



CFOA
Chief Fire Officers
Association

The professional voice of the UK Fire & Rescue Service

OLDER PEOPLE'S DAY 2013

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



Mark Shone

Co-ordinating involvement in Older People's Day for the
Chief Fire Officers' Association

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- Setting the scene
- Our strategy
- Aims
- Older People's Day 2013



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WHO WE ARE AND WHAT WE DO

“ 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



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SETTING THE SCENE

“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

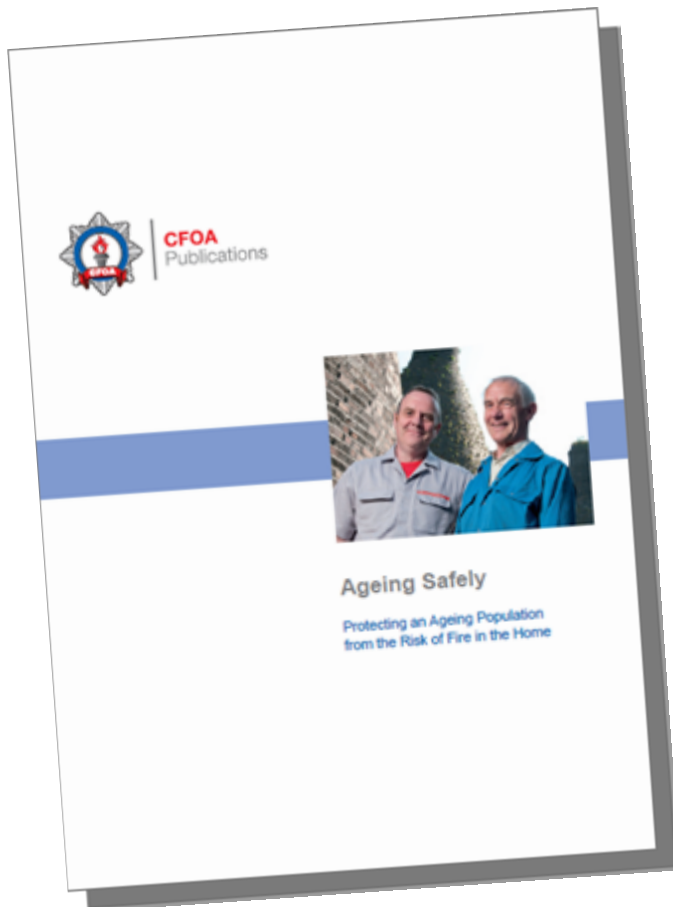




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OUR STRATEGY



- Stabilise fatalities and injuries
- Support after trauma
- Engage and inform
- Collaborate with partners
- Innovate and use assistive technology





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MAKING EVERY CONTACT COUNT





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LAST YEAR'S SAFETY DAY



- 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



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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



Fire service staff on a mission to make winter safer for OAPs

Eight-hundred-and-fifty-nine residents are set for a safer winter thanks to the third annual Cheshire Safety Day.

Last year, 3,400 people died in the North West alone owing to the effects of the cold weather. For that reason, Cheshire Fire and Rescue Service's annual safety day on 29th November was entitled Get Set for Winter and hundreds of members of staff went out into the community in a bid to make Cheshire safer.

Their mission was to help older people during the cold weather period and raise awareness of the importance of smoke alarms. They also focused on cooking and electrical safety.

Cheshire Fire Authority chairman Councillor John Joyce took part in delivering home safety assessments during the day.

He said: "It was a fantastic success and one that saw us directly engaging with hundreds of older people in their homes."

It has been an honour and a real pleasure to take part in such an exciting initiative, Cheshire Fire and Rescue Service's community safety work and the impact it is having on saving lives is truly inspirational."

Paul Hancock, Cheshire Fire Officer, said: "The whole service pulled together on this day to complete 850 home safety assessments and this shows our commitment to reducing the number of fires in the home."

He thanked people who "took the time to talk to us and let us into their homes".

For information about home safety, visit cheshirefire.gov.uk

Safety information

The vulnerable households aged over 65 were visited across Cheshire, Halton and Warrington. Every resident was given a safety information bag, which included a scarf and an Age UK guide to keeping well, a Slowing Warm In Winter booklet and a thermometer to monitor room temperature.



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EVALUATION

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





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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

**FULL
OF
LIFE**

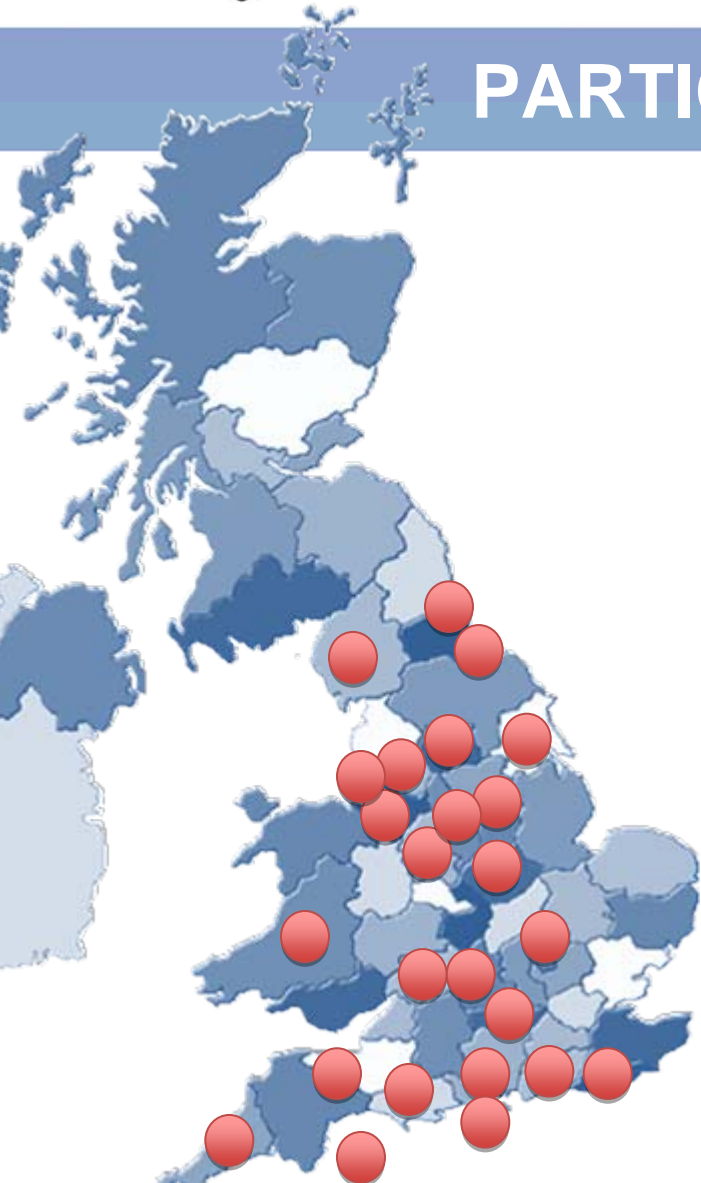




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PARTICIPATING SERVICES



Cheshire	Nottinghamshire
Buckinghamshire	Gloucestershire
Greater Manchester	Bedfordshire and Luton
Cumbria	West Sussex
Dorset	Cleveland
West Yorkshire	Derbyshire
Tyne and Wear	Devon and Somerset
Leicestershire	States of Jersey
Staffordshire	Merseyside
East Sussex	Isle of Wight
Mid and West Wales	Oxfordshire
Northamptonshire	Humberside
Hampshire	Cornwall



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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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