



# Reaching Hard to Reach Populations: A New Approach to the Fire Safety Message

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# Learning Objectives

- To describe barriers to reaching high-risk populations with the injury prevention message.
- To discuss new pathways for reaching high-risk populations through targeted materials.





# Safe Kids Worldwide & Fire Safety

# Our Mission

Safe Kids Worldwide leads coalitions of community partners to prevent unintentional death and injury to children ages 14 and under. We empower families and communities to:

- Educate adults and children
- Create safe environments
- Conduct research and
- Advocate for effective laws



# Unintentional Injury in the U.S.

- Leading cause of death among children ages 1 to 14.
- More deaths than from cancer, heart disease and SIDS.
- One of every five U.S. children will need medical attention for an unintentional injury this year.



# State and Local Coalitions

Alaska – 1 state  
4 locals

Hawaii – 1 State



45 State Coalitions and 350 Local Coalitions  
250 Chapters



# Safe Kids Fire History

- Safe Kids Worldwide received funding from the United States Fire Administration for over 16 years.
- With our latest grant, our coalitions trained over 8,100 parents and caregivers in fire safety.
- Coalitions worked with over 84,400 children in homes, schools and other venues to educate them on fire safety and prevention.
- Over 5,800 smoke alarms were distributed and installed.



## New Focus of the SK Fire Program: Addressing the Needs of High Risk Populations

- In 2005, USFA awarded SKW a grant to develop new modes of fire prevention communication to affected populations, both at local and national levels
- SKW gathered information from Safe Kids Coalitions about their fire prevention needs through an online survey and site visits to several coalition communities





# Coalition Survey Results

- Only 28% are reaching high risk populations through fire safety efforts
- High risk communities
  - Racial/ethnic groups: African Americans, Latinos, Native Americans
  - Low income
  - Rural
  - Recent immigrants
  - Non-English speakers
- Only 37% are satisfied with existing SKW fire prevention materials
- 41% want materials in languages other than English
  - Spanish
  - Russian
  - Creole
  - French
  - Vietnamese
  - Chinese



# Coalition Survey Results

- Reasons for not reaching high risk populations
  - a lack of resources such as funding, manpower, and time
  - low community perception of local fire risk
  - presence of other community organizations conducting fire safety efforts



# Common Themes from Site Visits

- There are increasing language and literacy barriers in reaching at risk families.
- Housing conditions are a significant contributing factor to the risk of fire.
- Lack of resources (educational materials, staff, volunteers, funds) often hinders the coalitions' ability to have an effective and continuous fire prevention program.



# 2006-2007 USFA Grant

- Develop new fire safety materials to reach high-risk populations
  - including ESL and low literacy
- Bring together coalitions to coordinate & improve SKW outreach efforts and materials
- Provide Rapid Response Kits for coalitions that have experienced a recent fire in their community.
- Create more comprehensive mini-fire website for coalitions and general public.
- Strengthen SKW relationship with other key members in the fire prevention community



# Advisory Council

- Composed of SKW coalition members, fire service personnel, and a representative from the National Fire Protection Association
- Conducted first meeting in January 2007 in Washington, DC
  - Offered information to SKW on local & national level fire prevention outreach to high-risk populations
  - Reviewed fire prevention materials & offered suggestions for improvement





# Defining “High-risk populations”

# Children at Risk: What We Know...

- **Children from low-income families** are at greater risk for fire-related death and injury
  - lack of working smoke alarms
  - substandard housing
  - use of alternative heating sources
  - economic constraints on providing adequate adult supervision
- **Children living in rural areas** have a dramatically higher risk of dying in a residential fire
  - death rates more than twice the rates in large cities
  - more than three times higher than rates in large towns and small cities



# Children at Risk: What We Know...

- Preschool Children (5 years and under)
- Older Adults (65 years +)
- Low educational attainment
- Non-English speakers
- Native Americans

Fire prevention programming needs to include and focus on those at greatest risk for death and injury.

*Sharon Gamache, NFPA*





# SKW Working Definition of High Risk Populations

- “When the possibility of unintentional injury or death is greater for an individual or a group of people than it is for the general population, the individual or group is considered to be high-risk.”
  - “High risk outcomes include elevated injury and death rates.”
  - “High risk indicator examples may include: lack of access to prevention resources, lack of education about injury prevention, unsafe environments, unsafe behaviors, physical limitations.”





# Barriers to High-Risk Population Outreach

# Major Barriers Cited by Advisory Group

- Difficulty gaining entrée into the local community
  - Language barriers
  - Cultural norms
  - Need for alliance with key community leaders
- Community fear and mistrust of authority
  - Exhibited by both children and parents
  - Apprehension towards volunteers in uniform, especially in specific immigrant communities





# Fire Prevention Materials Review

# Considerations

- *Are Safe Kids fire prevention materials culturally sensitive to high risk audiences?*
- *Are Safe Kids fire prevention materials multicultural?*
- *Is the reading level of Safe Kids fire prevention materials adequate?*
- *What does Safe Kids need to do to address the public health literacy issue among high risk populations in terms of fire prevention?*
- *What high risk groups are we not reaching?*



# Review of Materials

- SKW
  - Fire safety brochure
  - Fire safety checklist
  - Fire safety website
- NFPA
  - Remembering When
  - Learn Not to Burn
  - Security Bar Fire Prevention brochure
- Home Safety Council
  - Low literacy materials: Smoke alarm usage, home escape planning & practice, dangers of smoke
- USFA
  - Babies and toddlers



## PROTECT your child with safety devices

- Make sure that your home has working smoke alarms in every sleeping area and on every level. Test them monthly.
- Install carbon monoxide detectors in every sleeping area and check batteries often. Exposure to even low levels of this poisonous gas can be fatal to a small child.
- Use safety gates. Stair falls tend to result in severe injuries. Use safety gates at the top and bottom of stairs to keep infants and toddlers out of harm's way.
- Purchase a small parts tester at your local toy or baby store. If an item fits in the tester, it is a choking hazard for children under age 3.
- Install window guards or use window stops on all windows that are not emergency exits. Both can be purchased at your local hardware store.



## PROTECT your child around the house

- Keep beds and cribs away from windows. Children can crawl out of windows that are open as little as 4 inches.
- Keep furniture away from drapery. Children can strangle in drapery or blind cords. Consider buying cordless window coverings to avoid this hazard, or use roll-up devices to secure cords.
- Check for fire hazards. Keep curtains, paper and furniture at least 3 feet away from heat sources, and keep space heaters out of children's reach. Watch for frayed wires. Never run electrical cords under rugs.
- Cover all unused electrical outlets.
- Keep houseplants out of children's reach to avoid poisoning.
- Keep any firearms locked, unloaded and stored out of reach. Secure ammunition in a separate, locked location.
- Tack down rugs that are not slip resistant.



**Because every child deserves a safe haven.**

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## One of the most dangerous places for a child can be her own home.

Dangers for kids exist in every home, often where we least expect them. Young children who are crawling or learning to walk and are naturally curious are especially at risk. Children can suffer painful burns from hot foods or tap water, or be poisoned by common medicines or cleaning supplies. They can drown in pools, toilets and even buckets. Fortunately, there are two simple ways to keep your child safe in the home.

First, childproof your home. Explore your home at your child's level – by getting down on your hands and knees. Go through every room, asking yourself what looks tempting and what is within reach. Also, check carpets for small items like pins or coins that kids can choke on. This brochure will help you know what else to look for.

Second, understand that childproofing can never be 100 percent effective. That's why it's so important to supervise your children at all times, especially in the kitchen and bathroom.

Take the following steps to make your home a safe place for your children to live and play.

## PROTECT your child in the kitchen

- Keep children away from the kitchen while cooking, especially when using the microwave and stove.
- Keep hot foods and liquids away from young children. Each year, thousands of children are scalded – many when foods such as soup or hot coffee are spilled on them.
- Keep the National Poison Center Hotline number (800-222-1222) and other emergency numbers by the phone.
- Keep glassware, knives, scissors, appliance cords, place mats and tablecloths out of reach and away from the edge of counters and tables, where kids might grab and pull them down. If your child is visiting someone else's home, ensure dangerous items are stored out of reach during your child's stay.
- Lock up all cleaning supplies, pet supplies, alcoholic beverages, medicines and vitamins out of children's reach to prevent poisoning. Keep these products in their original, child-resistant containers.
  - Use the back burners on the stove and turn pot handles toward the back of the stove, so kids can't reach.



## PROTECT your child in the bathroom

- Set the thermostat of your hot water heater no higher than 120 degrees Fahrenheit to reduce the chance of scald burns. It takes just three seconds for a child to sustain a third degree burn from water at 140 degrees Fahrenheit. If you rent, ask your landlord.
- Test bath water before children enter the tub – the water should be no more than 100 degrees.



- Lock medicine cabinets. Even items that seem harmless, such as vitamins and mouthwash, can harm a young child. Keep in mind that child-resistant containers are a good start, but they will not prevent all kids from opening them.
- Keep toilet lids closed and use toilet locks.

When top-heavy babies who are still learning to walk lean into a toilet bowl, they may lose their balance, fall forward and drown. It is best to close and latch the bathroom door when not in use.

- Remove sharp tools and hot appliances. Razors, scissors, curling irons and blow dryers are better kept in an adult's bedroom, unplugged and locked out of children's reach.





# KITCHEN

## Safety Checklist

- I use the back burners on the stove.
- I keep kids away from the stove or microwave when I'm cooking.
- I keep hot food and drinks away from kids.
- I keep knives, glasses and scissors where young kids can't reach them.
- I lock up cleaning supplies, pet food, medicine, vitamins, beer, wine and liquor.

Turn all pot handles to the back.



# BATHROOM

## Safety Checklist

- I keep the hot water heater at low-medium or less than 120 degrees.
- I mix hot and cold water in the tub. I test it on my wrist before kids get in.
- I never leave the room when kids are in the tub.
- I lock cabinets where medicines and cleaning supplies are stored.
- I read labels and follow directions when I give medicine to my kids.
- I keep toilet lids closed and locked.
- I keep doors to bathrooms and utility rooms closed when no one is in the room.
- I keep razors, scissors, curling irons and hair dryers where kids can't reach them.

Check water heater temperature.



Lock cabinets.



# AROUND THE HOUSE

## Safety Checklist

- I keep furniture away from windows.
- I keep plants where kids can't reach them. I know which plants are poisonous.
- I keep guns locked, unloaded and where kids can't reach them.
- I install smoke alarms and carbon monoxide detectors in every sleeping area. I test them every month.
- I make sure my heater and air conditioner are checked every year.
- I put safety gates at the top and the bottom of stairs.
- I put guards or stops on windows that are not emergency exits.
- I make sure small items and toy parts won't choke kids by using a small parts tester.
- I never use baby walkers.
- I keep emergency numbers by every phone. I call 911 if a child collapses or stops breathing. Otherwise, if I think a child has been poisoned, I call 1-800-222-1222.

Use safety gates.



# AVOIDING FIRES

## Safety Checklist

- I lock up matches, lighters and gasoline.
- I install smoke alarms on every level of my home and in every sleeping area.
- I plan several ways to escape from each room if a fire starts.
- I practice the fire escape plan with my family. We have a safe place to meet outside.
- I cover electrical outlets I'm not using.
- I keep space heaters where kids can't reach them and away from curtains and beds.
- I never put electrical cords under rugs.

Test smoke alarms once a month.



# REMEMBER:

- Childproof your home.* Get on your hands and knees. Look at every room as your child would. Ask yourself what looks interesting and what can be reached. Check for small things kids can choke on.
- Know that "childproofing" is not perfect.* That's why it's important to watch your kids all the time, especially in the kitchen and bathroom.



# HOME SAFETY



For more information contact the  
National SAFE KIDS Campaign  
202-682-0800  
[www.safekids.org](http://www.safekids.org)



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# Findings from Advisory Group: SKW Fire Prevention Materials

- SKW fire prevention materials did not meet the needs of high-risk populations
  - text-heavy
  - excessive messages
  - language barriers
  - lack of visual representations of children and families of varying ethnicities
  - physical environments of high-risk neighborhoods not reflected



# Findings from Advisory Group: SKW Fire Prevention Materials

- Coalition need for materials targeting children ages five and under
- New SKW materials need to encourage parent-child interaction
- SKW materials do not always display positive fire prevention behaviors
- Positive, practical, behavior-based messages needed for kids





# Development of New SKW Materials: Beginning Stages

# Home Safety

How to make your home safe for your children.



## Kitchen

Keep matches and lighters away from kids.

Cook with pots and pans on back burners. Turn pot handles to the back of the stove.

Lock up cleaners and other poisons.

Keep emergency numbers near the phone.



## Nursery

Tie up blind cords and window curtains.

Take all toys, pillows, and extra sheets and blankets out of your baby's crib.

Make sure you can't fit a soda can between the crib slats. Make sure the crib's corner posts are the same height as the end panels.

Keep small items away from kids so they can't choke on them.



## General Safety in Your Home

Install smoke alarms and test them every month. Change batteries once a year.

Install carbon monoxide detectors and test every month.

Keep kids away from windows and stairs.



## Bathroom

Keep the hot-water heater at 120 degrees or lower. If you rent, ask your landlord to do it.

Watch young kids at all times. Never leave them alone.

Keep first-aid supplies, vitamins and medicine away from kids. If you can, lock them up.



## Livingroom

If you can, attach heavy furniture, like bookcases and your TV, to the walls.

Tie up loose electrical cords.

Put covers on electrical outlets.

Don't let kids jump on furniture.



For more information, contact  
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# Niño Seguridad en el Hogar

Como convertir a su hogar en un lugar seguro para sus niños.



## La cocina

Guarde los fósforos y encendedores lejos de niños.

Cocine con las ollas y sartenes en los quemadores traseros. Coloque los mangos y asas hacia la parte de atrás de la estufa.

Guarde bajo llave los productos de limpieza y otros productos tóxicos.

Tenga los números telefónicos de emergencia cerca del teléfono.



## El cuarto del bebé

Ate los cordones de las persianas y las cortinas.

Tome todos los juguetes, almohadas y sábanas y mantas extras de la cuna de su bebé.

Verifique que una lata de bebida no pase entre las barras de la cuna. Verifique que los postes de las esquinas de la cuna tengan la misma altura que los paneles de cabeza y pies.

Guarde pequeños artículos lejos de niños entonces ellos no pueden ahogarse.

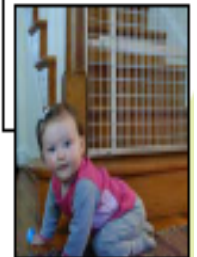
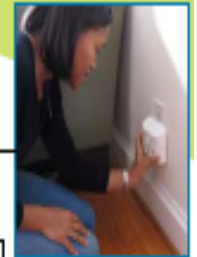


## Seguridad general en su casa

Instale detectores de humo y pruébelos cada mes. Cambie las baterías una vez al año.

Instale alarmas de monóxido de carbono y pruébelos cada mes.

Guarde a niños lejos de ventanas y escalera.



## El baño

Guarde la temperatura del calentador de agua a 120 grados Fahrenheit o más abajo. Si es inquilino, pídale al propietario que lo haga.

Vigile a los niños pequeños en todo momento. Nunca los deje solos.

Guarde los suministros de primeros auxilios, las vitaminas y los medicamentos lejos de niños. Si puede, guárdelos bajo llave.



## La sala de estar

Si puede, amarre los muebles pesados, como librerías y su televisión, a las paredes.

Ate los cables eléctricos sueltos.

Coloque tapas sobre los tomacorrientes eléctricos.

No deje que los niños salten sobre los muebles.



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# New Fire Poster for Children



## Safe Kids Escape Fire™



Install working smoke alarms on every level of your home.



Test smoke alarms every month.



Have a safe meeting place outside.

Create an escape plan with your family.



Get low and go.



Federal Program Sponsor  
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# New Fire Sequencing Game for Children



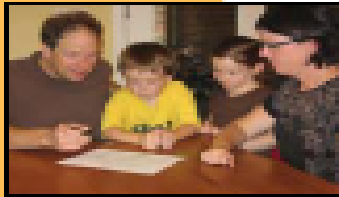
7

**Have a safe  
meeting place  
outside.**

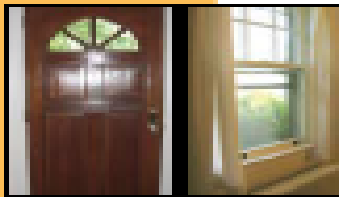
**Tenga un lugar  
seguro donde  
reunirse afuera.**



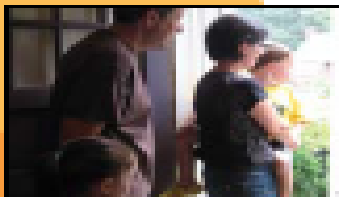
## **Plan and Practice: Fire Escape**



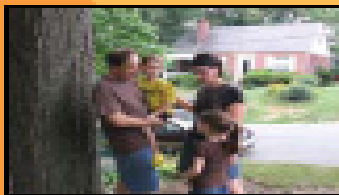
Create an escape plan with your family.



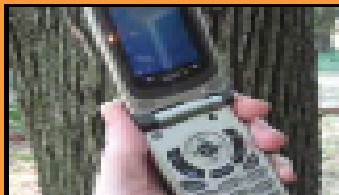
Know two ways out of every room.



Practice the escape plan with your kids.



Pick a safe place to meet outside the home.



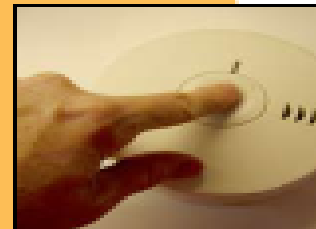
Call 911 once outside.



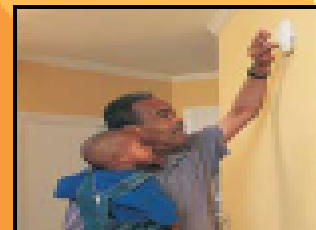
## **Always Have Working Smoke Alarms in Your Home**



Install working smoke alarms on every level of your home.



Know what your smoke alarm sounds like.



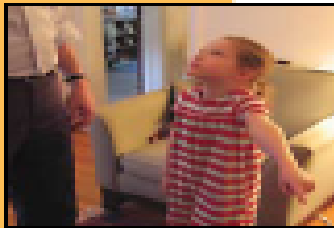
Test smoke alarms every month.



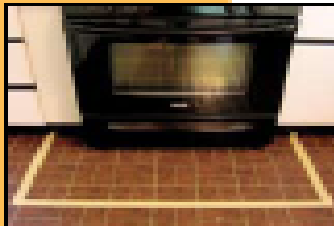
Replace smoke alarm batteries once a year.



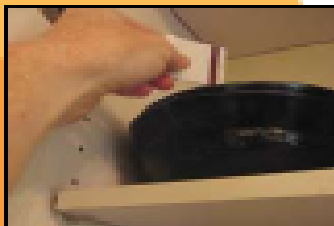
## **Keep Kids Away from Fire**



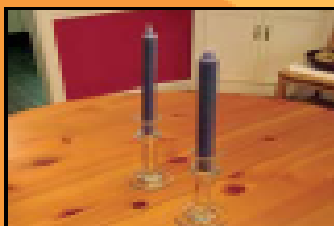
Teach your kids to tell a grown-up when they find matches or lighters.



Keep a safe zone around the stove.



Keep candles, matches and lighters away from kids.



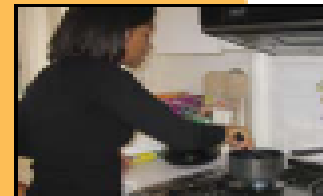
Keep candles away from things that burn.



## **Prevent Fires in the Home**



Plug only one cord in each plug.



Never leave the kitchen while you are cooking.



Keep heaters away from things that can burn.



Put out all candles before going to sleep or leaving a room.



If you smoke, smoke outside.

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**FIRE PREVENTION WEEK 2007 is Oct., 7 -13 - Practice Your Escape Plan !**



The theme of this year's Fire Prevention Week is "Practice Your Escape Plan!"


Families should not only create an escape plan, but everyone must PRACTICE the plan together.

According to a poll by the National Fire Protection Association, the majority of Americans have a fire escape plan, but most haven't practiced it.

From October 7-13, fire safety advocates will be spreading the word that when it comes to escape plans, practice is key.

[More about how you can participate in Fire Prevention Week](#)

**FIRE SAFETY**



Join the National Fire Prevention Agency's Great American Fire Drill!

It's Fire Prevention Week...  
**PRACTICE YOUR ESCAPE PLAN!**  
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# Evaluation of New SKW Materials

# Impact Evaluation of New Materials

- **Evaluation of Poster learning tool**
  - Target Population: Preschool children in Head Start classrooms
  - Measure change in knowledge
  - Pre, post, follow-up (2 weeks) testing
  - Prompt-based surveys
- **Evaluation of Series of 4 “Slips”**
  - Target Population: Parents/guardians of preschool-aged children
  - Measure change in knowledge
  - Pre, post, follow up testing (two weeks)
  - Self-administered surveys
- November 2007-February 2008
- Will recruit coalitions in 5 target areas to conduct evaluation
  - \$2000 funding
  - Data collection guide and materials from SKW
  - Technical assistance from SKW
- Data analysis completed by SKW





# Next Steps

# Next Steps

- Evaluation results will be used to SKW improve materials
- Fire Advisory group will continue to advise SKW on outreach efforts
- Process evaluation: data collected to measure:
  - number of materials distributed
  - geographical distribution of the materials
  - number of coalitions and community partners requesting materials
  - degree to which materials reach high-risk populations







**Thank you!**



# Questions?

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