



Community Outreach Risk Reduction



It is important to not only do fire prevention and safety activities, but to make sure that they are effective in reaching the public and resulting in behavior change. Fire prevention is a work in progress, growing, evolving and ever changing.

The Minneapolis Fire Department Community Risk Reduction Officer, Casidy Anderson, is responsible for the development, management and implementation of the Minneapolis Fire Department fire prevention, safety and injury prevention programs to the citizens and businesses in and around the City of Minneapolis.

Tasks/Responsibilities:

- Grant writing and explore other avenues of fundraising in support of MFD's community outreach and risk reduction programs.
- Deliver safety and fire prevention presentations to a wide variety of Minneapolis cultures at numerous venues including but not limited to:

* Schools and school age groups	* Non-Profit organizations
* Family / neighborhood events	* Housing fairs
* Community Centers/ Immigrant communities	* Businesses
* Employment fairs	* Faith organizations

- Write and distribute fire safety newsletters for publication in:
 - *GovDelivery*
 - *MPHA Newsletters*
 - *Neighborhood newspapers*
- Create lecture materials for presentations specific to topic and audience.
- Collaborate with Minneapolis Communications to develop safety videos, news releases, public service messages, Facebook and Twitter messages.
- Monthly meetings with the following:
 - * MPD Arson (approx. 2x/month)
 - * MPD Community Crime Prevention
 - * Minneapolis Communications
 - * Fire Marshal and Fire Chief
 - * Salvation Army (Harbor Lights)
- Manage MFD's Smoke and CO programs
- MFD's representative to plan the following annual events:
 - National Night Out - Prepare Fair - Aquatennial Celebration
 - Other inter-departmental and City of Minneapolis events
- Manage The Minneapolis Community Emergency Response Team (CERT)
- MFD's representative for the City of Minneapolis "Limited English Proficiency Plan"
- Create and distribute fire safety handouts in multiple languages to meet the needs of the diverse demographics of our community.

Community Outreach Programs

Juvenile Fire Setter Program (FIRES)

Not only in Minnesota, but nationwide, there is a problem facing the American people that is quite terrifying. The problem is juvenile firesetting. Whether it is out of curiosity, a cry for help due to a crisis in their life, misguided or delinquent behavior, or a truly pathological situation, it affects us all. No matter what the reason for the act, the result is the same property loss, injury, and death.

The fact is that most people, both in and out of the fire service, aren't aware that juvenile firesetting is not an act of "pyromania" or simply a natural harmless "fireplay". It is an extremely dangerous criminal act that in many cases could have been prevented. This is not to say all juvenile firesetters have the intent to commit a crime or create a situation which could lead to death and destruction. Indeed not in fact, 9 out of 10 juvenile firesetters honestly were not aware of the magnitude of their actions.

During 1999 Minnesota experienced over 350 fires set by children, and suffered 2 deaths, 23 civilian injuries, 4 firefighter injuries and \$2.6 million dollars in property loss. This is truly alarming when you consider that less than 10% of fires started by juveniles are ever even reported.

Established in 1998, the MN JFIP is continually expanding to reach all Minnesotans. This accomplishment sincerely reflects a dedicated and committed attitude by both the State Fire Marshal, State Legislature and Local governments and fire departments dedication to the programs success.

Minneapolis Fire Working Toward a Solution



Minneapolis Fire Department's Community Outreach/Risk Reduction Officer Casidy Anderson is a key member of the FIRES Program. She coordinates and instructs FIRES program referrals for the entire Hennepin County area.

- Coordinates FIRES classes with Juvenile Justice Center
- Notifies and schedules referred families and probation officers of FIRES classes.
- Provides careful follow-up and documentation with probation officer and families.
- Make recommendations for the child and family and, if necessary, refer them to mental health or social services for counseling.
- Develops an action plan based on statistics and demographics.
- Coordinates inter-agency coalitions, providing training and program evaluation, education and support to promote a successful outcome for program participants.

Community Outreach Programs

Minneapolis Non-Emergency Services

The Minneapolis Fire Department participates in numerous community events and provides non-emergency services for the community. Although 9-1-1 calls, such as fires and medical emergencies, are the main reasons for the justification of firefighters, we do not limit the value we provide to the community to only life or death situations. Instead, we take the time to interact with the public under less stressful conditions. One of the best ways we get to know the citizens we protect, as well as provide value to the public, is through community services.

Some of the non-emergency services we provide to the community are:

- Smoke Alarm Installations
- Blood Pressure Checks
- Citizen's Emergency Response Training
- Fire Cadet Program
- Building Familiarizations
- Health Fairs
- Station Tours
- Child Car Seat Inspections
- Neighborhood Events/Rig Visits
- Fund raising events for several Charitable organizations
- Help with natural disaster clean up both locally and within our neighboring communities.

Some possible benefits for citizens:

- Additional fire safety education.
- Greater confidence in firefighters.
- Increased knowledge of available programs.
- Familiarity of station personnel.
- Added value without added cost.

Some positive aspects for the fire service are:

- Increase in knowledge of response territory.
- Greater support from citizens.
- Identification of potential hazards.
- Ongoing fire safety education.

