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

Mark Shone
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• Setting the scene
• Our strategy
• Aims
• Older People’s Day 2013
We **lead** and **firmly influence** the **future direction** of the UK fire and rescue service.

- Drive improvement in the sector
- Develop the workforce
- World-class response and resilience
- Shape policy
- Champion prevention and protection
“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**
OUR STRATEGY

• Stabilise fatalities and injuries
• Support after trauma
• Engage and inform
• Collaborate with partners
• Innovate and use assistive technology
MAKING EVERY CONTACT COUNT

FIRE AND RESCUE SERVICE OFFICER, ADVOCATE OR VOLUNTEER

FIRE AND RESCUE SERVICE BRAND AND REPUTATION

HOLISTIC SAFETY AND WELLBEING ASSESSMENT

SLIPS, TRIPS AND FALLS
SOCIAL CARE ASSESSMENT
HEALTH SCREENING
AFFORDABLE ENERGY ADVICE
MENTAL HEALTH AND DEMENTIA SUPPORT
FIRE SAFETY
SMOKING PREVENTION
BENEFITS ADVICE
ACCIDENT PREVENTION
CARBON MONOXIDE, GAS AND ELECTRICAL SAFETY
DRUG AND ALCOHOL ADVICE
ONWARD REFERRAL IF REQUIRED

INDIVIDUAL

FAMILY OR CARER

PARTNERSHIP AGREEMENTS
TRAINING
STATUTORY DUTY
FUNDING
CAPACITY
DATA AND INTELLIGENCE
LAST YEAR’S SAFETY DAY

CHESHIRE SAFETY DAY
GET SET FOR WINTER
29.11.2012

• Play a part in reducing **excess winter deaths**
• Target **1,000** households in one day
• Standard **HSA** and **contact assessment**
• Work with relevant **partners** working to keep people keep warm, safe and well
WHAT WE ACHIEVED

859 HSAs carried out by 170 firefighters, 30 community safety staff and 106 volunteers, support staff and members, together with 16 partners.
87% “I feel I made a difference to someone’s well-being”

87% “I feel safer as a result of Cheshire Safety Day”

98% “I am satisfied with the information I received”

My biggest concern: keeping my home warm
OLDER PEOPLE’S DAY 2013

• Full CFOA backing
• All fire and rescue services encouraged to run similar events on October 1st
• Support as a national partner
• Event toolkit to assist local services
## Participating Services

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NEXT STEPS

• CFOA co-ordinating national and social media
• Services undertaking local media work
• Pensions minister visiting Gloucester?
• Participation in Age Action Alliance anniversary photography competition
• Evaluation survey post-event
• Share best practice for future events
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