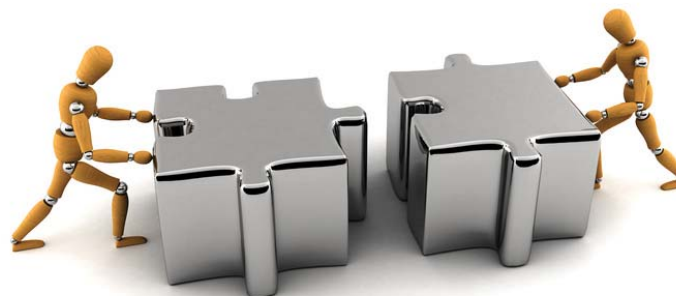


Firebrake Wales: fitting it all together

Richard Hall
& Kate Slowinski



WHO?

- Overall positive & downward trend
- ...but not amongst all groups
- Over-representation – ‘at-risk’ groups
- Very often known to other organisations

WHY?

- Fire safety = a 'given'
- ...but fires are still happening – 'accidental'?
- Dangerous habitual behaviours
- Consequence magnified by circumstances and conditions

Fire related incidents amongst clients?

“There’s one gentlemen who comes in here who actively drinks...he wouldn’t get out of bed if he didn’t have a lager and he sets his flat on fire quite often.

One of the incidents was cooking. He was frying sausages and fell asleep after a skinful. I notice when he turns round a lot of the time there’s a burn hole in the back of his jacket, where he must drop his lit fag and sit back on it”.

Firebrake Research, April 2010: Local MIND Associations

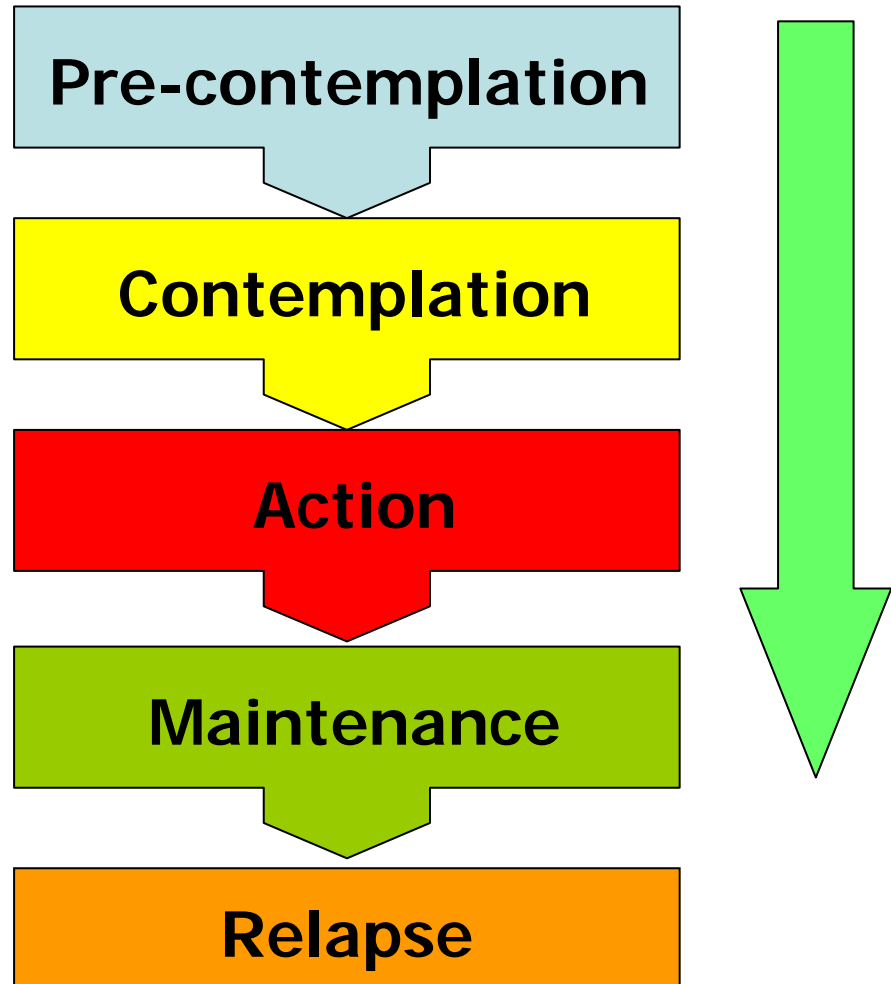
Target & Engage

- But...targeting by behaviour is very difficult
- Fire Service – key prevention role
- What else is needed?
- Individual level engagement – continuous & ongoing

'Stages of Change Model'

(Prochaska & Diclemente)

From 'ignorance is bliss'....
to
sustaining new behaviours

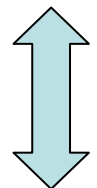


**Fire
Services**



Firebrake

YOU!



'at-risk' groups

HOW?

Working together has been proven to be effective

**Data
Sharing**

Resources

Liability

Meetings

Capacity

Funding

**Detracts from
core business**

**Extra
work**

WHAT?

- Firebrake can work with you
 - Partner leaflet
 - Fire safety checklist
 - Online referrals

...or something completely different!

Thank you

Diolch yn fawr

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