

The Food Bank Smoke Alarm Awareness Program



OTTAWA FIRE SERVICES
SERVICE DES INCENDIES D'OTTAWA

Protecting Our Nation's Capital With Pride
Protéger notre capitale nationale avec fierté

Fire Prevention Division

Fire Prevention Staff

Group	Name	Office	Title	Ext.
Div. Chief	Iamello, Rocco	BFP	Division Chief - Prevention	33430
Asst. DC	Black, Brian	BFP	Asst' Division Chief - Central Ins.	16432
Asst. DC	Fata, Jimmy D.	Blair	Asst' Division Chief - East Ins./ Inv.	33434
Asst. DC	Lewis, Gwen	BFP	Asst' Division Chief - West Ins./ PE	29458
Admin	Pedneault R., Joée	BFP	Administrative Clerk	21260
Admin	Sauvé, Renée	BFP	Administrative Assistant Mgr.	33431
Admin	Tokessy, Sarah	BFP	Administrative Clerk	29602
B	Albert, Marc	Blair	Fire Prevention Officer	29475
A	Boyce, Scott	Blair	Investigator	33437
A	Bradley, Malcolm	31	Fire Prevention Officer	24121
A	Bristow, Jeff	Stn. 44	Fire Protection Engineer	29464
A	Cutler, Peter	BFP	FPO, Youth Fire Setter Intervention	33432
A	Dagenais, Eric	Blair	Investigator	43915
A	Denison, Julie	Blair	Fire Prevention Officer	13337
A	Evans, Allan	Stn. 22	Fire Prevention Officer	24119
B	Finlay, Peter	Stn. 56	Fire Prevention Officer	12699
A	Friel, Brian	Stn. 31	Fire Prevention Officer	29451
A	Giffin, Jim	Stn. 57	Fire Prevention Officer	29416
B	Herlibey, Jeff	BFP	Fire Prevention Officer	12878
B	Herscovitch, Arthur	Blair	Fire Prevention Officer/ Court Liason	29467
B	Johnston, Dan	Stn. 57	Fire Prevention Officer	33436
B	Jones, Sue E.	BFP	Fire Prevention Officer	24117
A	Joynt, Brian	Stn. 42	Fire Prevention Officer	29463
B	Kelleher, Rob	Blair	Investigator	32683
B	Lachaine, Denis	Blair	Fire Prevention Officer	43318
B	Lemieux, Al	Blair	Investigator	29474
A	McCullough, Brian	Stn. 22	Fire Prevention Officer	13721
A/Engineer	McNaughton, Duncan	BFP	Fire Protection Engineer	29603
B	Messier, Marc	Stn. 56	Fire Prevention Officer	24118
B	Mitchell, Tina	Stn. 42	Fire Prevention Officer	26628
A	Montone, Dave	Blair	Investigator	44320
A	Pazdzior, Ellen	BFP	Fire Prevention Officer	29480
A	Poirier, John	Stn. 33	Fire Prevention Officer	28746
B	Savary, Jamie	Blair	Fire Prevention Officer	33439
A	Schirmer, Hans	Blair	Investigator	21418
B	Scott, Terry	Stn. 33	Fire Prevention Officer	33435
B	Shaw, Rick	Blair	Fire Prevention Officer	29476
B	Suzuki, Shannon	Stn. 22	Fire Prevention Officer	29454

OFS – Fire Prevention Division

- 1 Division Chief
- 3 Asst. Div. Chief
- 31 FPO's;
 - 9 –Investigations
 - 18 Inspectors
 - 4 Public Educators

*as of July 13, 2015

The Food Bank Program

The Food Bank program is modeled after the program in Surrey British Columbia. Surrey Fire department runs a smoke alarm program similar to our “Wake Up program”, in an effort to target high risk vulnerable groups they identified local food banks as an organization that low income people frequent. Studies in Canada and the United States have linked increased fire risk to characteristics such as poverty, age (young children and the elderly), smoking, disability, and mental health or substance abuse issues. Many of these characteristics are common to Food Bank clients.



The Ottawa Food Bank

After visiting 4-5 local Food Banks in the city, it was determined that the Parkdale Food bank has an ideal location to do a pilot of the program. The building has the space, volume of clients, and is very welcoming to the idea.



How it Works

During the project, FPO and ***Suppression*** crew members, attend every distribution session at a local food bank for three weeks at the end of May beginning of June. Clients waiting in line are offered the chance to win \$100 grocery gift cards if they take home the survey/ballot (sample below) check their smoke alarms and fill out and return the ballot.



Food bank display with sign advertising draw, ballot box, ballots, smoke alarm display & promotional material.





Whether you rent or own your home, Wake Up!

Get a Working Smoke Alarm.

Did you know there is a 74% higher death rate in fires where there wasn't a working smoke alarm?

Protect you and your Family today and get a chance to win up to \$100 free groceries from a local grocery store.

Step 1. Check to see if there is a smoke alarm installed on all levels of your home.

Step 2. Push the test button on the smoke alarm. It should alarm if it is functioning properly.

Step 3. Fill out and return Ballot to the Food Bank and place in Ottawa Fire Services Collection Box for a chance to win up to \$100 free groceries.

Smoke Alarm Contest- Ballot

*Name _____

*Address _____

*Phone # _____

Tick one

Smoke Alarm Not Present

Smoke Alarm Functioning

Smoke Alarm Not Functioning

Ottawa Fire Services will have a smoke alarm installed in your residence free of charge, if you do not have one.



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Money:

We need to get \$100 dollar gift certificates from local grocery stores. We could come up with the \$ ourselves. We could buy \$50 gift certificate and ask grocer to match the \$50. Or we can ask the grocer for the whole \$100.

Grocery Stores:

I was able to get \$ from 3 local grocery stores. Metro on Wellington, Loblaws on Richmond rd. Hartmans' on Bank st.

Data Collected:

This data would fit in our Wake Up program or collected on FDM when FPO's do the smoke alarm install.



Keys to Success:

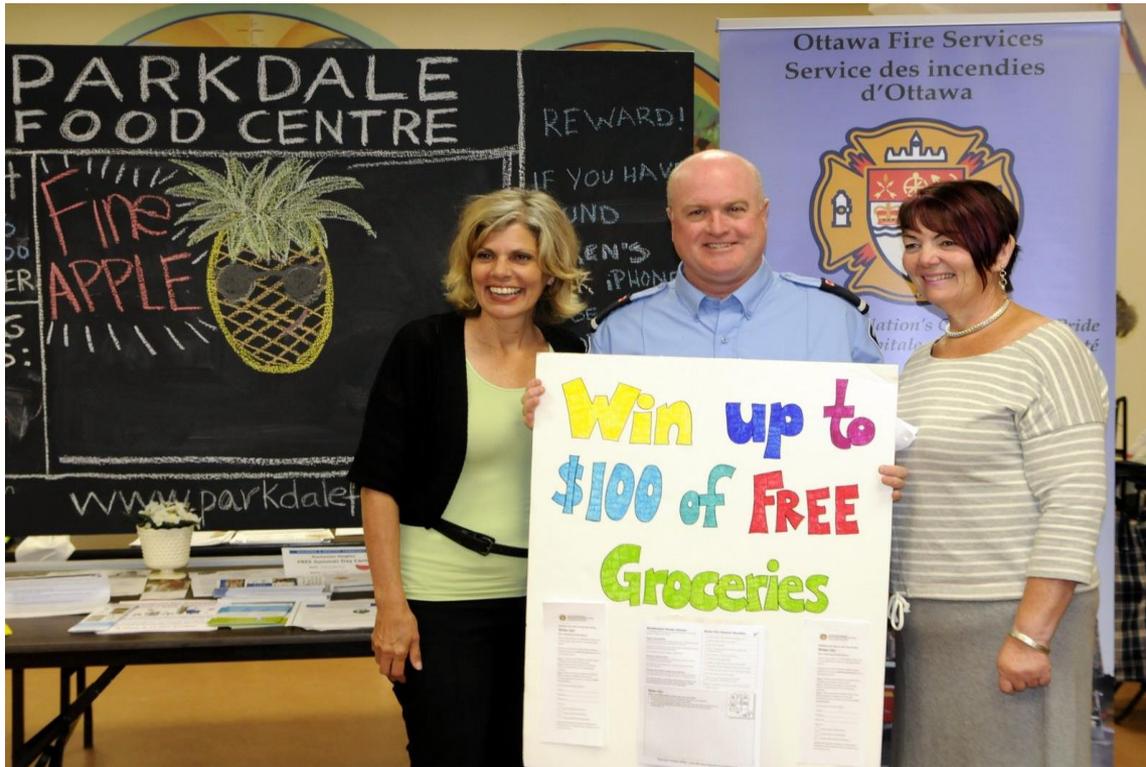
- Research shows it isn't enough to give smoke alarms away, installation and education on the importance of smoke alarms extends the benefits.
- Staffing, through on duty personnel will keep overtime to almost zero.
- Timing the program to reach the maximum # of clients but avoiding peak times when the food bank is overwhelmed (Christmas).
- Encouraging participation- Grocery gift cards and swag give-a-ways attract clients to participate.
- Privacy & Safety- Ensuring clients that a home visit by OFS is about Fire Safety only.
- OFS needs to take initiative, Food bank staff resources are already stretched to limit.



	Parkdale-Spring-2014	Rideau-Rockcliffe- Fall 2014	Kanata- Spring 2015	Total
Man hours (includes OT)	31.0	20.75	16.0	67.75
OT Hours	6.0	1.25	16.0	23.25
Total indirect and directly impacted.	560	1064	682	2306
Directly impacted	310	395	138	843
Ballots Handed out	310	?	122	432
Ballots Returned	93	110	58	261
Ballots Actioned	3	7	2	12



Media



Feedback from my Peers

“Made contact and discussed fire safety 20 people as they accessed the Kanata Food Cupboard. This is a very good event because allows for one/one time to discuss fire safety issues with parent(s) and in some cases their children. This is one of the public education events that OFS provides that as a Prevention Officer you really feel like you have connected with people and got a message across and therefore a program that should be continued.”



People in the community at the highest risk of injury or death, are often the most difficult to reach. The food bank program has the potential to wedge open an opportunity to engage this vulnerable group.

Jeff Herlihey

Ottawa Fire Services

Fire Prevention Officer

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