

Fire Safety Education

Led by: Chief of Calgary Fire Department

Service Description

Fire Safety Education provides fire prevention and life safety education to reduce community risk levels, including risks to Calgarians, property and the environment. The service develops and delivers educational programs and materials tailored to address specific risks to diverse populations experiencing vulnerabilities that may put them at greater risk of harm from fire and related emergencies. The service also develops programming and training to assist firefighters with general outreach including school fire drills, home safety visits and fire station tours. The service is responsible for the Fire Department's public engagement programs to improve community safety and resiliency.

Service Updates

Key service results

The service reached approximately 35,000 Calgarians with tailored programming and continues to see success in using community risk data when visiting schools to identify unique fire and life safety risks. (Initiative 3)

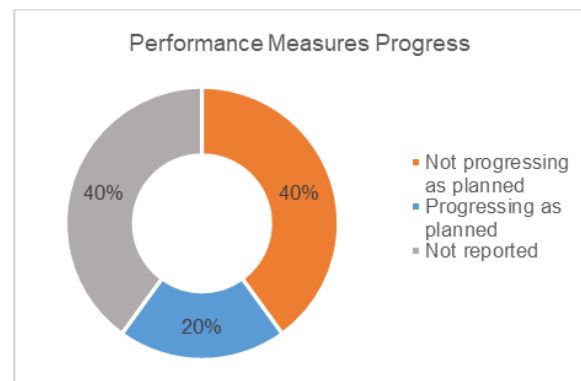
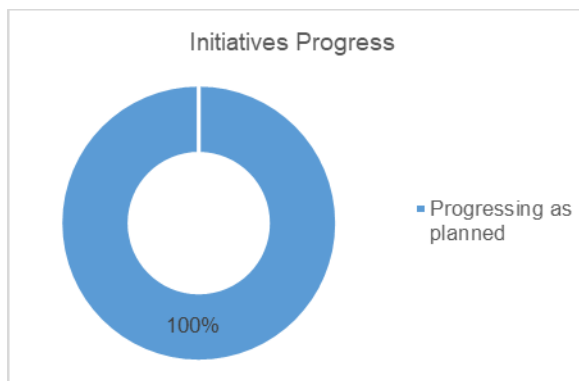
The School Fire Drills program targeted unique risk factors within each community and reached more than 5,000 Calgarians. (Initiative 5)

Working with 311, the Fire Safety Education service enabled individuals experiencing vulnerabilities, including seniors and low-income households, to request a smoke alarm and installation service.

The Steps to Safety program targeted 28 multi-residential affordable housing complexes and continues to meet its commitment to Calgary Housing Company to support the Calgarians living in Calgary Housing Company units. (Initiative 1)

The Virtual Reality platform increased capacity for delivering fire safety education and further accessibility enhancements were completed to enhance the learning experience of participants.

Progress summary



Risk(s) impacting the progress

Limited reach of the service to provide fire safety education to enough Calgarians to significantly reduce community risks related to fire

Conflicting priorities and a lack of resources impacting the effectiveness of the service delivery model



Measuring Our Performance

Legend

— Actuals

■ Expected Future Performance

➡ Progressing as planned

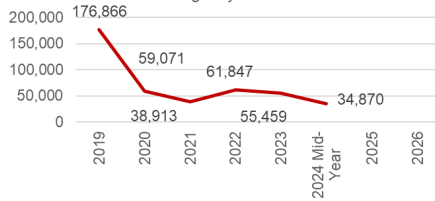
⊖ Not progressing as planned

Performance Measures

Story behind the numbers

Status

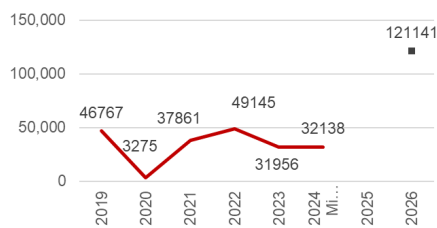
PM 1: Number of Calgarians contacted annually about fire prevention and life safety through non-emergency initiatives



The service contacted 30 per cent more Calgarians compared to the same period last year (January to May). The service continues to focus on in-person engagements and is challenged to meet targets due to capacity limitations. The service is exploring other channels such as social and digital media to deliver programming that better serves the community's needs.



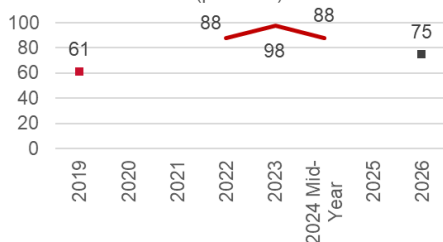
PM 2: Number of Calgarians experiencing vulnerabilities that receive fire safety education



From January to May, the service provided a modest increase in fire and life safety education to individuals experiencing vulnerabilities as compared to 2023. The addition of a new public education officer supported the achievement of this result. As the population of individuals experiencing vulnerabilities is expected to increase, the service is exploring alternate methods of delivering education services.

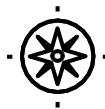


PM 4: Contacts who feel safer and better equipped with fire and life safety information after receiving education (per cent)



From January to May, 88 per cent of participants in the School Fire Drill Program reported feeling safer and better equipped with fire and life safety information after receiving education. The service is performing above its target and will continue to use community risk data to identify fire and life safety risks. The service will continue to tailor its program to target specific demographics across Calgary based on the fire and life safety risks of a particular community.





Progress on Service Delivery

PROGRESS STATUS



Completed



Progressing as planned



Not progressing as planned



Not started











FUNDING TYPE









Capital



Operating

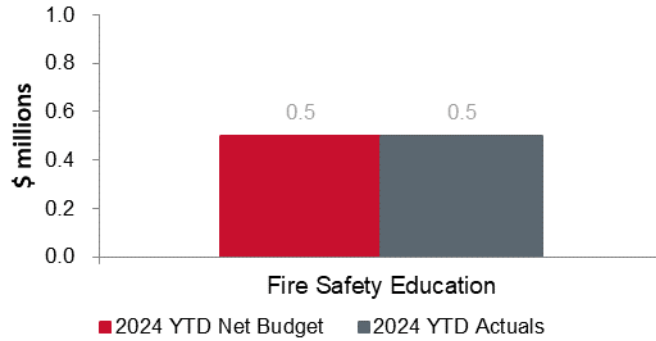
Initiative 1		Impact Area: City-wide	Funding Type: 
Reduce the risk of property loss, injury and death due to fire for people impacted by socioeconomic inequity. The service will achieve this by continuing to develop and provide targeted fire and life safety education to Calgarians experiencing vulnerabilities.			
UPDATE 	The service delivered the Steps to Safety program at two seniors affordable living properties targeting 28 multi-residential housing complexes. A grant was received from Deaf and Hear Alberta to support individuals experiencing vulnerabilities and used to enhance the Home Safety program that supports those individuals, especially the deaf and hard of hearing, with the necessary fire detection devices. Continuing to deliver safety education service to populations facing developmental and cognitive challenges, and attended events such as the World Autism Day.		
Initiative 2		Impact Area: City-wide	Funding Type: 
Build stronger and safer communities by ensuring Fire Operations staff receive adequate education and training to improve the delivery of quality general fire safety education.			
UPDATE 	The service is working with the Respect and Inclusion team to present programming to new recruits. Resources were developed to support frontline crews to deliver the Home Safety program. In collaboration with the Canuck Autism Network, the service is developing resources to educate frontline members on delivering services to Calgarians that identify with these challenges. A plan to gather information to determine specific needs of each community to best support the diverse needs of Calgarians is underway.		
Initiative 3		Impact Area: City-wide	Funding Type: 
Reestablish pre-pandemic community engagement efforts, life safety education programs and other suspended service offerings while developing new modes of delivering education and programs that leverage emerging technologies.			
UPDATE 	The service continues to reestablish in-person pre-pandemic community engagement efforts and has resumed attendance at school education and special events, water safety outreach at community lakes and public river access points, and fire safety education to seniors that were inaccessible during pandemic. Continuing to leverage success with delivery of the virtual safety education program and worked with partner agencies including Calgary Public Library, Safety Expo and Unison at Kerby Centre to provide outreach to a wider audience.		
Initiative 4		Impact Area: City-wide	Funding Type: 
Improve the inclusivity, impact and reach of fire safety education programs by continuing to develop and expand the virtual and in-person hybrid service delivery model.			
UPDATE 	The service piloted virtual reality education at two schools, and has purchased an additional five headsets to increase reach. The service noted that the virtual reality simulation greatly enhanced the learning experience of participants through development of the gaze feature and multi-language options improving user accessibility. Development of a fire safety education curriculum for newcomers to Canada and plans to deliver the program by leveraging immigrant and newcomer center resources is underway.		
Initiative 5		Impact Area: City-wide	Funding Type: 
Enhance targeted community risk reduction programs by developing risk assessments using a community lens combined with fire station district boundaries to better align educational outreach for specific risks.			
UPDATE 	The service is improving fire safety education at school fire drills by leveraging its learnings from outreach activities at schools in the Calgary Catholic School District and applying them to Calgary Board of Education schools. Plans are underway to develop improved community risk reduction programs by developing fire station district boundary socio-demographic information and specific measures that determines the value of the programming. The enhanced community lens will help target specific needs of the community that can be served by local resources.		

Initiative 6		Impact Area: City-wide	Funding Type: 
Improve the identification of community risks and development of specific risk reduction strategies by collaborating with service partners to leverage their knowledge of Calgary's diverse communities when completing annual updates to community risk assessments.			
UPDATE 	The service is working with Fire and Emergency Response operations to determine the required tools to achieve risk reduction strategies. A survey was issued to frontline crews to review and identify appropriate educational materials and hazards that are specific to each district. Continued work with Community Strategies service partners to develop a risk matrix that incorporates suitable and appropriate performance measures to support effective risk reduction strategies.		
Initiative 7		Impact Area: City-wide	Funding Type: 
Strengthen the sustainability of Fire Safety Education services by developing and maintaining relationships with sponsors and community partners.			
UPDATE 	The service finalized a licensing agreement with the Lifesaving Society of Alberta and the Northwest Territories to use existing best-practice water safety educational materials and tailored them to focus on Calgary specific risks. Continuing to maintain relationships with community partners, such as Deaf & Hear Alberta, that ensures appropriate consultation for respectful, inclusive and appropriate service delivery as it targets this demographic. A long-standing relationship with Conoco Philips continues to fund a large portion of Virtual Reality Safety Simulation programming resources.		
Initiative 8		Impact Area: City-wide	Funding Type: 
Incorporate social equity outcomes and cultural responsiveness in service design and delivery by deepening the understanding of key barriers, risks and opportunities when engaging populations experiencing vulnerabilities in Calgary.			
UPDATE 	The service continues to deepen its understanding of key barriers, risks and opportunities when engaging individuals experiencing vulnerabilities in Calgary. Attended several cultural community events and provided multi-lingual fire safety education services. The team participated in a Level 2 Diversity course offered by Calgary Police Service partners.		



Service Updates on Financial Performance

Net Operating Budget and Actuals as of June 30, 2024



Operating Budget Updates - 2024 YTD net operating budget vs actuals:

Fire Safety Education (FSE) has no operating budget variance for the reporting period.

So far in 2024, Fire Safety Education has begun the procurement process for Smoke Alarms for Deaf and Hard of Hearing individuals. Fire Safety Education is utilizing the Equity in Service Delivery Fund for this project. FSE has also leveraged sponsorship funding to upgrade its Community Safety Trailer.

Capital Budget Updates - 2024 total capital budget vs 2024 YTD spend:

Fire Safety Education has no capital budget.