Memorandum

DATE: October 7, 2016

TO: Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston

SUBJECT: Fire Safety Education

On Monday, October 10, 2016, you will be briefed on Fire Safety Education by Senior Fire Prevention
Officer Anthony Jacobs of the Dallas Fire-Rescue Department.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

Eric D. Campbell
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rice, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

“Dallas, The City That Works: Diverse, Vibrant and Progressive”
The need for Fire Safety Education

“Public education about fire has been cited by many Commission witnesses and others as the single activity with the greatest potential for reducing losses.”

-America Burning 1973
Benjamin Franklin

“An ounce of prevention is worth a pound of cure”
In 2015, 1,345,500 fires reported in the United States. These fires caused 3,280 civilian deaths, 15,700 civilian injuries, and $14.3 billion in property damage.

One structure fire was reported every 23 seconds.

Cooking is the leading cause of home fires and home fire injuries, followed by heating equipment.

Smoking is a leading cause of civilian home fire deaths.

ALL of these causes are preventable.
Dallas Fire-Rescue’s Education Team

- Dallas Fire-Rescue’s Education Team strives to reach as many groups as possible with a wide range of programs to meet citizen’s needs, requests and concerns.
- Dallas Fire-Rescue Education programs are a free service.
Schools

- Because they are already in a learning environment, children adapt well to fire and life safety lessons at an early age.
- Pre-school and elementary school children are taught the basics while pre-teen and teenagers are encouraged to make good grades and smart choices if they choose to join the fire service in the future.
Home Fire Safety Drills

- Children under age 5 are almost one-and-a-half times as likely to die in a home fire as the general public.

- Home fire safety drills are taught and highly encouraged in DFR’s education programs offered to the public.

- Designing and practicing a home fire safety drill has been a major theme in *Fire Prevention Week* and *National Night Out*.
Working with the Community

- Booths at community events provide our Education Team the ability to reach large and diverse groups such as seniors, children and families.
- A uniformed officer Staffs the booth to provide information and answer questions.
- Literature and safety giveaways are provided for citizens.
Training Commercial Businesses in Work Place Safety

- Fire drills are conducted in high-rise buildings
- Fire extinguisher training
- High-rise fire warden training keeps a plan in place
Fire Safety Lectures

- The fire safety lecture can be adapted to fit specific groups.
- From senior safety to children to neighborhood concerns, we are able to address specific requests and meet the needs of that group.
Smoke Alarms

- Smoke alarms are available to the home owners of Dallas free of charge
- Our educators continue to inform citizens of this service during all programs
Educating the community via annual events throughout the City of Dallas
Providing current safety tips and information with our quarterly newsletter

- Dallas Fire-Rescue provides a free quarterly newsletter in English and Spanish
- Smoke Signals are sent electronically in a PDF format for easy downloading, printing and distribution
- Provides timely and seasonal fire and life safety tips and news suitable for families, communities and commercial businesses
The Dallas Fire-Rescue Education Team is easily accessible

- Education recorded line: Call 214-670-4633
- Programs are arranged to suit audience size, age and nature of event

wwwdfdeducation@dallascityhall.com
Questions?