Protecting an ageing population from the risk of fire in the home

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• Setting the scene
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“Deaths and injuries from fire will rise in proportion to the increases in numbers of older people. Almost twice as many people over the age of 50 now die in dwelling fires in the UK each year compared to those under 50.”

UK fire statistics 2008
“The fire services do what every stakeholder involved in reducing health inequalities should do: engage directly with the community, work to provide them with the opportunities they need to live a healthy life and focus on prevention.”

Sir Michael Marmot
Between 2004 and 2008, DCLG invested £25m in grants to fund home fire check activity. This was responsible for 57% of the fall in accidental dwelling fire deaths, 13,670 fewer fires and 888 fewer non-fatal casualties saving between £926m to £1,943m to the economy.
Reforms to the fire and rescue service in many ways provide a model for reform of wider criminal justice services. They have moved from a reactive to preventative model of delivery.

Doing It Justice: Integrating criminal justice and emergency services through PCCs
OUR STRATEGY

• Statutory duty to put prevention at the heart of what we do
• Think and plan beyond traditional role
• Collaboration with partners to tackle ill-health, isolation and poverty
AIMS

1. Stabilise number of **fatalities** in rising population aged 50+ over the next six years

2. Stabilise number of serious **injuries** from fire to over 50s over the next six years

3. Improve access and take up of services provided to those people who experience **trauma** as a result of fire to match rate of increase in population aged 50+

4. Ensure **engagement** with older people is integral element of process of evaluating impact of strategy
OBJECTIVES

1. Assist in prevention of accidental fires through interventions targeted at those aged 50+

2. Prevent accidental fires by working in partnership to provide help and guidance where it is most needed

3. Prevent fire through provision and dissemination of information, advice and guidance

4. Continue to build meaningful and productive relationships with the local community

5. Protect older people by ensuring they have access to appropriate assistive technology
6. Protect older people who live in residential care homes, care homes with nursing and sheltered accommodation through advising on and enforcing fire safety measures

7. Respond to diverse needs including culture, religion and language and ensure equality of opportunity

8. Respond to incidents of fire and extinguish them quickly, effectively and efficiently

9. Be responsive to and assist people to recover from their experience of fire

10. Learn from call-outs to emergencies to further refine strategy and define quality improvement systems
THE FUTURE

Assistive technology and telecare:

- Specialist alarms for Deaf people
- Smoke alarms with GSM capability
- Cooker shut-down devices linked to alarms
- Domestic misting systems
Data sharing to enable targeted intervention

UK Advisory Forum on Ageing
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