

Firebrake Wales

Care & Repair Cymru Annual Conference 24th September 2009

*Kate Slowinski, Projects & Partnerships Co-ordinator, Firebrake Wales
Joined by representatives from the 3 Welsh Fire Services.*

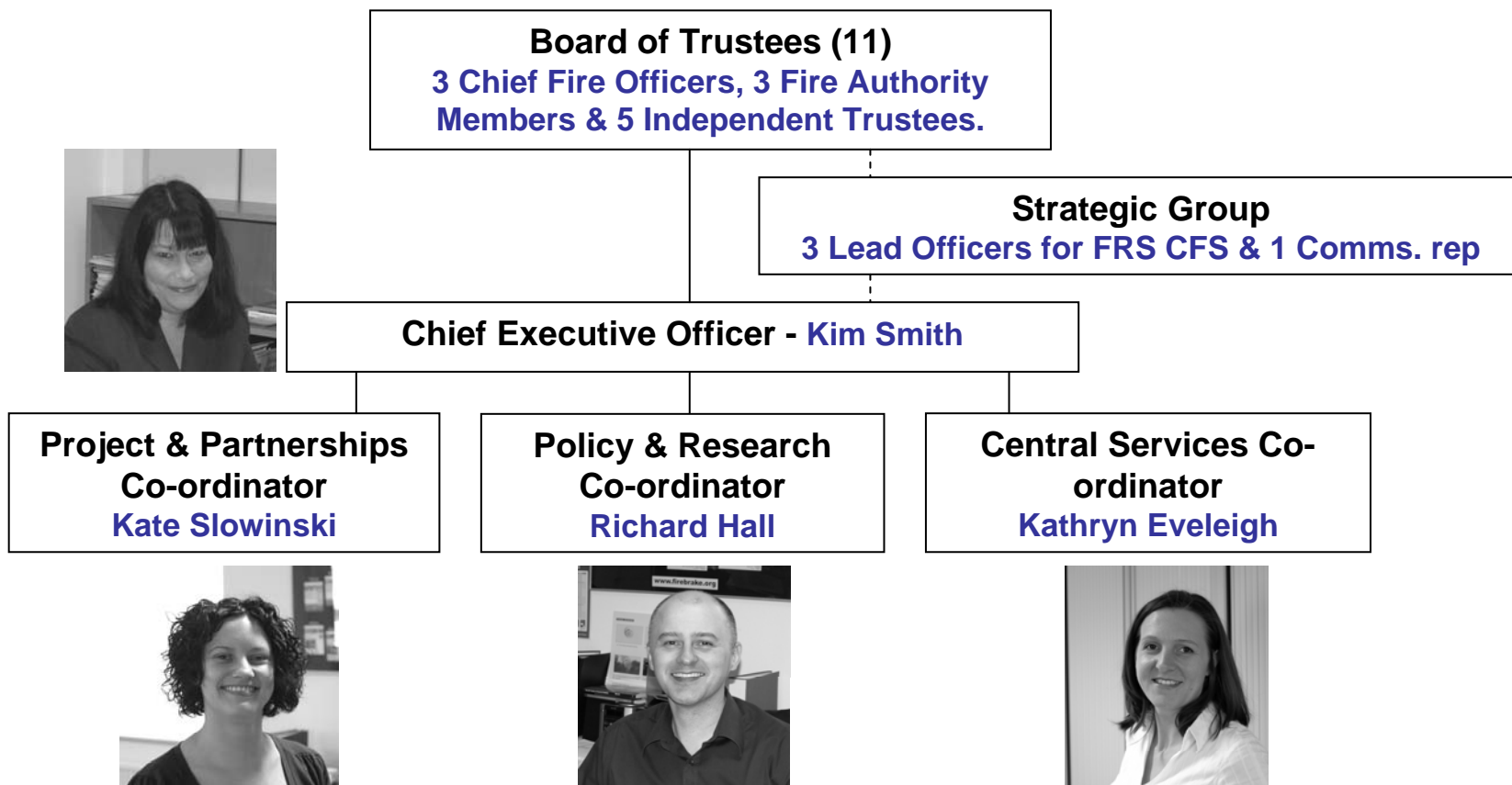
Atal Tân Cymru / Firebrake Wales - History

- Established October 2002 from a partnership between 3 Welsh Fire & Rescue Services and WAG.
- Wales Community Fire Safety Trust (known as ‘Atal Tân Cymru / Firebrake Wales’) is an independent registered charity.
- Aiming to **promote** fire safety awareness, **educate** people on the risks of fire, encourage **co-ordination** on fire safety across Wales and promote fire safety **research**.
- Main activity in early years was Fire Flash media campaign. Evaluation in 2008 led to new clearer strategic direction for charity.

The Current Picture

- Funded mainly by grants from the 3 Welsh Fire & Rescue Services (FRSs) and Welsh Assembly Government (WAG.)
- Working towards being commissioned by FRSs or WAG to undertake specific projects, as grant from WAG is reducing.
- Also receives some funds from project grants, donations and “sponsorship” (limited due to constraints of charity legislation.)

Our Team



Atal Tân / Firebrake - Mission

“To reduce the incidence of deaths and injuries in fires by raising awareness of risks, providing safety information, promoting fire safety research and encouraging collaboration between the public, private and voluntary sectors to make Wales a safer place”.

New direction – from June 2008

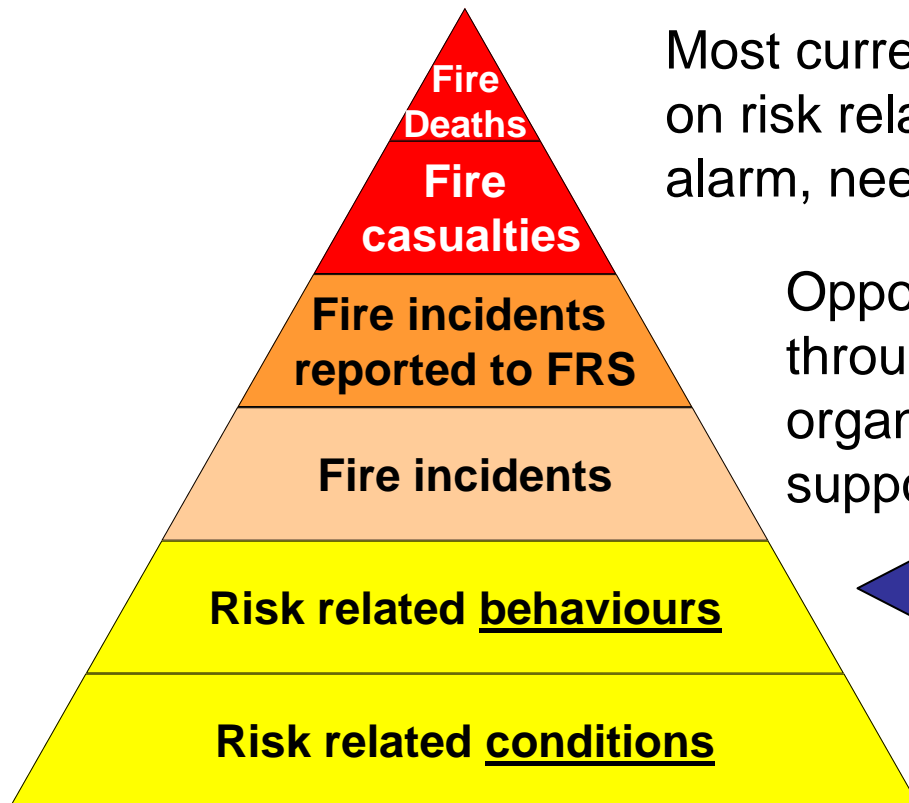
Shift to new policy emphasis & change in focus based on:

- Evaluation of the Fire Flash media campaign showing few benefits.
- Vision of Welsh Assembly Government's '*Fire and Rescue Service National Framework for Wales 2008-2011.*'
- Fire safety research in England (CLG) showing benefits of targeting fire safety initiatives based on need and importance of partnerships.
- Alignment with / complimenting prevention work of Welsh FRS Community Fire Safety Teams .

So...the charity's activities now based upon:

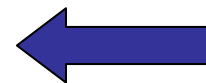
- ***Evidence based practice*** - using research to effectively target the 'right' people with Fire Safety activities (evidence of risk.)
- ***Partnership approach*** – establishing & developing partnerships with organisations already engaging with those most at risk, hard to reach and / or hard to influence.

Where does the charity fit in?



Most current fire safety initiatives focus mainly on risk related conditions (e.g. lack of smoke alarm, need for clear escape route.)

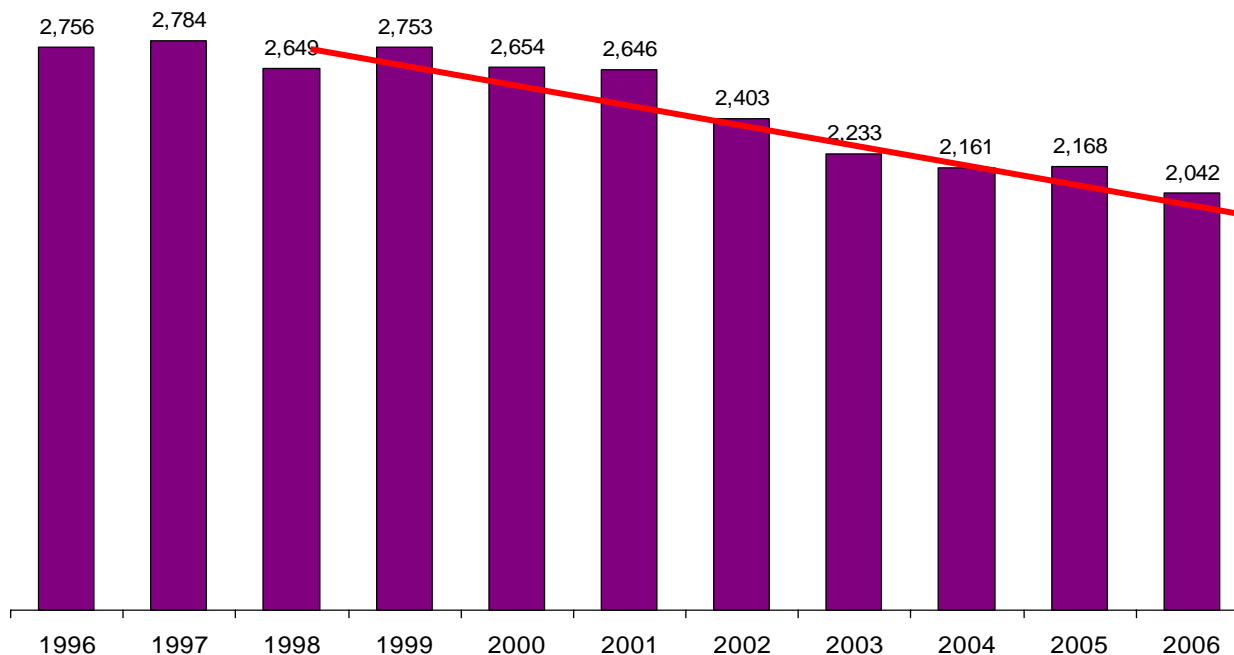
Opportunity to address risky behaviours through working in partnership with organisations well-placed and skilled in supporting those at higher risk of fire,



hardest to reach and / or most resistant to adopting safer behaviours.

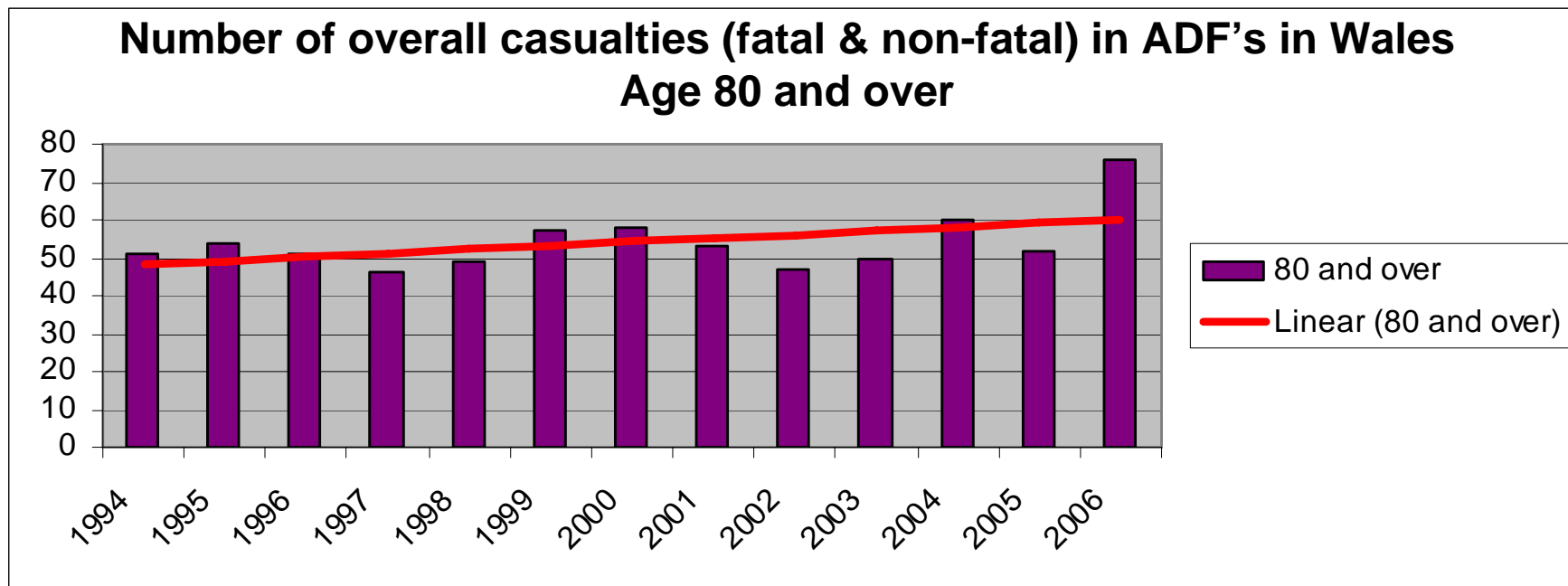
Encouraging recent trends:

Number of accidental fires in dwellings in Wales
1996-2006



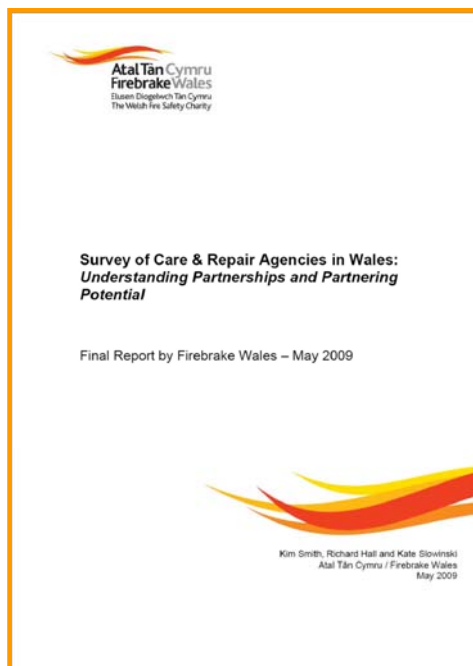
- Largely driven by FRS emphasis on prevention via CFS initiatives
- Many fires in the home not reported to FRSs (between 40-55% in Wales *)

Area for concern:



80+ year olds over-represented in FRS casualty statistics

Care & Repair Partnership



Aim:

To share information and ideas that will improve the safety and welfare of older people and encourage the development of service delivery partnerships between Care & Repair Agencies and Fire & Rescue Services.

Activities:

- Partnership Agreement (Firebrake & C&R Cymru).
- In-depth survey of all 22 C & R Agencies in Wales.
- Steering Group overseeing project deliver and evaluation.
- Capturing and sharing good practice across Wales.

Targeting Partners

Those that work for and/or with people considered through available research evidence to be:

- ***At above average risk*** of death or injury through fires in their home and/or...
- ***Not currently receiving appropriate support and information*** on managing their fire risks and/or...
- ***Resistant to receiving and acting upon information*** to support their management of fire risks

Understanding Risk

“Overall, nearly 80% of all fires involved victims who were impaired in some way, either through substance use, mental or physical impairment (whether or not related to age), or a combination of these factors”.

“Alongside the immediate causes of a fire (e.g. carelessly discarded cigarettes), **alcohol, mobility and mental illness** are the biggest single influences on whether a fire starts and/or whether it has fatal consequences”.

“Learning Lessons from Real Fires: Findings from Fatal Fire Investigation Reports”, CLG (2006): A study in the UK of 535 fatal Fire Investigation Reports