

FIRE SAFETY

I. Background and Assumptions

o Although the number of fire deaths attributed to careless smoking has been trending downward in the past decade, careless smoking still is cited as a leading cause of fire deaths in the United States. The statistic has remained fairly constant over the past several years, which is interpreted by some as evidence that factors such as smoke detectors and public education have reached the limit of their effectiveness and that attention must now focus on legislation mandating changes to the cigarette itself. The tobacco industry disagrees with this interpretation.

o Careless smoking constitutes the largest part of residential fire deaths; however, other industries, such as the sprinkler, home builder and furniture industries, are responding to pressures from the fire service and legislators by becoming

Note: Items footnoted with a "1" indicate items that have been added since last year's plan; items footnoted with a "2" indicate items that have been significantly expanded from last year's plan.

increasingly involved in developing solutions to the residential fire problem.

o In 1990, the 101st Congress passed the "Fire-Safe Cigarette Act of 1990." A compromise based on two bills originally introduced by Reps. Joe Moakley (D-MA) and Rick Boucher (D-VA) in the 100th Congress, the legislation authorizes the Consumer Product Safety Commission (CPSC) to carry out most of the 1987 recommendations of the Technical Study Group on Cigarette and Little Cigar Fire Safety (TSG). The Center for Fire Research and a Technical Advisory Group consisting of members from the old TSG will assist the CPSC in conducting the research. The CPSC must submit a final report to Congress 36 months from the time of enactment.

o Most states will wait for the federal work on "fire-safe" cigarette development to be completed and not attempt to take matters into their own hands. However, the fire service and consumer activists in some states -- including Minnesota, New York, Pennsylvania, Wisconsin and possibly several others -- may be impatient with the pace of the federal effort and attempt to pass more stringent cigarette fire safety legislation.

o Throughout the course of the next three years, as federal "fire-safe" cigarette work continues, the tobacco industry must ensure that members of the fire service are kept informed of

progress made. Also, key fire service officials must be kept informed of any voluntary "fire-safe" cigarette research being conducted by the tobacco industry independent of the federally funded work.

o Despite the expectations of some that the Congressional Fire Services Institute will unify the fire service, the fire service remains largely decentralized. National organizations claim to represent the fire service, but the real strength of the fire service remains with the state associations.

o The Tobacco Institute has helped improve relations between the tobacco industry and the fire service and has demonstrated that the industry is acting responsibly to help deal with the fire problem. The Institute remains a major and respected source of private sector support for fire prevention and education programs in the United States.

o In 1990, The Institute's Fire Safety Education Program grew substantially. We now have working relationships with officials in more than 500 key departments in the United States. Our materials are being used in thousands of departments, including those in more than 200 major cities. More than 85 state, regional and national fire service organization grants have been awarded since the program's inception.

o Fire service hostility to the tobacco industry has subsided, but publicity given the industry in other areas recently has caused some departments to re-evaluate their willingness/ability to accept industry support. That pressure may intensify.

II. Objectives

To increase the awareness of and acceptance by key public officials and fire service leaders that the tobacco industry acts voluntarily and responsibly to help decrease accidental fires through fire prevention and fire safety education programs.²

To increase the awareness of and acceptance by key public officials and fire service leaders of the difficulties of producing and regulating a commercially acceptable "fire-safe" cigarette.

III. Strategies, Goals and Tactics

Strategy I: Work with fire officials and, where desirable, other public officials at the state and/or local levels to improve the quality and increase the availability of education and prevention programs for fire departments.

Goals and Tactics:

1. Strengthen the existing, positive working relationships that have been established with fire service officials over the past nine years of The Institute's Fire Safety Education Program. A working relationship signifies (1) a TI-sponsored project in place; (2) TI staff contact with the local fire service; and (3) awareness or involvement of fire officials or other public officials.²

2. Produce by June 30, with assistance from the fire service, a video on how to structure a basic fire safety education program. Feature The Institute's fire safety education materials and endorsements from users of those materials. The video will be used in legislative and fire service organization briefings, and as a means of promoting TI's programs.

3. Focus on administering The Institute's Fire Safety Education Program as follows:²
 - A. Continue funding fire safety education programs of individual fire departments, concentrating on those with whom working relationships already have been established.

Review prevention activities and ask how they can be improved or supplemented with TI assistance.

B. Continue grants to state, regional and national fire service organizations for fire prevention education programs. In presentations at their conferences, update their members on new public education resources available from The Institute.

C. Work with state fire marshals to coordinate grants in their states; encourage them to involve public officials in the presentation of grants.

D. Follow up with fire officials who have contributed information to TriData's research study, supported by The Institute, on proving public fire education works.

E. Follow up on all requests for assistance from fire service and public officials that have produced good results with previous grants from TI.

F. Provide funding to enable organizations or departments to format existing programs into packaged products.

4. Seek opportunities to become members of fire service organization public education committees and sections and

sit on advisory boards as appropriate, to contribute to the development of public education activities and policies.

5. Work with the Congressional Fire Services Institute to identify and recognize fire departments with outstanding public fire safety education programs.

Strategy II: Maintain and increase fire service awareness of the fire prevention and fire safety education resources available to them through The Institute's Fire Safety Education Program.

See Appendix I for discussion of priority regions.

Goals and Tactics:

1. Conduct individual briefings as part of visits to departments, conferences and other meetings.
2. Maintain and improve relations with key fire trade journalists on the state and national levels.

See Appendix II for list of key fire service publications.

3. Appear on the programs of at least four national and five regional fire service conferences in 1991. Attend at least a dozen other conferences to promote privately industry

programs. Maintain and improve relations with individuals responsible for planning major conferences.

4. Implement additional fire safety programs in regions of the country as requested by Federal Relations and/or State Activities staffs.

Strategy III: Continue to encourage discussion among fire service leaders and concerned public officials about the need for thoughtful and effective fire prevention methods.

See Appendix I for discussion of priority regions.

Goals and Tactics:

1. Continue to seek opportunities to address the boards of directors of state, regional and national fire service organizations to brief them on the "fire-safe" cigarette issue and the status of federal "fire-safe" cigarette research.
2. Work with Federal Relations staff to develop, maintain and strengthen relationships with key officials in regulatory agencies that have an interest in "fire-safe" cigarette technology and development. ¹

3. Publicize and promote TI-sponsored 1990 study on "Proving Public Fire Education Works" through personal letters and presentations at fire service organization conferences.
4. Publish findings and publicize availability of the study in state and national fire service publications.
5. Encourage fire service, financial, education and other officials to comment on study in articles, speeches and correspondence with public officials.
6. By the first quarter, contact three industries that have demonstrated interest in fire safety (such as the residential sprinkler, lodging and single-family home building industries) about cooperative educational projects aimed at reducing accidental fires.²
7. Seek additional opportunities to assist key fire service organizations (e.g., International Association of Fire Chiefs, International Society of Fire Service Instructors, National Association of State Fire Marshals, National Volunteer Fire Council, International Association of Black Professional Fire Fighters, National Fire Protection Association, Burn Concerns, Pan-Educational Institute) and their divisions, sections and committees, with programs and projects aimed at fire prevention.

8. Encourage and assist Federal Relations and State Activities Divisions in arranging briefings on fire prevention issues between elected officials and representatives of the fire service.

IV. Resources

A. Staff

1. Public Affairs: Gleason, Fernicola, Issues Staff, Media Relations, Information Services, Production Services
2. State Activities: Yoe, appropriate field staff
3. Federal Relations: Lewis, Whitley, Vinovich, White, DeWitt, McGovern

B. Consultants

1. Fire experts: Philip Schaenman and Barbara Pendergist, TriData; Peter Sparber, Sparber and Associates; Carolyn Perroni, Carolyn Perroni Communications, Inc.; Larry Zoeller, Zoeller and Associates
2. Appropriate legislative consultants
3. Public relations counsel

C. Materials

1. New Tools for Volunteer Fire Fighters
2. Challenge for Life secondary school curriculum
3. FireCare: Fire Safety for Senior Citizens
4. Fire Safety Education Evaluation Survey
5. FireSense: Fire Safety for the Deaf and Hearing Impaired
6. TriData's research reports

7. Project L.I.F.E. elementary school curricula
8. Chinese-language smoke detector television public service announcement
9. Burn Concerns, Inc., Juvenile Firesetters Workshops
10. "How Fast It Burned," University of Georgia college dormitory fire safety video
11. Reprints of appropriate articles

APPENDIX I

PRIORITY REGIONS

Efforts will focus on, but not be restricted to, the following states:

Arizona
California
Connecticut
Florida
Illinois
Kansas
Kentucky
Louisiana
Maryland
Michigan
Minnesota
Nevada
New Jersey
New York
North Carolina
Ohio
Oregon
Pennsylvania
South Carolina
Tennessee
Texas
Virginia
Washington
Wisconsin

APPENDIX II

LIST OF FIRE SERVICE PUBLICATIONS

Fire Chief Magazine
Don Michard, Editor

Firehouse Magazine
Janet Kimmerly, Executive Editor
Harvey Eisner, Associate Editor

Fire Engineering
Thomas W. Brennan, Editor

American Fire Journal
John Ackerman, Publisher

National Volunteer Fire Council Dispatch
Carolyn Perroni, Editor

International Association of Fire Fighters Magazine
Alfred K. Whitehead, President

The Voice
International Society of Fire Service Instructors
Edward H. McCormack, Editor

Fire Journal
National Fire Protection Association
Kathleen Robinson, Editor

Fire Technology
National Fire Protection Association
John M. Watts, Jr., Editor

Fire Command
National Fire Protection Association
Joyce Keefe, Editor

IAFC on Scene
International Association of Fire Chiefs
Cathy Lemmon, Managing Editor

International Connections
International Association of Fire Chiefs
Alice Pottmyer, Managing Editor

Fire Control Digest
Susan Kernus, Editor

The Fire and Arson Investigator

International Association of Arson Investigators, Inc.
Bruce V. Ettlring, Editor

IABPFF Newsletter
International Association of Black Professional Fire Fighters
Captain Ted Holmes, Editor

Fire Marshals Association of North America Bulletin
Robert B. Smith, Editor

IFSTA Newsletter
International Fire Service Training Association
Gene Carlson, Managing Editor

California State Fire Marshal's Newsletter
Joan Jennings, Editor

Size Up
New York State Association of Fire Chiefs
Jack Lamboy, Editor

Minnesota Fire Chief Magazine
Frank E. Oberg, Editor

Oregon Fire Service Gated Wye
Oregon State Fire Marshal's Office
Nancy Campbell, Editor

THE TOBACCO INSTITUTE

1991 BUDGET

Public Affairs Division

COST CENTER Fire Safety Issue No. 1306

ACCOUNT	1990 BUDGET (\$000)	1990 ESTIMATED (\$000)	1991 BUDGET (\$000)
5200 Reproduction, Printing & Drafting	\$ 65	\$ 55	\$ 70 - 5,000
7300 Professional Fees	480	480	530 - 30,000
7500 Suprt Tob & Oth Organizations	320	270	290
Totals	\$ 865	\$ 805	\$ 890 - 35,000 955

The Tobacco Institute

1991 BUDGET

COST CENTER	Fire Safety Issue	No.	1306
	1990 BUDGET (\$000)	1990 ESTIMATED (\$000)	1991 BUDGET (\$000)
<u>Account #5201 - Reproduction, Printing & Drafting</u>			
Reproduction of existing materials			
. Articles & studies	\$ 25	\$ 25	\$ 25
. "FireCare"	10	10	10
. "FireSense"	10	10	10
. "Challenge for Life"	10	10	10
. Video on T.I. fire program	10	-	(10)
. Slide show on "fire-safe" cigarette	-	-	-5 5
	<i>CVT</i>	<i>Approved 5/1/90 C. Jones</i>	
TOTAL	\$ 65	\$ 55	\$ 70

The Tobacco Institute

1991 BUDGET

COST CENTER	Fire Safety Issue		No.	1306
	1990 BUDGET (\$000)	1990 ESTIMATED (\$000)		1991 BUDGET (\$000)
<u>Account #7301 - Professional Fees</u>				
Tri Data, Inc.	\$ 260	\$ 265		\$ 260
Sparber & Associates	120	210		200
Video production company	50	-		50
Witnesses to represent industry at federal and state hearings	50	5		20
TOTAL	\$ 480	\$ 480		\$ 530

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The Tobacco Institute

1991 BUDGET

COST CENTER	Fire Safety Issue		No.	1306
	1990 BUDGET (\$000)	1990 ESTIMATED (\$000)		1991 BUDGET (\$000)
<u>Account #7501 - Support of Tob./Other Organizations</u>				
Fire safety grant program				
. Grants to local fire safety organizations	\$ 120	\$ 80		\$ 120
. National Volunteer Fire Council	40	40	-5	35
. Zoeller & Assoc. (fire prevention consultants)	40	40	-20	20
. Pan Education Institute fire prevention education	25	25	-10	15
. International Society of Fire Service Instructors	20	20	-5	15
. National Assoc. of State Fire Marshals	-	10	+	15
. Burn Concerns	20	-	-10	10
. Congressional Fire Services Institute	10	10		10
. International Association of Fire Chiefs	10	10		10
. Int'l Assoc. of Black Professional Fire Fighters	-	5		5
. Miscellaneous (production of materials, psa's, etc.)	35	30		35
TOTAL	\$ 320	\$ 270		\$ 290

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