



MI Prevention

Educating Today for a Safer Tomorrow

What is MI Prevention?

MI Prevention is a statewide community risk reduction (CRR) program working to reduce the state's high number of fire deaths, injuries and property loss. It's coordinated by the Michigan State Fire Marshal, the State of Michigan Bureau of Fire Services, Michigan fire departments and partnering organizations across Michigan. In 2018, 139 Michiganders perished in home fires with a reported \$260 million in property damage -- an immeasurable loss to families and communities. Tragically, Michigan consistently ranks near the top in civilian fire deaths nationally.

Funding for the first year of the program came from a competitive, one-year, \$525,000 Fire Prevention and Safety grant through the Federal Emergency Management Agency (FEMA), the Department of Homeland Security, and a five percent state match. Sustainability for the program will come from the growing number of state and local partnerships.

MI Prevention was developed by representatives from the fire service, law enforcement, school officials, and other public and private organizations and community leaders.

How is MI Prevention different?

MI Prevention is a *first-of-its-kind* statewide residential smoke alarm installation *and* consumer fire education program targeted toward specific demographic groups and geographical areas of the state based on fatal fire data gathered over the last five years.

Reaching the most at-risk citizens

MI Prevention is focusing on groups where the greatest number of fire deaths have occurred and that represent nearly 80 percent of Michigan's population:

- adults over age 40 and male
- adults 60 years of age and older (aging in place)
- children 0-9 years of age
- those living in poverty

In the most high-risk areas (as identified by data gathered by fire personnel over the last two years)

Flint
Benton Harbor

Detroit
Saginaw

Southern Macomb County

Home fire safety assessments and installations

Fire departments are obtaining smoke alarms, CO Detectors, fire safety education and a free home assessment to identify potential fire hazards within the home to reduce future fire fatalities across Michigan.

Educating Today for a Safer Tomorrow

Fire-related fatalities are largely preventable through education -- informing citizens about the life-saving practice of having working smoke alarms, adopting fire safety behaviors and correcting fire hazards in the home. MI Prevention first-year educational emphasis is on:

- ◆ Close the door! of bedrooms and sleeping areas every night to curtail fire

- Find two ways out! with improved escape plans
- Push the button! challenges to test functionality of smoke alarms every month
- Community risk reduction training
- Youth Fire Setter training

Become a MI Prevention Partner

MI Prevention is centered on garnering financial support from public and private funding sources through partnerships to expand its efforts into the future. Continued support through organizational and community partnerships is imperative to build on the momentum and success gained during the first year of MI Prevention and to follow through with its strategic plan, making it sustainable for many years to come. MI Prevention and its partners are changing preventive fire education and risk management as we know it in Michigan. Financial and in-kind support through these collaborative relationships will enable MI Prevention to:

- expand statewide residential smoke alarm and CO detector installation;
- expand consumer fire education outreach through advertising and marketing;
- purchase hearing-impaired specialized smoke alarms and providing educational materials to the hearing-impaired community;
- develop mental health initiatives -- training, education, and support to local fire responders whose role today goes well beyond putting out fires;
- establish a statewide Youth Firesetting Program for ages 12-20;
- purchase portable educational equipment to strategically support fire departments statewide; and
- purchase educational materials for residents, students and fire departments statewide.

Join the growing list of MI Prevention partners that includes Michigan's Fire Service organizations, the American Red Cross-Michigan Chapter, the National Fire Protection Association, Vision 20/20, Sound Off Educational Program and Home Depot, to name a few.

By becoming a **MI Prevention** partner, you can make no better investment than protecting the lives of your family, friends, neighbors; business and community by ***Educating Today for a Safer Tomorrow.***

Questions?

For questions about MI Prevention or for more information about becoming a MI Prevention partner, contact: Kymberly Pashkowsky MI Prevention CRR Chief by phone: 616-250-4147 or email: PashkowskyK@michigan.gov

Consumers can find more resources and safety information at the MI Prevention website:

www.MIPrevention.org _Facebook: <https://www.facebook.com/MiPrevention/>

Twitter: <https://twitter.com/MiPrevention>