



1500 Wilson Boulevard
Arlington, Virginia 22209
(703) 841-2975

Philip S. Schaenman
President

May 5, 1987

MEMORANDUM: Peter Sparber
Susan Stuntz
Lisa Osborne
The Tobacco Institute

FROM: Philip Schaenman *PS*

SUBJECT: Implication of Trends in Detector Usage

Some new information has appeared showing that the small part of the population without smoke detectors has an extraordinarily large part of the fire problem. We knew this was the case before, but didn't realize how extreme.

The implication is that efforts to further whittle away at the 25 percent of the population without detectors may still be at least a high priority strategy to consider for the next year or two. It also may suggest highlighting TI's work in that area, and the growing number of grants that support detectors in one way or another. Further, you might consider ways to work on detector usage and maintenance with various special interest groups that represent the high risk groups, and whom you may already be working with on other issues.

Detector Usage

The basic numbers are shown in the attached Table 7, "Detector Usage and Performance Factors", taken from Dr. John Hall's (NFPA) report to the Technical Study Group of the Cigarette Safety Act. His full report is entitled "Expected Changes In Fire Damages From Reducing Cigarette Ignition Propensity." I was recently asked to review that by John Rupp and found this information as a side benefit. The data shows that the percent of reported residential fires where detectors were present went from 17 percent in 1980 to 31 percent in 1984. We also know from a national survey undertaken by the USFA that the percent of households with detectors went from 50 percent in 1980 to 74 percent in 1984.

Taking the flip side of the data, in 1984, 69 percent of residential fires reported to fire departments did not have a detector present, though only 26 percent of the population had no detector. In other words, that quarter of the population accounted for over two-thirds of the reported fires -- an enormous disproportion. In 1980, the 50 percent of the population that had no detectors accounted for 82 percent of the fires. So

the situation has gotten more extreme, with the remaining households without smoke detectors likely to be the poor, elderly, immigrant, and low income households with the higher fire death rates. Making even small inroads into this 25 percent could have great leverage on the total fire problem.

Detector Maintenance

The third column of the table shows the percent of fires where a detector was present and operational. The complement of that is the percent that were not operating. The table shows that in 1980 24 percent of the detectors were not operational, whereas in 1984 it was up to 32 percent or almost a third of all detectors. That is a very large proportion not to be working. Again, both the trend and absolute numbers point to the need to remind people to maintain their detectors.

Because of the importance of detectors in smoldering fires especially, I would suggest considering additional TI fire program attention to detector usage and maintenance in the future, and not assuming that because some projects were already done in that area, one can just do other topics. The detector projects have not been as big a smash as other parts of the TI fire programs, but again I suggest continuing to consider detectors as a topic.



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Philip S. Schaenman
President

April 30, 1987

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MEMORANDUM: Peter Sparber
Susan Stuntz ✓
Lisa Osborne
The Tobacco Institute

FROM: Philip Schaenman *PH*

SUBJECT: Presentation at Alliance of Fire and Burn Prevention Organizations

On April 29, I gave a presentation at the Alliance meeting held in Washington, DC and chaired by Pat Mieszela. At her request, I spoke both on the status of the Fire Safe Cigarette Study and on our Overcoming Barriers to Public Fire Education study. There was great interest in both subjects. People were pleased that the Fire Safe Cigarette Study was reaching a conclusion.

A potentially important contact from the meeting was Dr. Bruce Achauer, a plastic surgeon who is chairman of the American Burn Association's public education committee and editor of the Burn Care and Rehabilitation Newsletter. He asked if we would do an article on the Barriers study for his Newsletter. He is employed by the University of California at Irvine and is in private practice.

Also at the meeting was Fred Jameson, Institute of Fire and Burn Education. He is still going strong and finally pulled off a Las Vegas fund raiser with "the stars." Joe Benyo recently resigned from IFBE.

Other attendees at the meeting were: Mary Marchone, chairman of the ISFSI public education committee; Nancy Kerns, fire safety instructor with Hollidaysburg, Pennsylvania, also representing ISFSI; Ben May, vice president of national accounts, Koprland Corporation; Matthew Maley, Director of Environmental Control For the Shriners Hospitals, Cincinnati, Ohio.

Leora Bowden, National Institute For Burn Medicine, Ann Arbor, Michigan, Sara Yerkes, assistant to the Washington representative, NFPA; Skip Smith, Fire Marshals Association of North America; Tim Butters, U.S. Fire Administration.

Action: TriData to draft article for ABA newsletter, if you approve.



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MEMORANDUM: Peter Sparber
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The Tobacco Institute

FROM: Philip Schaenman *PH*

SUBJECT: Pennsylvania Bi-annual Fire Awareness Symposium,
April 23-24, 1987

I attended this bi-annual symposium on April 23-24 at the invitation of Chet Henry, Pennsylvania State Fire Commissioner. Lisa Osborne also attended on April 24.

I gave one of the major presentations, immediately following Chet Henry's keynote talk. I spoke on the "Overcoming Barriers to Public Fire Education" report. As a result of my talk, I received 57 requests for the Barriers report, 24 requests for the International reports, and many comments from individuals that they enjoyed the talk.

Lt. Governor Mark Singel gave the opening address on the seriousness of the fire problem. He quoted extensively from our international findings and comments on the national fire problem; interestingly, his talk was not prepared by Chet Henry's staff. It was probably put together from materials Chet has sent to the Governor's office over the past years.

Chet Henry in his keynote address referenced our work several times, as did Larry Davis (Connecticut fire consultant and author of two books on rural firefighting operations), who followed my talk. Davis also told me that he is preparing a third book that will extensively use material from our international reports.

During my talk, I noted a number of TI fire products and TI's support for a long-term fire prevention program. Pat Mieszela ran an excellent abbreviated workshop on juvenile firesetters and gave extensive credit to TI, not only for her attendance at the meeting, but also for continuing support of the juvenile firesetter program after the federal support ended. She also publicized the upcoming TI-sponsored firesetter workshop in Harrisburg.

Chet Henry and his colleagues were complimentary of TI's efforts, and no one mentioned anything negative to us about TI's activities in the

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state. (This is in sharp contrast to when we got started in Pennsylvania, where there were a lot of questions as to whether they should get involved with the program; Henry took a chance on us.) A New Tools kit for volunteer firefighters was given to each conference attendee among the materials handed out at registration.

Among others of note at the conference were:

Chief John Leahy, Pittsburgh (and VP, ISFSI)

Earl Moser, lobbyist at the state level for the fire service, and a candidate to head the Pennsylvania Fire Academy. He also is one of the key people behind the scenes looking to choose the next Administrator of the Pennsylvania Emergency Management Agency

Walt Donaldson, ISFSI Fire Education Committee

Harry Bohner, Executive Director, New York State Association of Fire Chiefs.

Sandra Cowan, Chet Henry's long time administrative officer, active in networking women's political groups. She recently met Trish Milita on a Mississippi boat ride of political women leaders from across the country.

The quality of this conference was superb, one of the best of all the state conferences. It is held only once every two years, and Chet puts extraordinary effort into finding dynamic speakers.

One of the more amazing talks was by Eddie Hutchinson, Chief of Greenburg, Pennsylvania. He gave an unbelievably foul-mouthed presentation while spitting tobacco juice in a waste can. But he has raised local business money for a fire department private helicopter, diving team, bloodhound dogs for locating victims and bodies, the first Hurst tools in the northeast, a high expansion foam generator, and an array of other equipment for his department. He is also the founder of an exemplary physical fitness program that has his entire department running, aerobic dancing, and doing a wide variety of exercises to stay fit. They have sharply reduced their firefighter casualty rates.

He was joined on the program by George Lewis and Tom Savage, fire officers from Delaware County, Pennsylvania. They have developed a citizens committee and fundraising technique also in exemplary fashion. These two fat men put on a veritable ballet using two vu-graph machines; I think their material is better than that being produced for the Fire Administration for the next national campaign on fire department use of local community resources. They both were very interested in my talk, too.

Dian Williams, president of the Center for Arson Research of Philadelphia, joined Pat Mieszela in her program. She spoke on sexual aberrations in adults arising from juvenile firesetter behavior. Her talk was meant to show what would result if juvenile firesetters went uncounseled. Nobody slept through her presentation.

Fire and Burn Safety Alliance

Pat Mieszela is this year's chairperson of the Fire and Burn Safety Alliance, which includes the American Burn Association, National Fire and Burn Association, and a number of the leading fire organizations concerned with public fire safety education.

Their spring meeting is in Washington, D.C. on April 29, and Pat invited me to give the group an update on the Fire Safe Cigarette study and the TI program. Pat also said that the Firehawk Foundation has gone bankrupt, and the National Fire and Burn Education Association may be, too.

Lisa had the opportunity to meet a number of the fire people from Pennsylvania and New York. As I was leaving, Chet Henry asked us to call on him if there was anything he could do for us.



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April 29, 1987

MEMORANDUM: Peter Sparber
Susan Stuntz
Lisa Osborne *w/enclosure*
The Tobacco Institute

FROM: Barbara Lundquist *BA*

SUBJECT: National Volunteer Fire Council Meeting in Plantation,
Florida, April 24-26, 1987

Significant Events

Sparber's presentation on forming a foundation to the closed session of state directors was well received. Discussion I heard afterward focused primarily on how to be sure NVFC will remain in control. Pete Ackerman asked for Sparber's phone number to get in touch with him regarding the Johnson Foundation. During the business session on Sunday, Jack Condon moved that the Council study the specifics of setting a foundation up with a final decision to be made at the Fall meeting. The motion was immediately seconded and passed, with no discussion. Monihan appointed Red McKeon, Walt Drinkard, and Ellsworth Greer of Texas to pursue this.

The Federal study was not an agenda item (agenda attached). However, at the end of the committee reports, Fred Williams from Great Neck, New York (past NVFC Chairman) rose to remind Monihan that he was tracking the progress of the Federal study for the council. He reported that the study group requested from Congress a 6-month extension and \$600,000 budget increase, and that these had been granted. Other than a crack about Washington bureaucrats not being able to get their job done, there was no discussion. Williams appears to be the only source of information to the Council concerning the Federal study, which may be of some concern since (I believe) he was involved in New York State's anti-industry move in the past.

Monihan described the new pieces for the New Tools Kit, as well as the membership brochure. He also played the Willard Scott PSAs. The brochure prototype and art work for the the ads were circulated for all the Directors to see. Many people expressed their gratitude for the materials to me. The only comment I heard that requires a change in one of the ads is that there are turned down boots on one of the firefighters in the ad with the copy reading "If your neighbor's house caught fire ..."

In the elections Monihan and Condon were unopposed. Miller beat a challenge by Phil Stittleburg of Wisconsin. Gus Welter beat a challenge by John Lyman of Rhode Island. Red McKeon won Paul Streng's Second Vice President position beating Bill Barrett of Texas. McKeon has been tasked by Monihan to increase NVFC membership. TI might want to meet with McKeon and also the Connecticut alternate Director John Aulich while in Hartford for the Metro Chiefs meeting.

The NFPA proposed standard 1,500 on fire apparatus and the standard making process caused considerable discussion. It was moved and passed to try and send a cadre of State Directors to the NFPA meeting in Cincinnati, May 15-21 to try to make the volunteers' position clear before this standard goes final. Monihan may look to TI for assistance with this.

Other Items of Interest

Tom Tharp asked for five sets of all TI public education materials for the resource centers in the State of Maryland and invited TI to the Maryland Firemens Association meeting in Ocean City.

The planning committee has prepared a policy book and five year plan (attached), the plan includes developing both a foundation and a central office. Apparently, various organizations across the country are offering free office space to NVFC, but a number of Directors believe the headquarters should be in Washington and should focus on legislation.

Jack Condon indicated he will step down as Editor/Publisher of the Dispatch. Carolyn Perroni; Colin Campbell; and Day Publishers, a fire newsletter publisher, have submitted proposals to produce the Dispatch in the future.

Paul Lukas reporting on Fire Research made no comment on the Federal Study and only reported that the responsibility for the Center for Building Technology had been moved to the Center for Fire Research, but that there was no increased funding for CFR for this purpose. Lukas acting for secretary Gus Welter indicated that 3,900 New Tools Kits had been distributed and that the kit continues to be NVFC's most popular product. NVFC has gained 26 new associate members mostly as the result of the New Tools card.

With McKeon's election as Second Vice President, John Olivari was appointed by Monihan to fill McKeon's slot on the Executive Committee. The legislation committee now consists of Bobbie Coleman (Chair), Phil Stittleburg, John Lyman, and C. Wofford of Georgia.

Monihan asked for ideas on who should represent volunteers at the America Burning Revisited meeting scheduled by USFA in the Fall.

Future NVFC meetings are in Madison, Wisconsin October 2-4, 1987; West Virginia April 30-May 1, 1988; Freeport, Maine Fall 1988; and South Carolina Spring 1989.

The Board of Visitors of the National Fire Academy met with NVFC Friday afternoon to gain feedback on Academy programs. Hank Roux, Joe Redden, Olin Greene, and Jerry Pressman were present. New Board member Lester Tira, (IAFF-Houston President) and Board Chair Chief Larry Bonnafon (retired) were not present. The State Directors continue to be concerned about program cutbacks. They strongly requested Academy courses be given in 1-week segments with stipends available for attendance at these. (At present you have to stay two weeks minimum to get a travel stipend.) Roux mentioned that NFA is debating whether it should focus on training only, or should also research and develop systems, new firefighting tactics, positions on such topics as smoking in the barracks, firefighter health and safety, etc.

Under new business a motion was made and passed to send a questionnaire to all Presidential candidates concerning their views on topics of interest to the volunteers and subsequently to conduct "education programs" for individual candidates.

Another motion was passed to test the political power of the NVFC. All State Directors will write to President Reagan urging him to attend the Firefighter Memorial Service on October 11 at the National Fire Academy to see if they get any response at all.

It was moved and passed to prepare a brochure soliciting nominations for the volunteer firefighter of the year award. (Monihan may request TI support for this.)

FireCare and any other TI materials available were requested by Steve Ennis, 912 Eastern View Drive, Fredericksburg, Virginia 22405.

The New Tools Kit and anything else available was requested by Irvin Hill, Route 4 Box 264, Perry, Florida 32347. Bob Jones, the Florida State Director, requested FireCare.

A New Tools Kit was requested by Fire Chief Marty Pepsin, South of Venice area Fire Department, 280 Alligator Dr., Venice, Florida 33595.

The new alternate State Director from Delaware offered any assistance TI might need in the future. He is Frank King, President 1988-89 Delaware Volunteer Firemens Association, P.O. Box 44, Hartley, Delaware 11953-0044, Phone 302-492-3150 (h), 302-736-4208 (o), 1-800-722-7300 (outside DE).