA Fire Protection Handbook. However, they are being packaged as an instructional offering to get practitioners in the field using common terminology and to add to the growing national data base of “evidence based decision making” for fire prevention programs.

This work is done under a cooperative agreement with the Assistance to Firefighters Grant program which allows substantial involvement by them and the U.S. Fire Administration. A clearinghouse system of model prevention programs is being explored as part of this cooperative agreement which may include the U.S. Fire Administration and the NFFF web page under development.

An extension of the cooperative agreement has been approved and all deliverables will be met by December of 2011.

**Vision 20/20 Core Activities:**

We have received notification of award for the Vision 20/20 project from the 2010 AFG grant through the Institution of Fire Engineers. That will allow us to continue the core activities, including a meeting of the Steering Committee which we are scheduling for September or October of 2011.

The executive committee will meet the second week of August in the Washington DC area to refine and update the business plan. The suggestions made at the last steering committee meeting for reference to industrial and wildland fire issues will be incorporated into the revision along with an update of activities.

The 2010 grant allows us to expand the concepts of CRR within the U.S. further into Cleveland, OH; Washington, DC; Alexandria, VA; Palm Beach County, FL and Rosemount, MN. There is also an important pilot test of smoke alarm technology for the severely hard of hearing being done in conjunction with the Palm Beach County project through an agreement with Dr. Gerri Penney and a medical facility in that area.

**Future Activities:**

As a Steering Committee we will need to refine the business proposal for institutionalizing the concepts behind Vision 20/20 in a regularly funded effort that is sustainable and can accomplish revisiting the gaps and strategies necessary to improve fire prevention efforts in the U.S. on a five year cycle. That target date would be in 2013.

