

Elderly people: What about fire safety in the near future?

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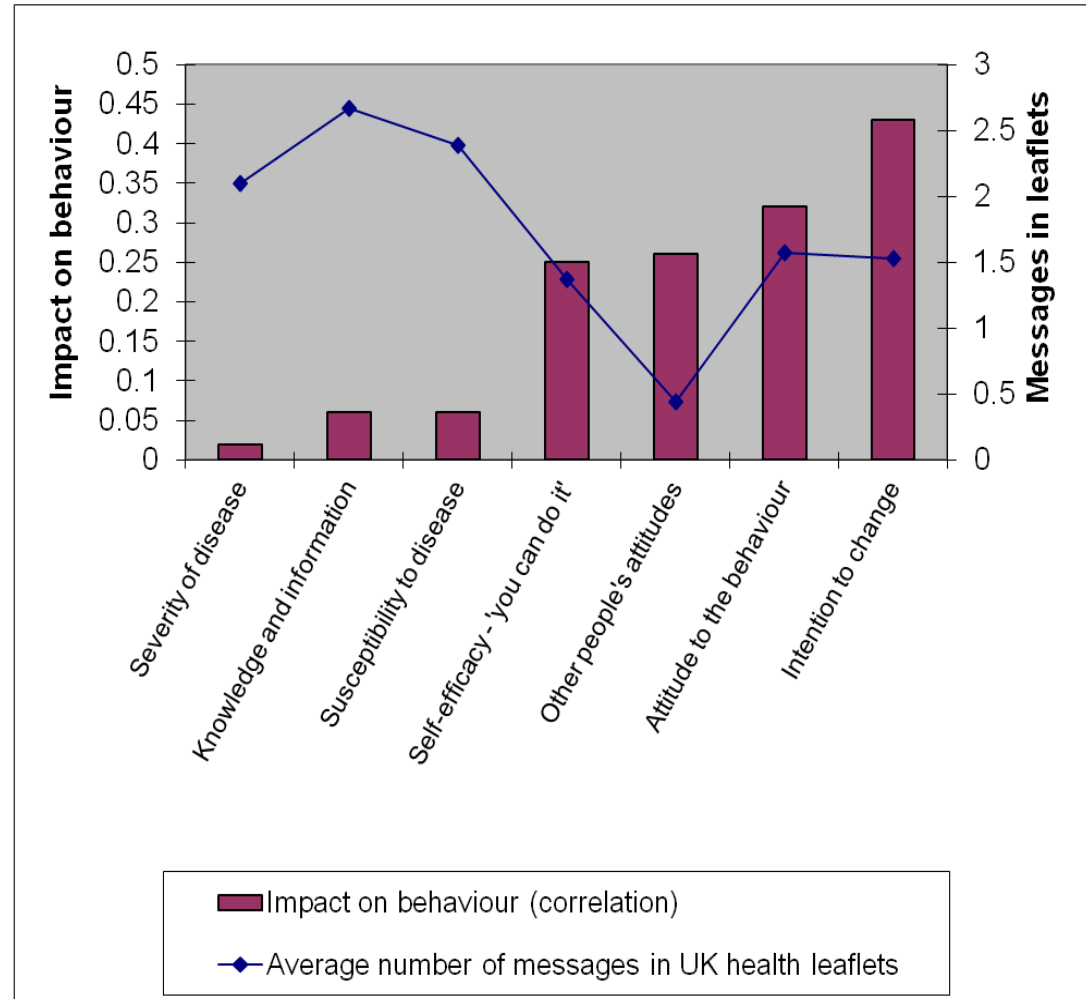
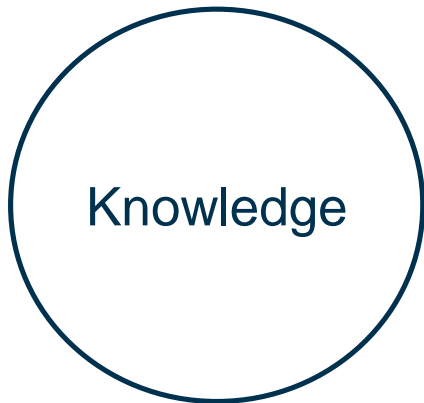
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Introduction

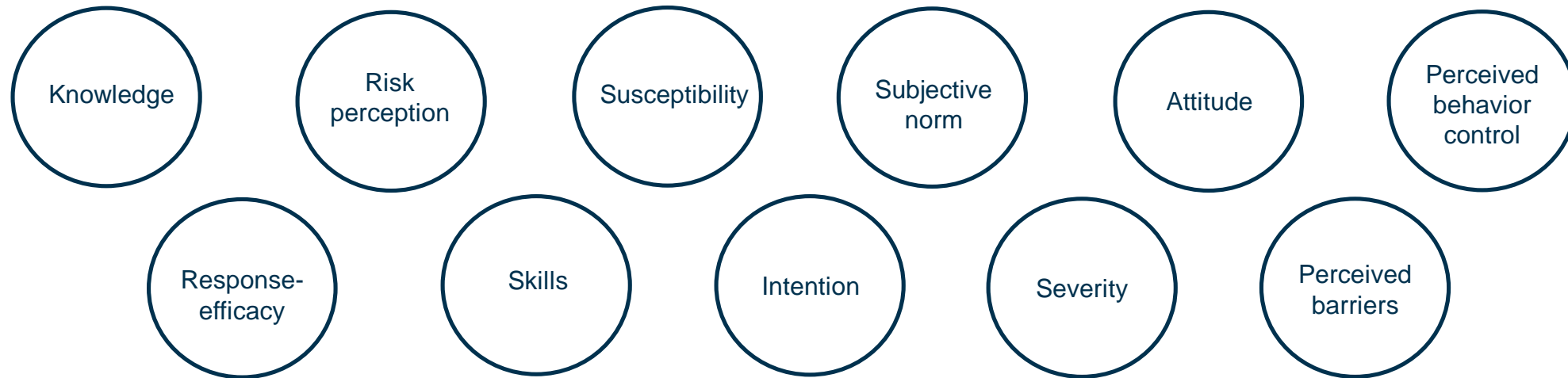
- 19,2% of the inhabitants of the Netherlands are above 65 years old (CBS, 2019)
 - In 2008 t/m 2018, on average 50% of deadly victims because of a residential fire of is 65 years or older.
 - Elderly are six times more likely to get injured in the event of a fire
 - Indirect deaths because of house fires
 - Evacuation can be a traumatic experience
 - Ageing of the population
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- *Objective: develop an intervention to change behavior of elderly to improve their fire-safe behavior*

Improving fire safe behavior



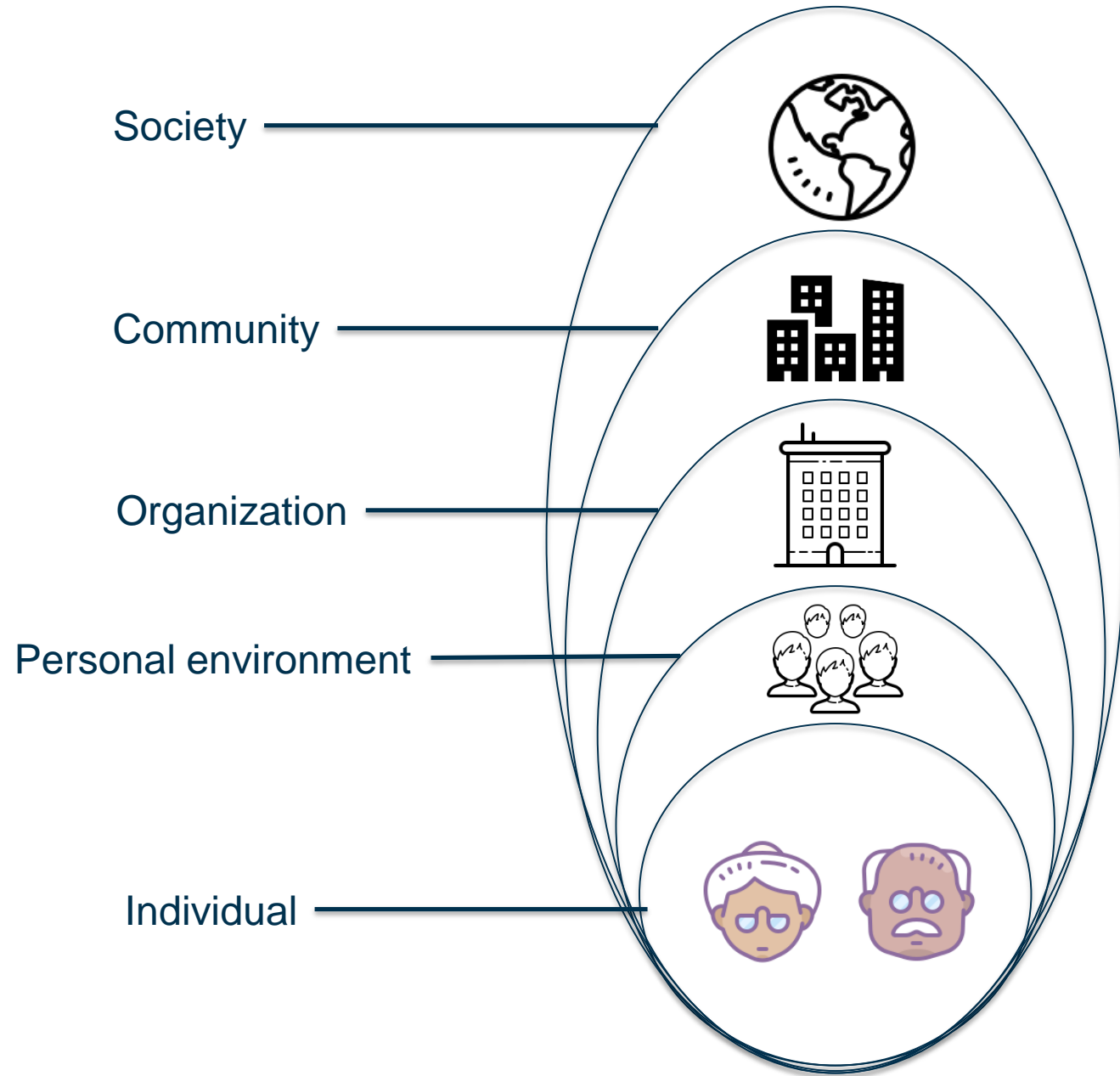
Halpern et al.
 (UK Prime Minister's Strategy Unit,
 2004).
*Personal Responsibility and Changing
 Behaviour: the state of knowledge and its
 implications for public policy.* HMSO,
 London.

Predictors of behavior



- Get to know your target group
- Involve stakeholders in development of interventions

Stakeholders



Needs assessment

- ▶ Research on fire safe behavior, predictors of behavior and beliefs
- ▶ Both qualitative as well as quantitative research
- ▶ 4431 participants (65 years and older, living independently)
- ▶ Low risk perception, lack of knowledge, elderly might overestimate themselves
- ▶ Predictors of behavior



Conclusions so far

- ▶ Behavior change is complex, a long-term process
- ▶ Sharing knowledge is not enough
- ▶ Predictors of behavior are important → get to know your target group
- ▶ Attitude, perceived behavior control and response-efficacy are important predictors of behavior

- ▶ Intervention will be developed in 2021