



Coffee Break Training - Fire Prevention and Public Education

Public Fire Education Planning — A Five-step Process — Step 3: Create an Intervention Strategy for a Local Risk Issue

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Learning Objective: The student will understand the key points in creating an intervention strategy (Step 3 of 5) in the publication “Public Fire Education Planning — A Five Step Process.”

What is an **intervention strategy**? An intervention strategy is the beginning of the detailed work necessary for the development of a successful fire or life safety risk-reduction program. The strategy should include what will be done, where it will be implemented, how the implementation will occur, and who will conduct the program once it is developed. It also should include an evaluation component that measures the effectiveness of the process and the program. Creating an intervention strategy requires a carefully thought-out plan of action developed through a group effort.

Why develop an intervention strategy? Taking the time needed to design a quality intervention strategy will help gain long-term risk-reduction success.

Steps for Developing an Intervention Strategy

- **Convene the community planning team and review the community profile and the problem statement.** Everyone should have a factual description of the community and the problem.
- **Identify places for intervention.** Another way to characterize where the risk occurs is to look at the geographic distribution of the risk in the city or town.
- **Identify potential target populations and the physical locations for intervention opportunities.** It is critical for the planning team to identify who the risk affects most often and where it happens. Sequential analysis of a typical incident is helpful to consider many prevention interventions.
- **Identify specific interventions.** Most successful risk-reduction efforts make use of combined prevention interventions. Several prevention interventions include:
 - Education:** providing risk and prevention information for the purpose of changing behavior.
 - Engineering:** using technology to create safer products or modifying the environment where the risk is occurring.
 - Enforcement:** rules that require the use of a safety initiative.
 - Economic incentive:** measures used to influence behavior either positively or negatively. Positive economic incentives reward people monetarily for behaving in a certain manner or making certain choices. Negative economic incentives punish people monetarily for behaving in a certain manner or making certain choices.
 - Emergency response:** These interventions are used by emergency responders (fire/EMS/law) to mitigate risk.
- **Identify required resources.** These are the supporting resources for each intervention.
- **Develop an evaluation plan.** The plan outlines the specific tasks to be performed, a timeline to measure completion, and benchmarks used to monitor success of the strategy.

Source: U.S. Fire Administration publication FA-219, “Public Fire Education Planning — A Five Step Process,” June 2008.

To download a copy of this publication, follow the link at <http://www.usfa.fema.gov/downloads/pdf/publications/fa-219.pdf>.