

2016

Clinton Fire Prevention

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Augustana College



Clinton Fire Prevention

Spring 2016 • Sustainable Working Landscapes Initiative

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Mike Tortorelli • Business Administration- Management and Communication Studies

Grant Slater • Communication Studies

Colin Hepner • Communication Studies



The Sustainable Working Landscapes Initiative (SWLI)

The concept of the Upper Mississippi Center for Sustainable Communities (UMC) came from exploratory meetings with more than 125 on and off-campus community stakeholders between January and August of 2013. The need was clear: our area's urban and rural communities have identified many environmental and economic sustainability issues and do not have the staff, expertise, time or funding to address them. The vision of the UMC was to mobilize Augustana's faculty and students to help communities solve the social, economic, and environmental challenges facing the rural and urban landscapes of the Upper Mississippi region by integrating the study of these current, local issues into coursework taught on campus. After two pilot years, the UMC implemented a unique collaborative learning model named the Sustainable Working Landscapes Initiative.

The Sustainable Working Landscapes Initiative is modeled after the Sustainable Cities Year Program at the University of Oregon. Augustana College is the only exclusively undergraduate institution in the country to adapt this highly successful program to a residential liberal arts setting. The model creates a full one-year partnership between Augustana and a city/county partner, matching existing courses from multiple departments and other learning experiences (independent study, senior inquiry, internships) with community-identified and driven sustainability problems. The SWLI also helps cities and counties achieve their economic, social, and environmental sustainability goals while working with limited resources.

The Sustainable Working Landscapes Initiative represents a paradigm shift for service learning experiences in higher education. Instead of asking groups and communities to participate in initiatives that originate in academia, the UMC asks communities to identify their most pressing social, economic, and sustainability challenges. It then provides these groups and communities with the human and academic resources of Augustana College faculty and students to help them address the challenges. This is not a one-time group of volunteers. SWLI student and faculty participants commit to supplying three, 10 week terms of sustained research, study and work in the classroom and in the field. The UMC is establishing enduring relationships between Augustana and these constituents so they can continue to work together to find creative solutions, test and evaluate their effectiveness, and try again as challenges and problems change.

The Mississippi River city of Clinton, Iowa (pop. 26,473) was chosen as Augustana's 2015-16 SWLI partner. Students and faculty are collaborating with Clinton officials and community stakeholders to complete 15 community-identified projects. Throughout the year, these projects are being worked on by 150 students in 15 courses in the humanities, social, and natural sciences. Because these projects are community-driven priorities, the fresh ideas, designs and products students generate address critical but unmet needs and have real-world impact.

Project Description

The Clinton Fire Department was looking for effective ways to communicate with the City's senior citizens (over age 65) about fire prevention and the use of smoke detectors. According to the 2010 Census, more than 17 percent of the City's population falls into this age group. The project will examine what methods are best for communicating with seniors and provide sample marketing materials for a senior-only fire prevention campaign.

Student Presentation

Clinton Iowa's Smoke Detector Outreach Project

M. Tortorelli, Grant Slater, Colin Hepner

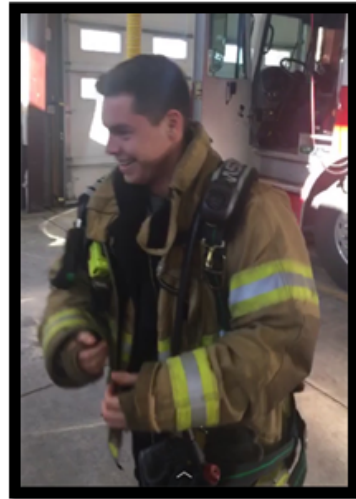


Road Map

- 🕒 How we got involved
- 🕒 Background of the city
- 🕒 Importance of our project
- 🕒 Our efforts
- 🕒 Implemented theory
- 🕒 Project continuation

How we got involved

- 🕒 Opportunity from Core office
- 🕒 Passion of the topic



Background of Clinton Iowa

- 🕒 Industrial economy
- 🕒 Booming mill town
- 🕒 High population
- 🕒 Many of the same houses still standing



Importance of our project

- 🕒 Old foundation homes
- 🕒 Limited efforts reaching the elderly



Clinton Smoke Detector Program


- 🕒 Free smoke detectors for homeowners (3/home)
- 🕒 Free installation by the CFD
- 🕒 Number needed for home evaluated
- 🕒 Other safety concerns addressed



Our Efforts

- 🕒 Spread awareness of the program
 - 🕒 Disperse information in different forms
 - 🕒 Flyers
 - 🕒 Brochure
 - 🕒 Radio
 - 🕒 Person-to-person

Flyers



CLINTON
FIRE DEPARTMENT
"Honorable in our conduct - Loyal to our Mission - Trusted by our community"

SMOKE DETECTOR PROGRAM

Free Smoke Detectors to the Homeowners of Clinton, IA
Provided by the CFD

The department will:

- Install up to 3 detectors per household
- Check other detectors for the resident
- Make sure home has enough detectors

The detectors are good for 10 years
Residents should check detectors during daylight savings

For a **FREE** smoke detector call us or message us Facebook
with you name, address and phone number

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Are you at risk?

Most at risk:

- children under the age of 12
- adults over the age of 65
- Older homes with original wiring

What can you do?

Create an escape plan

- discuss with family
- practice the plan

Install Smoke Detectors

- inside each bedroom
- outside each sleeping area
- on every level of the home (including the basement)

Clinton Fire Department Smoke Detector Program
Free detectors for Clinton, IA homeowners
Installed by the CFD
Current detectors inspected by the CFD
Detector placement determined by the CFD
Number required for residence determined by the CFD
(maximum of 3 free)

 Phone: (563) 242-0125
Website: <http://www.ci.clinton.ia.us/FireOld/cfd.htm>
Address: 611 South 3rd Street P.O. Box 2958 Clinton, IA 62732-2958

Brochure


- ⌚ Set up tables
- ⌚ Local shopping centers and other frequented areas
- ⌚ Hand out brochure
- ⌚ Answer questions

Program/Information

This program is free of charge to our citizens. We will come and install up to 3 smoke detectors, check any detectors you have at your residence and inform you if you have a sufficient amount of smoke detectors in your residence.

Detectors run off a lithium ion battery and are good for 10 years.

DO NOT remove the batteries from your detector to use in your remote, video games, etc. If your smoke detector is malfunctioning and you have to remove it, replace it immediately.



CLINTON FIRE DEPT.
Est. 1890

CLINTON
IOWA

**Clinton Iowa's
Smoke Detector
Program**

*"Honorable in our
conduct - Loyal
to our Mission -
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Clinton Fire Department

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52732-2958

Brochure pt.2

- ⌚ Describes the program
- ⌚ Gives statistics
- ⌚ Discusses FAQs

Additional Information

Main causes of home fires


- Appliances and Equipment Malfunction
- Arson and Juvenile fire setting
- Chemical and Gas outbreak
- Electrical Issues
- Household Products
- Smoking Materials

Who are at the greatest risk for fires?

Children under the age of 12
Men and Women over the age of 65

Placement of Smoke Detectors

Smoke alarms should be installed inside each bedroom, outside each sleeping area and on every level of the home, including the basement.



Q: It is okay to warm blankets by putting them on space heaters.
A: False. Space heaters need 3 feet (1 meter) of space from all objects.

Q: Even in the house, wearing well-fitting, low-heeled shoes with non-slip soles will help prevent falls and improve balance.
A: True. House slippers or studding feet can result in falls.

Q: When frying food, it is important not only to stay in the kitchen but to keep a pan lid nearby to smother the pan in case of a fire.
A: True. Never put water on a grease fire.

Q: It is important to have your vision checked every year.
A: True. Seeing an eye specialist once a year can improve vision and help prevent falls.

Q: Having one smoke alarm in your home or apartment is enough.
A: False. Smoke alarms save lives. They give early warning to get out when there is a fire. Have working smoke alarms installed on every level of your home, inside each bedroom, and outside every sleeping area.

Radio Advertisement

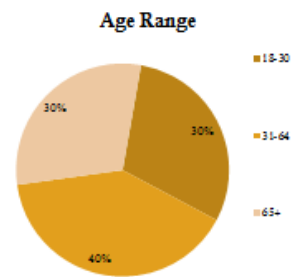
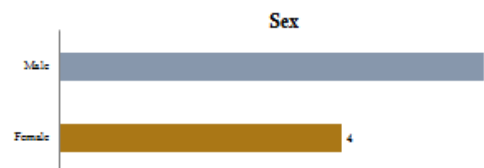
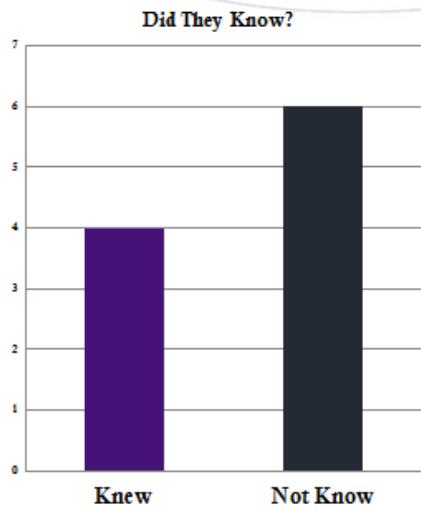


Person-to-person

- 🕒 Traveled door-to-door and talked to people



The Stats



The Theory

- ⌚ Elaboration Likelihood Model
 - ⌚ Central
 - ⌚ Peripheral
 - ⌚ Motivation and Ability



Effectiveness

- ⌚ “Fire Row”
- ⌚ Action plan changes
- ⌚ Unique situation
- ⌚ Social capital

Conclusion

- 🕒 Fire prevention is a serious topic that needs to be addressed
- 🕒 Overall goal
 - 🕒 Audience evolution
- 🕒 Goal reached?

Brochure

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Clinton Iowa's Smoke Detector Program

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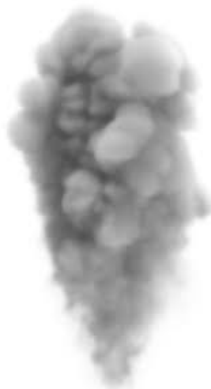
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Flyers

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