

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

Service Area Background Information

Service Area Description

VDFP provides technical assistance to local fire departments, health educators, medical and public health professionals, classroom teachers, elder service providers, community and service organizations, parents, caregivers, and anyone else interested in collaborating on fire and life safety education.

Service Area Alignment to Mission

Public Fire and Life Safety Education is specifically mentioned in our Agency Mission Statement.

Service Area Statutory Authority

§ 9.1-203 of the Code of Virginia outlines duties and responsibilities of the Virginia Fire Services Board which includes "evaluate all state programs or functions which have a bearing on fire prevention and protection and to make to the appropriate government officials any recommendations deemed necessary to improve the level of fire prevention and protection in the Commonwealth." Public Fire and Life Safety Educational Services are essential in fire prevention.

Service Area Customer Base

Customer(s)	Served	Potential
Citizens of the Commonwealth	7,459,827	7,459,827
Fire and Emergency Services	23,141	30,000
Government (state and local)	400	400

Service Area Partners

Coalitions

Work with state fire and life safety coalitions to coordinate safety efforts across the Commonwealth.

Service Area Partners

Public and Private Organizations

We partner with public and private organizations to co-sponsor programs and services for select target audiences.

Service Area Partners

State Agencies

VDFP partners with numerous state agencies who share a common goal of safety and we utilize each other's resources to disseminate safety information over multiple disciplines.

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

Service Area Products and Services

- Informational pamphlets regarding fire and life safety topics.
- Smoke alarms provided as grants to local fire departments.
- Coordinating existing statewide fire and injury prevention efforts.
- Developing goals, programs, and partnerships to increase statewide fire and injury prevention efforts.
- Serving as liaison between federal, state, and local agencies and organizations involved in fire and life safety.
- Developing public education materials in several forms and by making the materials available for statewide use.
- Provide public education sessions on a request basis.
- Fire safety programs for children in grades K-8.

Factors Impacting Service Area Products and Services

The majority of our products have been developed and released using grant monies. VDFP will continue to seek grant opportunities, but will begin to dedicate monies from our operating budget for this service area to ensure continuity of service.

Service Area Human Resources Summary

Service Area Human Resources Overview

Public Fire and Life Safety Educational Services fall under the Communications, Public Affairs, and Education Division. The Division has 1 FTE and 2 P14s. Dedicated work load impact in relation to our public fire and life safety educational services is as follows:

- FTE - Communications, Public Affairs, and Education Manager (30%)
- P14 - Public Outreach Coordinator (100%)

Service Area Full-Time Equivalent (FTE) Position Summary

Effective Date:	7/1/2005
Total Authorized Position level	1
Vacant Positions	0
Non-Classified (Filled).....	0
Full-Time Classified (Filled)	0
Part-Time Classified (Filled)	0
Faculty (Filled)	0
Wage	1
Contract Employees	0
Total Human Resource Level	1

Factors Impacting Service Area Human Resources

The primary tasks required to accomplish the agency's Public Fire and Life Safety Educational initiatives rely on one wage employee. The time and effort necessary to maintain a sufficient level of state provided

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

public fire and life safety educational resources exceeds 1,500 hours. Night, weekend and extensive travel are often required to complete tasks and maintain service level.

Anticipated Changes in Service Area Human Resources

Service Area Financial Summary

Public Fire and Life Safety Educational Services have been primarily funding using grant monies secured through various sources. With the fluidity of grant opportunities, VDFP will dedicate resources from the Fire Programs Fund to ensure the continuity of this valuable service.

	Fiscal Year 2007		Fiscal Year 2008	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$0	\$280,000	\$0	\$280,000
Changes To Base	\$0	\$0	\$0	\$0
SERVICE AREA TOTAL	\$0	\$280,000	\$0	\$280,000

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

Service Area Objectives, Measures, and Strategies

Objective 74406.Pub1

Serve as a clearing house for best practices of education outreach.

Providing a public educator library, serving as a facilitator for existing efforts, advocating for fire prevention and education, and serving as a clearing house for best practices are pivotal in expanding public fire and life safety education statewide.

This Objective Supports the Following Agency Goals:

- Provide Accurate and Timely Fire Information and Studies to the Fire Service and to the Citizens of the Commonwealth
(By making readily available to all Virginians we can increase the number of individuals providing public fire and life safety education, thus increasing the number of people receiving public fire and life safety educational services statewide.)

This Objective Has The Following Measure(s):

- **Measure 74406.Pub1.01**

Best Practice Internet Tracking Through the Expansion of the Number of Hits

Measure Type: Output **Measure Frequency:** Monthly

Measure Baseline: 6000

Measure Target: 6600

Measure Source and Calculation:

WebTrends report which tracks daily users and file downloads.

- **Measure 74406.Pub1.02**

Verbal and Written Request for Resources.

Measure Type: Output **Measure Frequency:** Quarterly

Measure Baseline: 580

Measure Target: 680

Measure Source and Calculation:

In-house databases are created and on shared drive for Division team members to log calls and requests.

Objective 74406.Pub1 Has the Following Strategies:

- We will accomplish this objective by utilizing our website as a clearinghouse for best practices; including a public educator directory and a place to list existing efforts by localities.

Objective 74406.Pub2

Continue to host and participate in state and national initiatives.

Continued participation in broad initiatives related to public fire and life safety is of paramount importance.

This Objective Supports the Following Agency Goals:

- Expand Public Fire and Life Safety Statewide
(By hosting and partnering on broad initiatives we are able to effectively increase the reach of public fire and life safety outreach.)

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

- Provide Accurate and Timely Fire Information and Studies to the Fire Service and to the Citizens of the Commonwealth
(By partnering with other agencies who share our common goal, we are able to maximize our input and presence to our citizens.)

This Objective Has The Following Measure(s):

- **Measure 74406.Pub2.01**

Initiative Participation

Measure Type: Output **Measure Frequency:** Annually

Measure Baseline: 30

Measure Target: 40

Measure Source and Calculation:

The Division has a shared annual calendar which tracks all public education meetings and events.

- **Measure 74406.Pub2.02**

Summit Attendance

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: 1 meeting per year (First one to be held in Fall 2005)

Measure Target: 1 meeting per year (First one to be held in Fall 2005)

Measure Source and Calculation:

Each summit/meeting will be open to all interested parties via mass emails, invitations, and web site notices, which all can be tracked using web trends and other data base programs. Attendance will be calculated the day of the event via sign-in sheets and head counts.

Objective 74406.Pub2 Has the Following Strategies:

- In order to achieve this objective, we will continue to send representatives to all such meetings/events and will provide summaries of these meetings for review.
- By hosting meetings in conjunction with, and complementing, established meetings will help us accomplish this objective.

Objective 74406.Pub3

Develop programs for high-risk citizens.

Developing and implementing programs geared towards high-risk citizens is essential in providing public fire and life safety educational services.

This Objective Supports the Following Agency Goals:

- Provide Accurate and Timely Fire Information and Studies to the Fire Service and to the Citizens of the Commonwealth
(By developing programs that are not readily available to high risk citizens we are able to expand prevention efforts to those citizens who are in need.)

This Objective Has The Following Measure(s):

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

- **Measure 74406.Pub3.00**

High risk injury rate

Measure Type: Outcome **Measure Frequency:**

Measure Baseline: No current calculation on-hand.

Measure Target:

Measure Source and Calculation:

Data from the Virginia Fire Incident Reporting System is used to provide this type of information. Data elements exist within this data base to help define and measure high risk citizens.

- **Measure 74406.Pub3.03**

High risk death rate

Measure Type: Outcome **Measure Frequency:**

Measure Baseline: No current calculation on-hand.

Measure Target:

Measure Source and Calculation:

Data from the Virginia Fire Incident Reporting System is used to provide this type of information. Data elements exist within this data base to help define and measure high risk citizens.

Objective 74406.Pub3 Has the Following Strategies:

- VDFP will continue to utilize existing programs, identify potential partnerships, and host events geared toward our high-risk citizens.

Objective 74406.Pub4

Increase resources for delivery of public education programs.

As VDFP continues to work in cooperation with our partners to expand public education, the identification and procurement of educational resources will assist in the delivery of programs by making equipment available.

This Objective Supports the Following Agency Goals:

- Provide Accurate and Timely Fire Information and Studies to the Fire Service and to the Citizens of the Commonwealth
(By increasing the amount of resources we have we can increase our services offered.)

This Objective Has The Following Measure(s):

- **Measure 74406.Pub4.00**

Resource usage

Measure Type: Output **Measure Frequency:** Annually

Measure Baseline: 25

Measure Target: 35

Measure Source and Calculation:

Have a resource inventory tracking system in place to document and track frequency of use, etc.

Service Area Plan

Department of Fire Programs

Public Fire and Life Safety Educational Services (74406)

Objective 74406.Pub4 Has the Following Strategies:

- In order to achieve this object we will continue to explore potential grant and funding opportunities and will explore potential partnership opportunities.