

What is the problem?

Learning about fire safety statistics leading to fire safety competence

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**EUROPEAN FIRE SAFETY WEEK
2020 17th Nov online conference**



**TURUN
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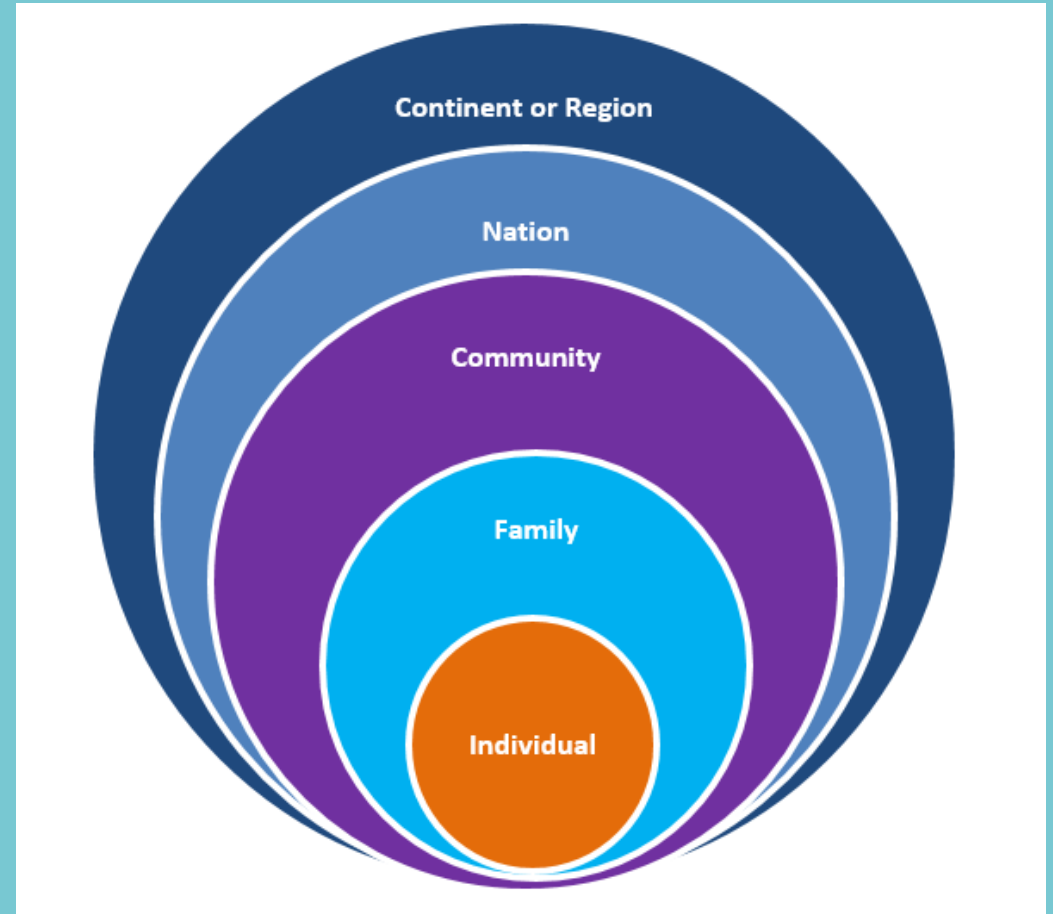
Conceptual remarks

- **Fire safety** Tactic and strategic measures that people take to prevent and control fires and to enhance safety culture.
- **Fire prevention** measures taken prior to uncontrolled fire. These strategic measures mean safety management, fire safety education, structural safety as well as preparedness and risk analysis of rescue services.
- **Fire protection** acts that aim to prevent the fire ignition, fire spread and arson in such a manner that the damage remains as small as possible

Fire safety statistics – a moving target?

- Context description
- Systematic data processing
- Reliable source of information
- Reliable methods of data processing (GDPR)
- Follow-up study possibility
- Possibility to generalise and compare the results
- Critical reflection

→ CHANGE IN BEHAVIOUR



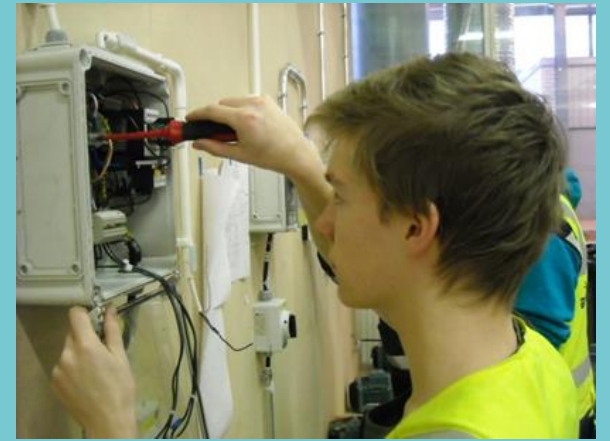
Fire Safety Statistics – What lies beneath?

About EU wide fatal residential fires:

- Elderly people and those with mental or physical disability
- At home, in apartment or flat
- In the winter months, weekends
- Men are at a higher risk than women
- Single households
- Linked to alcohol consumption and tobacco use



RISKS



How do we prevent the incidents and the injuries?

FIND→risk areas, risk groups, risk buildings, risk situations, at risk people

ACT→provide practical support, passive fire prevention solutions (e.g. sprinkler), structural and material issues

SHARE→in collaboration with the stakeholders – never alone!

COMMUNITY FIRE SAFETY

How do we know what works?

- reach the people
- speak their language
- share your information
- use their media
- be with them
- collect feedback



Specific individual
Teaching, education

General (and unknown) population
Media communication

Personalized activities

INDIVIDUAL – AT HOME

Individuals, households, professionals

Face-to-face

Feedback forms, calls

Standardized activities

CLOSED GROUP – WORKPLACE, SCHOOL

School children, work collectives

Face-to-face, exercise

Ex ante - ex post evaluation (tests, randomized groups)

Event-based activities

OPEN GROUP – PUBLIC ROOM

Exhibition/event visitors

Face-to-face, brochures, exhibition activities

“exit polls”, feedback forms

Large-scale media campaigns

POPULATION GROUPS – MASS&SOCIAL MEDIA

Population, targeted group of population

TV- and radio advertisement, social media, newspapers

visibility evaluation, (social marketing campaign evaluation)

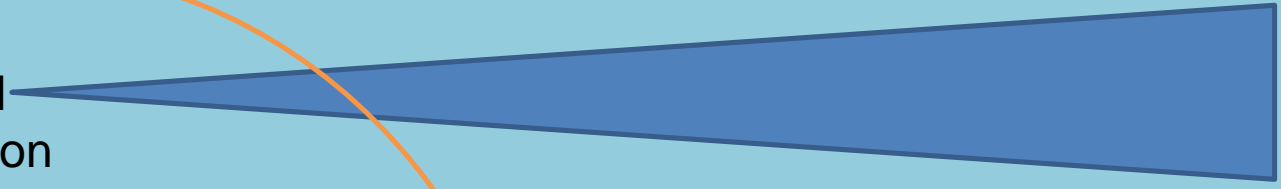
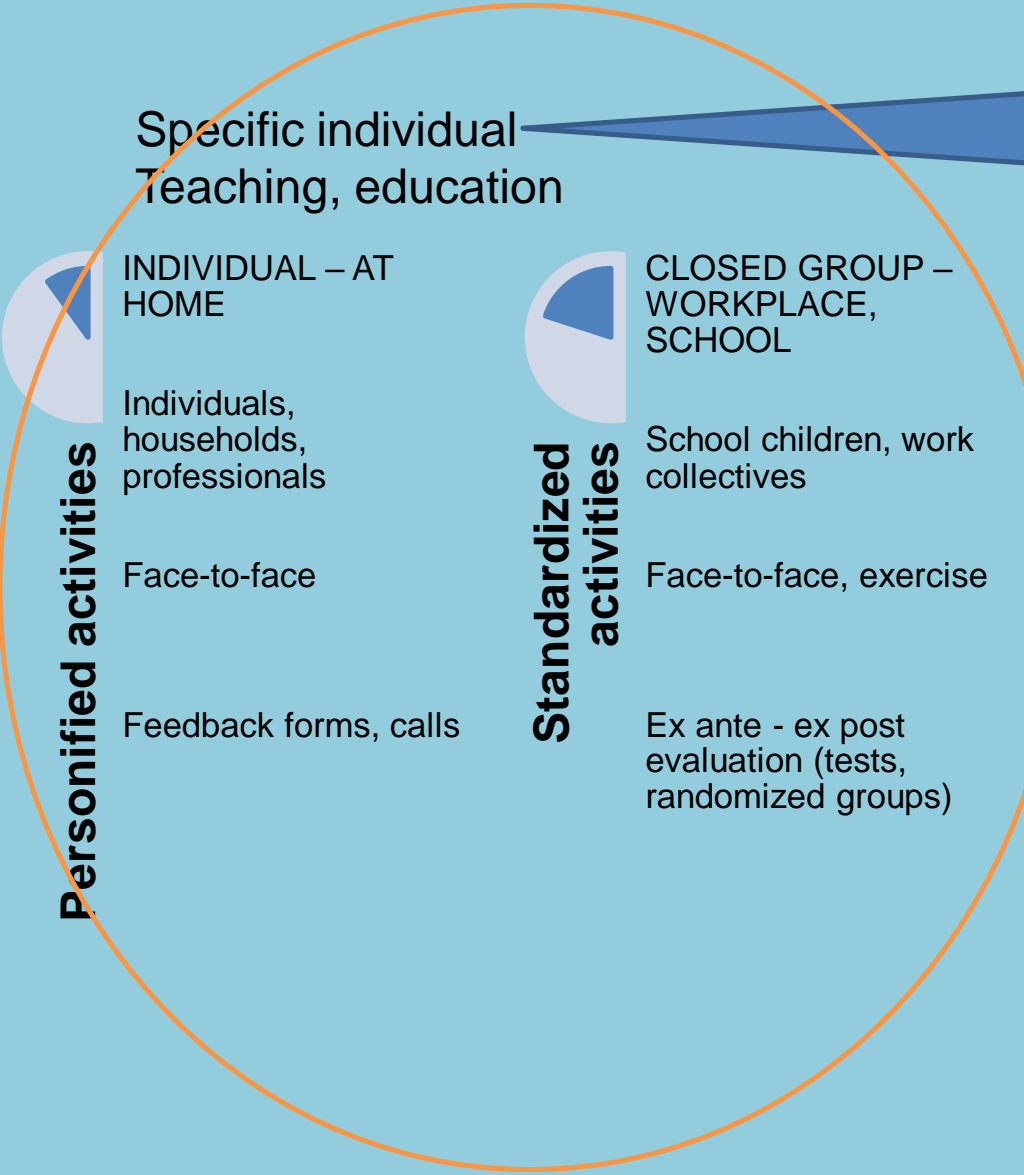
General information provision

ENTIRE POPULATION – MASS&SOCIAL MEDIA

Population, untargeted group of population

TV- and radio appearance, social media, newspaper articles

dependent on each activity



EFFECTIVENESS

Did we reach our audience?

IMMEDIATE OUTCOMES

- customer satisfaction → responsiveness, professionalism, pleasantness
- What did they learn?

Are we moving towards their behavioral change?

INTERMEDIATE OUTCOMES

- Long-term impacts → Social and civic capacity building, heightened awareness, increased number of engaged individuals, new relationships

FIRE SAFETY COMPETENCE – CONSTRUCTING THE UNDERSTANDING

Do we want to teach things that the learner remembers?

→ **KNOWLEDGE**

Do we want to teach things that the learner is able to do?

→ **SKILLS**

Do we want to raise awareness?

→ **ATTITUDE**

GOAL:

The learner is able to transform the competence to the real situation if needed and he or she thinks this is important.





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