

## **The New Homeowner's Guide to Fire Safety**

**T**hink of a jumbo jet. . .filled to capacity. Then imagine that jet soaring out over the ocean and plunging into it, killing everyone aboard. What if that happened every 45 days? The public outcry would be deafening. That's how many people die in this country from preventable fires. Ironically, four out of five of those deaths occur in people's homes, where they feel safest.

"The New Homeowner's Guide to Fire Safety" is an interactive DVD project that reaches 27,000 people with step-by-step guidelines for making their homes more fire safe.

The DVD includes special segments for children and seniors, contributing to FEMA's nationwide goal of reducing fire injuries for these two high-risk populations.

### **The Idea...**

We have selected homeowners as our target audience because that is where the greatest fire danger is, in the home. The Michigan State Fire Marshal's office reports that a residential fire occurs somewhere in their state every 44 minutes. In 2004, 84% of all fires were in homes, resulting in 148 deaths and placing Michigan in the top 1/3 of all states in terms of its fire death rate.

Narrowing the focus, we've chosen new homeowners as our target audience because they are a group looking for ways to make their new environment comfortable and safe. In a phrase, it is a time in life when many are open to turning a new leaf.

The project is to produce 10,000 interactive DVDs entitled "The New Homeowner's Guide to Fire Safety." Available in both English and Spanish, the DVDs will be distributed throughout Michigan to new homeowners by Flagstar Bank at the close of escrow.

When given the DVD, each homeowner will be asked to complete a one-page "pre-viewing" form based on the fire safety topics covered on the DVD. This information will be used for risk analysis during the evaluation process, comparing the homeowners' fire safety behaviors and attitudes before and after viewing the DVD.

This is a pilot project and the DVD will be designed to be appropriate for all 50 states as a teaching tool. The funding we are seeking for this project from the Fire Prevention and Safety Grant Program is \$55,440.

### **Special segments on the DVD—**

1. Good Housekeeping--Your Best Fire Prevention Tool
2. Smoke Alarm Placement & Maintenance
3. Fire Safety in the Kitchen
4. Fire Safety Outside Your Home
5. Fire Safety Guidelines for People With Disabilities
6. How to Create Your Home Escape Plan
7. Making Good Choices (Children's Segment)
8. Fire Safety for Older Family Members
9. How to Plan and Practice Fire Exit Drills

## **Taking Advantage of the Internet**

Evaluation information will be gathered and totaled electronically online.

At several points on the DVD, a Web site will be shown that directs the viewer to an online survey form. The homeowner will be asked to visit the Web site and complete the survey form after viewing the DVD and implementing the home fire safety procedures demonstrated on the DVD.

A draft of the survey is available online now at <http://www.theideabank.com/survey.php>. Note that the online survey will be available in both English and Spanish.

### **The Evaluation Process**

An advantage of having a mortgage firm (Flagstar Bank) distribute the DVDs is that an accurate accounting of each DVD is ensured. We will know where and to whom all the DVDs are distributed. This data will become part of the evaluation report.

E.S.C.A.P.E., a non-profit fire prevention organization in Kalamazoo, Michigan will conduct the project evaluation. Their Web site address is <http://www.escapeinc.org>. E.S.C.A.P.E. will (1) review and evaluate the success of the grant project based on the results of the completed surveys received, and (2) offer recommendations for ways to improve the program and DVD. E.S.C.A.P.E.'s evaluation with recommendations will be presented to the grantor at the completion of the project.

### **The Project's One-Year Timeline**

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|-------------------------------|----------|
| 1. DVD Production             | 90 Days  |
| 2. Replication and Delivery   | 30 Days  |
| 3. Distribution to Homeowners | 150 Days |
| 4. Evaluation Process         | 90 Days  |

**1.** Spectrum Health Regional Burn Center will coordinate with the DVD producer, The Idea Bank, to have the DVD production completed within 90 days of receiving the grant award.

**2.** 10,000 copies of the DVD will be replicated and delivered to Flagstar Bank within 30 days following the completion of the DVD.

**3.** Flagstar Bank will distribute the DVD to its branch offices throughout Michigan. Each new homeowner will be given a copy of the DVD by Flagstar Bank at the closing of escrow. The 10,000 DVDs will be distributed over the following five-month period.

**4.** Allowing an additional 60 days for the final survey forms to be posted, E.S.C.A.P.E. will conduct the project evaluation during the final 30 days of the project and submit it to the grantor through the Spectrum Health Regional Burn Center by the end of the grant period.

## **Teamwork**

The planning and delivery of this project will be a cooperative effort of four organizations:

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|---|--------------------------------------|
| 1. Grant Applicant and Project Coordinator: | Spectrum Health Regional Burn Center |
| 2. DVD Producer:                            | The Idea Bank                        |
| 3. DVD Distributor:                         | Flagstar Bank                        |
| 4. Project Evaluator:                       | E.S.C.A.P.E.                         |

## **Low Cost Per Person**

The total cost of the project is \$55,440. The estimated cost per person reached (27,000 in all) with the project is \$2.05. This is based on producing and distributing DVDs to 10,000 new homeowners (reference: U.S. Census figure of 2.7 persons per average household).

Since the DVD master is created with this first project, and is a non-recurring expense, the cost in subsequent projects can be as low as 30 cents per person reached. This cost-effective "reusable" aspect of the project coincides with FEMA's preference for proposals that have a greater potential for long-term benefits.

In addition, DVDs have a viable lifespan of five or more years. This gives the 10,000 homeowners who participate in this pilot project the opportunity to benefit well beyond the 12-month grant period.

## **Getting it off the Ground**

The four partnering organizations are each donating key elements to the project:

1. As the applicant Spectrum Health Regional Burn Center will take the lead in providing administrative support and project coordination of the project. Shelley Smith, RHIA, Burn Center Program Coordinator will work with The Idea Bank, Flagstar Bank and E.S.C.A.P.E. to ensure the project is successful.
2. The Idea Bank is donating its 2003 production, "Manufactured Home Fire Safety," as a special 17-minute segment on the DVD. In addition, the lyrics and music of five songs created by The Idea Bank will be donated and used in the children's segment.

### **The songs are:**

Matches and Lighters  
Stop, Drop and Roll  
Escape Plans  
Smoke Alarms  
Crawl Low Under Smoke

The songs may be played online at <http://www.goforsafety.com/songs2.html>

3. Flagstar Bank will distribute at no charge the 10,000 DVDs and maintain a listing of all homeowners who receive the DVD. In addition, Flagstar Bank will encourage each DVD recipient to participate in the evaluation process by completing the online survey.

4. E.S.C.A.P.E. will donate its members' time and services to create the project evaluation forms to be provided to the grantor at the completion of the one-year grant period.

None of the four partners contributing to this project will profit from the creation of the DVD. In order to complete the project, we are asking the AFG Fire Prevention and Safety Grant Program for an investment totaling \$55,440.

### **The Project Budget**

DVD Production	\$40,140.
Replication of 10,000 DVDs	10,000.
Shipment of DVDs	300.
*Grant Administration	<u>5,000.</u>
 TOTAL:	 \$55,440.

\*Includes--

Coordinate DVD research, production, duplication, distribution and evaluation with all three project partners. Maintain an accurate, audited accounting of grant expenses and supervise adherence to project time lines. Serve as liaison for the grantor and other interested parties. Work to assure that all elements included in the grant proposal are completed.

### **Past Performance**

As the only burn center in the west side of Michigan, the SHRBC is responsible for providing burn care to patients from 42 Michigan counties and our outreach continues to expand. In FY 2005, there were 185 admissions to the Burn Center as well as over 500 clinic patients. Over 30% of these were children. Prevention and education are the prime focus of our outreach programs and we work very closely with local partners to provide such opportunities. Recent grants have enabled us to create and produce a children's game as well as a preschool fire safety program now used in all Kent County, Michigan Headstarts.

This AFG grant will enable us to reach far more families than we are able to do on our own because of the project's partnership with Flagstar Bank. Moreover, the DVD format provides families the opportunity to view the material more than once, enhancing knowledge gains and hopefully, changes in behavior.

### **About the Producer...**

Richard Lambert will direct and produce the DVD. His firm, The Idea Bank, was established in 1983 and is based in Santa Barbara, California. Mr. Lambert has produced 12 fire prevention videos and interactive DVDs since 1994. He has received 18 international awards of excellence for the productions, including two first place awards by the American Medical Association for Fire in the Workplace and Public Assembly Fire Safety.

In 1998, Mr. Lambert produced two videos for the U.S. Fire Administration. These programs, Child Firesetting & Juvenile Arson and Interviewing Kids at Risk are used today as part of the USFA workshop series, Juvenile Firesetter Intervention Specialist I & II.

### **About E.S.C.A.P.E.**

ESCAPE Fire & Safety Services Company and E.S.C.A.P.E. Kids Fire Prevention were founded in 1995 by Firefighter and Certified Instructor, Michael McLeieer, as a means to deliver safe, effective and economical fire & life safety training to children and adults of all ages. We are a proud supporter of the Rescue 1 Fire Safety for Kids program. Together we volunteer our time to make E.S.C.A.P.E. and Rescue 1 the leaders in Fire Education and Safety Programs.

In 2005, E.S.C.A.P.E. received an AFG grant to help fund a program in Michigan that distributes children's fire safety coloring books.

### **Looking Ahead...**

A 2004 survey by the National Fire Protection Association shows that 66 percent of Americans say they have developed a home fire escape plan, but only 35 percent say they have ever practiced it. The survey also reveals that most children have never discussed fire safety at home, and yet four out of five home fires are caused by child curiosity and fireplay.

This project will contribute toward FEMA's nationwide goal of reducing fire injuries to children and seniors by showing families how to practice fire safety...together.

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