

MI Prevention Strategic Plan for 2021-2023



Mission

To support sustainable Community Risk Reduction (CRR) programs to reduce fire deaths, injuries, and property loss within the state of Michigan.

Vision

MI Prevention will provide a data driven Community Risk Reduction (CRR) statewide outreach to identify, prioritize, and address all hazard risks. MI Prevention is meant to inspire and stimulate conversation between a diverse coalition of state partners, and to assist communities towards their own CRR and personal Statewide Collaboration and Engagement Framework (SCEF) with a mutually beneficial goal to create safe, healthy and resilient communities.

Values

Data Driven - Education
 Prevention - Community
 Diversity - Measurable
 Collaborative

Education

Outreach

Economic

Measurables

Desired Outcome

To provide consistent and accurate educational programs for communities, schools, and the fire service to create safe, healthy and resilient communities.

Desired Outcome

Our data driven approach will be used to identify population risks and implement SMART (specific, measurable, achievable, relevant, and time-based) goals to address the specific challenges that each community faces.

Desired Outcome

To engage partners and organizations in CRR endeavors toward the strategic investment of resources and funding to impact and reduce risk.

Desired Outcome

To embrace the NFPA 1300 PIO (process, impact, and outcome) measurables to monitor, compare and evaluate the effectiveness of our CRR plan.

2021 Strategy

- Develop relationships with the Department of Education and superintendents for Sound Off curriculum.
- Develop a regional Youth Firesetter (YFS) program statewide.
- Develop fresh data driven messages.

2021 Strategy

- Establish projects that could include the help of insurance companies/corporations.
- Encourage communities to develop their own SCEF plan (<https://strategicfire.org/scef>).

2021 Strategy

- Educate individual communities about the value of a SCEF (<https://strategicfire.org/scef>).
- Educate legislators and lobbyists on the value of CRR.

2021 Strategy

- Quantify the number of schools that utilize the sound off app.
- Merge/improve Michigan and national YFires data.
- Measure improvements based on MI Prevention's efforts.

2022 Strategy

- Implement Sound Off curriculum in all schools.
- Implement a statewide YFS program.
- Implement virtual reality (VR) fire safety education statewide.
- Education outreach to all target groups.

2022 Strategy

- Work with colleges, universities, communities, and organizations (i.e. Red Cross) on projects and research.
- Gain access to statewide mobile educational trailer.
- Expand our outreach to gas station TVs.

2022 Strategy

- Have individual communities complete a SCEF.
- Expand our community educational programs.
- Expand into additional colleges and universities for research, data, and community events.

2022 Strategy

- Assess how many YFS regions have been established/contacted the region coordinator.
- Improve messaging that shares learning, behaviors, and actions of real saves.
- Evaluate completed community SCEFs.

2023 Strategy

- Innovative educational messaging.
- Continue a sustainable data driven approach to our education.

2023 Strategy

- Expand our media relations.
- Develop student CRR mentors while enhancing recruitment and retention.
- Assign a MI Prevention liaison for every fire academy.

2023 Strategy

- Help communities implement their SCEF.
- Support the introduction of legislation for sustainable funding.

2023 Strategy

- Evaluate the outcomes of the 3-year plan.
- Develop the 2024-2026 plan based on outcomes.
- Conduct a statewide survey for citizens and MI Prevention participating fire departments.