"The problem with fire prevention is you can't measure the fire that didn't happen because of your efforts"

"The problem with fire prevention is you can't measure the fire that didn't happen because of your efforts"

- •1600 square kms
- •65,000 people
- •urban areas, primarily agricultural

- •11 fire stations
- •242 volunteer firefighters
- 1 fire prevention officer
- 15 volunteer fire safety educators

- •5 high schools
- •23 elementary schools
- a large and growing seniors population

### Creating the need

### **BUILDING STOCK PROFILE**

Statistics Canada 2001 figures show the total number of private dwellings as 25,359, representing a population density per square kilometer as 37.9 for a land area of 1,606.95 square km.

1998 data provides the following statistical information:

| Residential Dwelling Type | Urban  | Rural  | Total  |
|---------------------------|--------|--------|--------|
| Single Detached           | 7,693  | 6,409  | 14,102 |
| Single Attached           | 418    | 72     | 490    |
| Conversions               | 1,211  | 121    | 1,332  |
| Apartments (7+units)      | 764    | 0      | 764    |
| Condominiums              | 376    | 1      | 377    |
| Row Housing               | 163    | 0      | 163    |
| Farm Residence            | 24     | 3,044  | 3,069  |
| Rural Non-Farm            | 3      | 150    | 153    |
| Residence with Commercial | 554    | 263    | 817    |
| Other                     | 349    | 763    | 1,112  |
| Cottages                  | 88     | 1,906  | 1,994  |
| TOTAL                     | 11,784 | 12,756 | 24.540 |

A wide variety of housing is available throughout Norfolk County from single family homes in residential subdivisions to apartments, farms and lakefront cottages, all in a variety of urban and rural settings.

| NUMBER OF RESIDENTIAL UNITS CONSTRUCTED IN 2003/04 |                |               |                |               |             |
|--|----------------|---------------|----------------|---------------|-------------|
| Building Permit Type                               | Number<br>2003 | Value<br>2003 | Number<br>2004 | Value<br>2004 | %<br>Change |
| Single Family                                      | 238            | \$30.6M       | 290            | \$37.4M       | +22%        |
| Multi-Residential                                  | 9              | \$4.5M        | 17             | \$4.2M        | -7%         |
| Additions, Alterations, etc.                       | 489            | \$5.8M        | 429            | \$7.7M        | +32%        |
| TOTAL NO. OF UNITS                                 | 736            | \$40.9M       | 736            | \$49.2M       | +20%        |

|      | NUMBER OF RESIDENTIAL UNITS CREATED |                            |       |  |  |  |
|------|-------------------------------------|----------------------------|-------|--|--|--|
| Year | Single Family<br>Dwellings          | Multi-Residential<br>Units | Total |  |  |  |
| 2005 | 291                                 | 69                         | 360   |  |  |  |
| 2004 | 290                                 | 98                         | 388   |  |  |  |
| 2003 | 238                                 | 67                         | 305   |  |  |  |

### DEMOGRAPHIC PROFILE

### Our Population by Age Groups

| Ages of Population<br>(2004) | Number | % of Total Population |
|------------------------------|--------|-----------------------|
| 0-14                         | 13,037 | 21%                   |
| 15-64                        | 39,227 | 64%                   |
| 65+                          | 9,183  | 15%                   |
| Total                        | 61,447 | 100%                  |

### Population Projection Summary

| Year | Low    | Reference | High   |
|------|--------|-----------|--------|
| 2006 | 64,190 | 68,600    | 70,970 |
| 2011 | 67,060 | 75,820    | 80,520 |
| 2016 | 63,720 | 72,410    | 77,060 |
| 2021 | 61,560 | 70,180    | 74,810 |
| 2026 | 60 650 | 74.260    | 81 990 |

The Reference Scenario assumes that there is no change in the birth rate or death rate, but assumes a migration rate which results in a population that, in aggregate has risen by about 0.8% annually, or the historical average annual growth rate for Haldimand-Norfolk.

Data as provided by Marshall Macklin Monaghan Ltd - Population & Employment Projections Final January 2004.

### Our Vulnerable People/Occupancies

National and provincial statistics have indicated for several years that children and seniors are vulnerable individuals during fire incidents.

| Expected Total Population |        |        |        |        |        |        |
|---------------------------|--------|--------|--------|--------|--------|--------|
| Age<br>Intervals          | 2001   | 2006   | 2011   | 2016   | 2021   | 2026   |
| 0-14                      | 11,480 | 11,490 | 10,740 | 11,290 | 9,500  | 9,280  |
| 15-64                     | 39,450 | 44,140 | 47,950 | 46,220 | 45,280 | 46,920 |
| 65+                       | 9,920  | 12,960 | 17,130 | 14,910 | 15,420 | 18,070 |
| Total                     | 60,850 | 68,600 | 75,820 | 72,410 | 70,180 | 74,260 |

Data as provided by Marshall Macklin Monaghan Ltd - Population & Employment Projections Final January 2004.

Vulnerable groups also include those persons who occupy hospital and nursing home facilities and are dependent upon staff because they are non-ambulatory for a variety of physical or mental reasons.

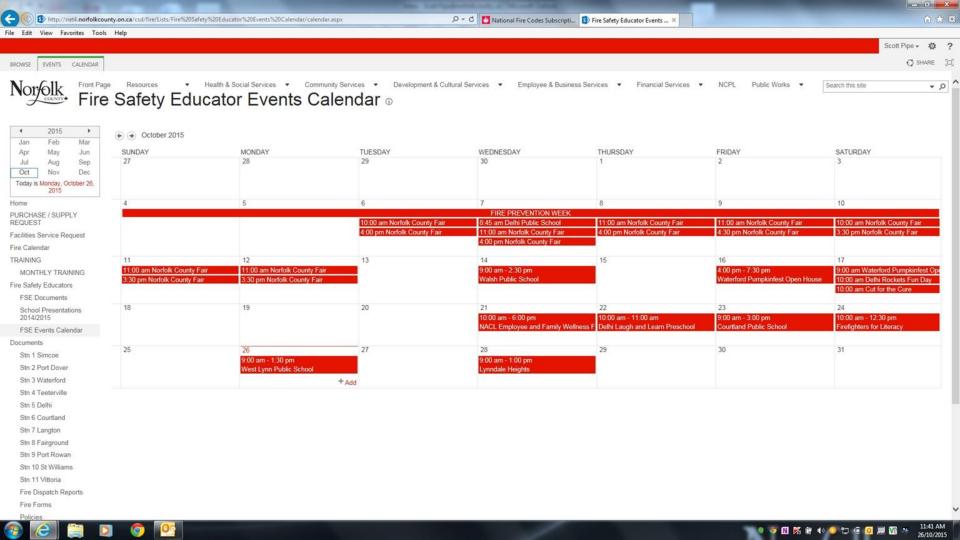
### Updated our Simplified Risk Assessment

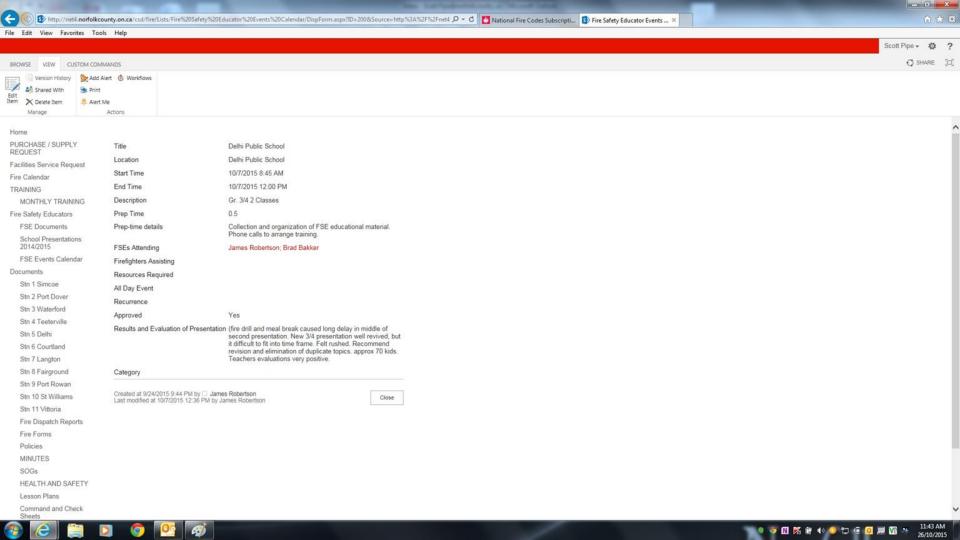
### Public Fire Safety Education Activity Plan for 20\_\_\_

List fire concerns identified for the municipality (based on the risk assessment and high risk occupancies/demographics in the municipality):

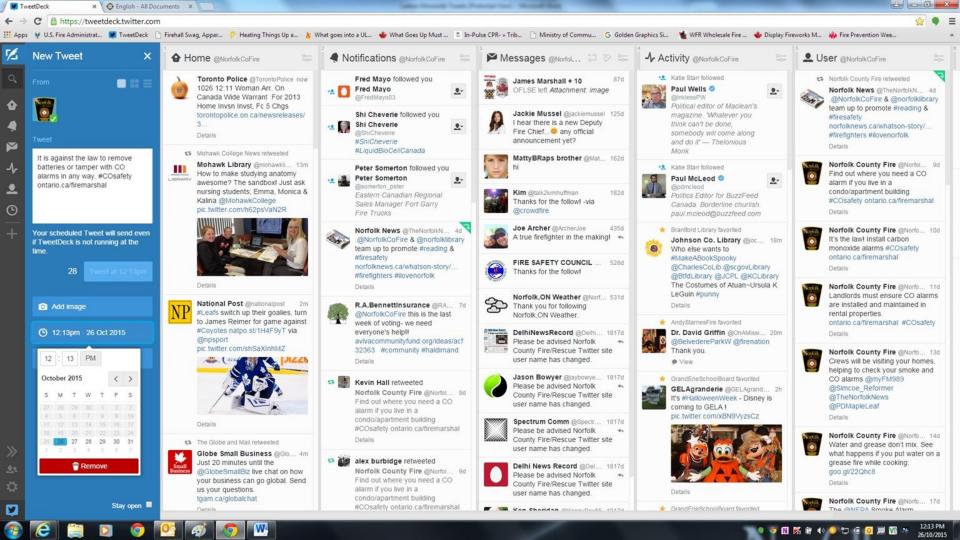
| 1. COUTING FIRES 2. SMOKING RELATED 3. ELECTRICAL - TEATERS 4. CAREON MONOCIOS RELATED CH 5. USBSTOVES (GONTONE RELATED CH (continue list as needed)  |              |             |
|---|--------------|-------------|
| location and a second a second and a second | MIGRANT GENZ | WALL MONDER |

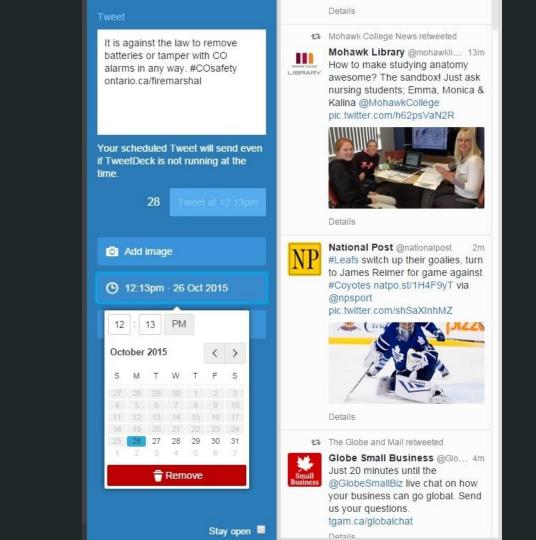
| Month    | Fire Safety<br>Concerns/Topics<br>to be Addressed | Audience              | Activity(ies)        | Where the<br>Activity(ies) Will<br>Take Place/Be<br>Distributed | Timing/<br>Duration                   | Resources<br>Required     | Where Resources<br>Will Come From |
|----------|---|-----------------------|----------------------|---|---------------------------------------|---------------------------|-----------------------------------|
| January  | HEATING SAFETY.                                   | ACULTS/               | THE SHIPERU          | MATUS/<br>SENIORS GROWS   | ALL MONTH                             | mc1134 2(10)              | food of sovernor.<br>- ME         |
| February | WOODSTOVES<br>COOKING-                            | ADUKTS/SENLERS        | WHAT'S COOKING       |   | 5 HAGHSONS                            | 20141085-<br>24-928×2-(5) | ALLOTTENT FER                     |
| March    | MATCHES HEARS                                     | CHILDHAU<br>STUMMUTS- | COSUMUNITY.          | ELEMENTHRY.   | 30 DRY 5-<br>1 PHR DRY.               | 20141285<br>2276 1 2 (23) | buseen.                           |
| April    | CBG SAFERY.                                       | manas kon lok.        | 120010 11 200 1000 . | - COMMUNITY HIS GARRES  | SEVENOS<br>SEVENOS                    | 242618(8)                 | QUOSETED                          |
| May      | FIREMENTS -<br>COTTRESS - FIRES                   | ADVIS SERVINES        | MEDIA CHAMINEN       | CONVIDENTS FRANK.   | I GREN HOUSE                          | 2×26(5)(0)                | MB1                               |
| June     | CHANGES-CONING                                    | 4 1/                  | MEGIA -              | -NEON RELIENSES   | PWITTER-<br>I WEEK<br>I KWANZ WEEKI - | 2+26(6)6).                | NBI                               |











# established our objectives

### start Gathering Data:

quantitative and qualitative

### measure our progress



### Fire and Life Safety Education Lesson Plan

For

### Grade 3 & 4





### Norfolk County Fire & Rescue Services

95 Culver Street Simcoe Phone: (519) 426 4115 \* Fax (519) 426 4140

### Presentation Evaluation Form

To assist us in evaluating the effectiveness of our fire and life safety presentations, we would appreciate receiving your comments and/or suggestions.

Yes No

This presentation met my expectations
 Yes No
 The content was appropriate to my students' needs
 Yes No

4. How would you rate this presentation overall? (circle one)

Poor Satisfactory Excellent

5. Which topics did you find most useful?

3. I found this information useful

6. Which topics did you find the least useful?

Additional comments?



### Norfolk County Fire & Rescue Services

95 Culver Street Simcoe Phone: (519) 426 4115 \* Fax (519) 426 4140

Dear Teacher

Thank you for allowing Norfolk County Fire and Rescue Services into your classroom to teach fire and life safety skills. We are committed to helping you and your students stay fire safe.

To ensure that our presentation is effective in doing this, we have included evaluation forms for you and your students to complete. We covet the input of our professional educators and view you as a tremendous resource in helping us determine the level of fire safety knowledge your class has acquired, as well as assisting us in our planning for future fire and life safety presentations.

We appreciate you taking the time to complete and return these forms to the Fire Prevention Bureau at your earliest convenience. I can assure you that your privacy will be protected, so please be as honest as possible.

Together we can keep our community safe from fire.

Scott Pipe

Captain/Fire Prevention Officer

www.befiresafe.ca

### focus groups

### Quantitative data:

- Smoke alarm campaign
- fire inspections
- school presentations
- fire investigations



### Smoke/CO Alarm Campaign – Data Collection Form Complete this form for every residence in which a smoke/CO alarm check is conducted.

| Date              |                        | Check Completed By                                    |                   |                 |
|-------------------|------------------------|---|-------------------|-----------------|
| Address           |                        | CK.   | 220               |                 |
| Owner's Name      |                        |   |                   |                 |
| Occupant's Name   |                        |   |                   |                 |
|                   | Detached d             | Semi- Dupl  | ex Tov            | vnhouse         |
| Residence .       | Total number of storie | s in residence (including b                           | asement)          |                 |
| 2                 |                        | in compliance with the s<br>irements of the Ontario F |                   | □ NO □          |
|                   | If not, what w         | as the reason for non-cor                             | npliance (Check   | all that apply) |
|                   | Sr                     | moke alarm(s) not installe                            | d on every story  |                 |
|                   | Carbon Monoxide ala    | arm(s) not installed outsic                           | le sleeping areas |                 |
|                   | Smoke/CO alar          | m(s) not working due to r                             | missing batteries |                 |
|                   | Smoke/CO al            | arm(s) not working due t                              | o dead batteries  |                 |
|                   | Smoke/CO               | alarm(s) not working do                               | to other reasons  |                 |
| What actions were | taken by the Norfolk   | County Fire and Rescue                                | Services (Check   | all that apply) |
|                   | Requeste               | d the Occupant install sm                             | oke/CO alarm(s)   | <b>"</b>        |
|                   |                        | Requested the Occupant                                | install batteries | <b>"</b>        |
|                   | Provide                | ed and installed loaner sm                            | ioke/CO alarm(s)  | <b>"</b>        |
|                   |                        | Provided and installed                                | loaner batteries  | <b>"</b>        |
|                   |                        | Completed a Notice to                                 | Occupant form     |                 |
| Notes:            |                        |   |                   | \$00 P          |
|                   |                        |   |                   |                 |
|                   |                        |   |                   |                 |
|                   |                        |   |                   |                 |
|                   |                        |   |                   | 5.0             |

## Collect information from our smoke alarm campaign.

## collect data from suppression responses



Norfolk County Fire & Rescue Services 95 Culver Street Simone, ON N3Y 2V5 519 426 4115

### Notice to Owner/Occupant

Fire Occurrence Number:

| n       | at appro                                   | ximatelyhrs. Norfolk County Fire & Rescue Services              |
|---------|--|---|
| spor    | nded to the following location:            |   |
| ddre    | 55:  |   |
| wner    | r/Occupant Name:                           | Phone Number:   |
|         |  |   |
| he ca   | use or probable cause that prompt          | ed the dispatch to your location:                               |
|         | Fire Alarm activation                      |   |
|         | Sprinkler System                           |   |
| ۵       | Carbon Monoxide Alarm Activation           | on or CO Symptoms   |
| 0       | Open Air Burning                           |   |
|         | Smoke Alarm                                |   |
| 0       | Other                                      |   |
| pon i   | initial completion of Norfolk Count        | y Fire's investigation, you are required to:                    |
|         | Maintain/replace your carbon me            | onoxide alarms(s)   |
|         | Maintain/replace your smoke ala            | irm(s)  |
|         | Have your fuel burning appliance           | e serviced by a licensed contractor before use                  |
| 0       | Contact the Fire Prevention Office         | ter (519 426 4115 ext 2402)                                     |
| 0       | Cease unauthorized open air bur            | ning  |
|         | Other:                                     |   |
|         |  |   |
|         |  |   |
| _       |  |   |
| 0       | Incident scene has been released           | (See Item 1 on Reverse)   |
| 0       | I have read and understand the co          | onditions of the smoke/CO alarm waiver. (See Item 2 on Reverse) |
|         | A fire watch is required (See Item         | 3 on Reverse)   |
|         |  |   |
| y signi | ing, I agree to the conditions as noted    |   |
|         |  |   |
|         |  | <u> </u>  |
|         | / REPRESENTATIVE / AGENT / AGENCY / OCCUPA | NT OWNER /OCCUPANT/ REPRESENTATIVE / AGENT / AGENCY (Signature) |
| NNER /  | (Print)                                    |   |
| WNER /  | (Print)                                    |   |





### EL.

### FIRE SAFETY EDUCATION

Fire Safety Education comes in many different forms. Programs differ in size and approach however they all aim to meet the same goal of achieving an acceptable level of fire safety for the community and to ensure the safety of its residents in the event of a fire. Educators provide the information necessary to reduce the occurrence, spread, and impact of fire. Effective community planning is necessary in reducing fires and preventable injuries which is why NCFRS has a five-step plan to implement successful fire-education programs:

- 1. Conduct a simplified risk assessment: NCFRS uses statistics collected from various
  - reports and program feedback to determine the areas of greatest risk and those who will be most affected by this determined risk.
- 2. Develop community partnerships: NCFRS is proud to have formed many strong partnerships with local organizations that can help to solve community safety problems. Local media outlets, Senior's Support Services, Annex Publishing, EMS, OPP, and various local businesses have all shown a vested interest in the success of various programs and in the improvement of the quality of life for Norfolk County residents.
- 3. Create an intervention strategy: In 2014, NCFRS created a list of programs based on identified fire risks. All of these programs follow specific lesson plans to target certain demographics.



- **4. Implement the strategy:** Norfolk County Fire and Rescue Services is proud to offer the following educational programs:
  - Community Helpers is a tour and presentation to first grade students to help establish emergency service workers as trustworthy and safe.
  - 'What's Cooking' is targeted at High School students in an effort to teach safe cooking practices as cooking is the highest cause of fires according to Norfolk County Response Statistics.
  - Norfolk County Fair and Horse Show has always been aimed at reaching children but is now being used to educate families and seniors as they are a high-risk, hard to reach demographic.
  - Save Our Senior's is an initiative endorsed by the Office of the Fire Marshal to teach seniors fire prevention and mitigation. This program is delivered to two seniors groups per month.
  - Elementary School and General Presentations will continue to be delivered; however they
    will only be given to grades 2-4 unless otherwise requested. This ensures that all or most
    students are covered without having too much overlap. This also allows more time for Fire
    Safety Educators to focus their efforts on other initiatives. NCFRS also has many requests
    for appearances and presentations at special events, open houses, etc., that do not fall
    under a particular category yet still have great educational value.
  - After The Fire is an initiative that sends educators to the homes close to a fire after it has
    occurred. Educators provide valuable messages to residents who would have seen or been
    affected by the fire. There is a substantially greater chance of the message being received
    by residents who have seen a fire firsthand.
- 5. Evaluate the results: NCFRS now uses objectives instead of benchmarks to measure the progress of educational efforts. Smoke alarm campaigns, incident responses, investigations, and presentation evaluations help to ensure the progression towards achieving set goals. NCFRS has made effective use of resources and they are being appropriately and efficiently utilized.

### a measure of success

### thank you