

# Lone Ranger or Justice League?

Building partnerships for risk reduction

October 23, 2018 | Megan Fitzgerald-McGowan, Program Coordinator



IT'S A BIG WORLD. LET'S PROTECT IT TOGETHER.®

# What is NFPA?

- **Mission**
  - Help save lives and reduce loss with information, knowledge and passion
- **Vision**
  - To be the leading global advocate for the elimination of death, injury, property and economic loss due to fire and related hazards



# It's a Big World...



# The NFPA Fire & Life Safety Ecosystem

## Fire & Life Safety Ecosystem Individual elements or “cogs”

Learn more about each component and the roles necessary to help maintain and promote a system to protect people and property against evolving safety threats.



Maintaining an effective **policy and regulatory environment**, supporting fire, electrical, building, and life safety.



Using the latest **codes and standards** developed by experts from across the world.



Applying all **standards referenced** (PDF) within the primary fire, life safety, building and electrical codes and standards.



Prioritizing **safety across the board**.



Promoting the development of **skilled professionals** to apply the codes and standards.



Supporting effective **code enforcement**.



Providing effective **preparedness and response** capabilities to deal with fire, electrical, and related hazards.

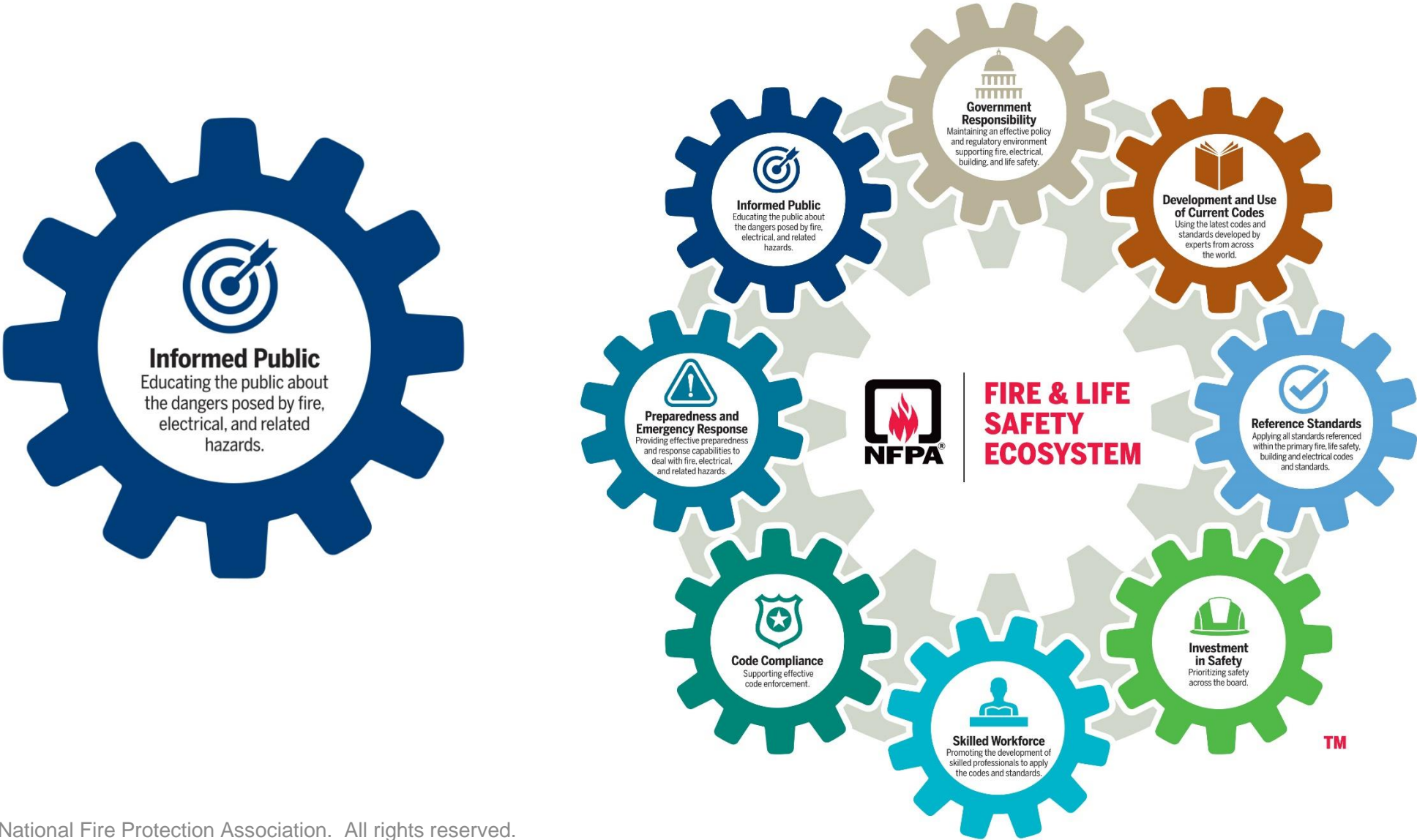


Educating the **public** about the dangers posed by fire, electrical, and related hazards.





# The NFPA Fire & Life Safety Ecosystem



# To consider . . .

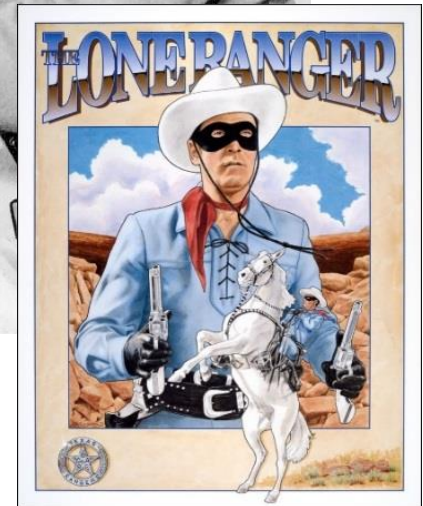
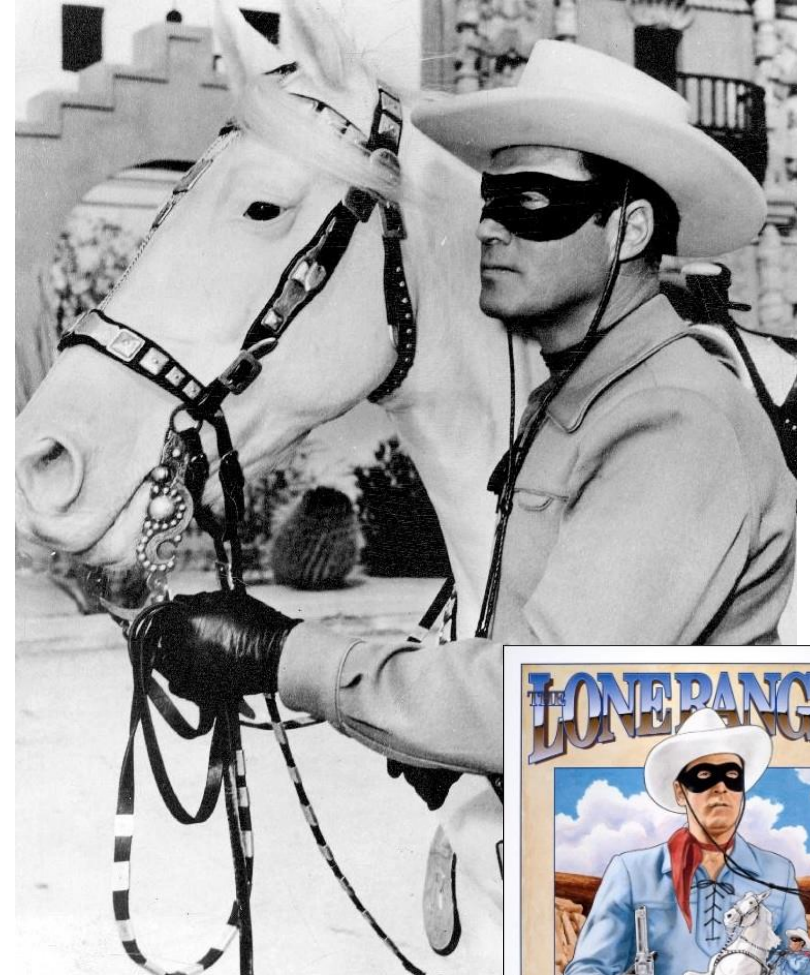
- What is public education?
- Why do we need public education?
- How do we do public education?
- What tools do we use to do public education?
- What are our objectives in doing public education?



# Building partnerships for risk reduction

## The Lone Ranger

- An iconic superhero
- Remembered as one who roamed the West to aid those in need, fight evil, and establish justice
- But remember, John Reid was the sole survivor of a group of Texas Rangers who were ambushed by outlaws
- He never intended to be alone
- (And he had Tonto and Scout/Silver)





# Building partnerships for risk reduction

The Lone Ranger . . .

In what ways do you feel like  
The Lone Ranger?

- Sole pub-ed rep
- Lack of funding
- Management support?



# Building partnerships for risk reduction

The Justice League . . .



# Building partnerships for risk reduction

## The Justice League . . .

“Greater than the sum of their awe-inspiring parts, the Justice League handles threats too massive for any single hero. Made up of the world’s greatest superheroes, their membership inflates and contracts around each new threat.”

“An A-team of crusaders with a super-powered bench deep enough to handle any cosmic foe, these heroes are all still very human at heart, plagued with the flaws that haunt any of us.”

*-Source: DC Comics, <http://www.dccomics.com/characters/justice-league>*





# Building partnerships for risk reduction

## The Justice League . . .

- More iconic superheroes!
- Seven original members
- Members come and go as needed



# Building partnerships . . .



## Why did membership change/grow?

- Different problems require specialized knowledge and skills
- Many hands make light work
- Give people a break to prevent burnout and time to attend to other demands
- One new team member brings many new connections
- People like to join a winning team!

Truth for these heroes . . . as well as those on your community risk reduction teams

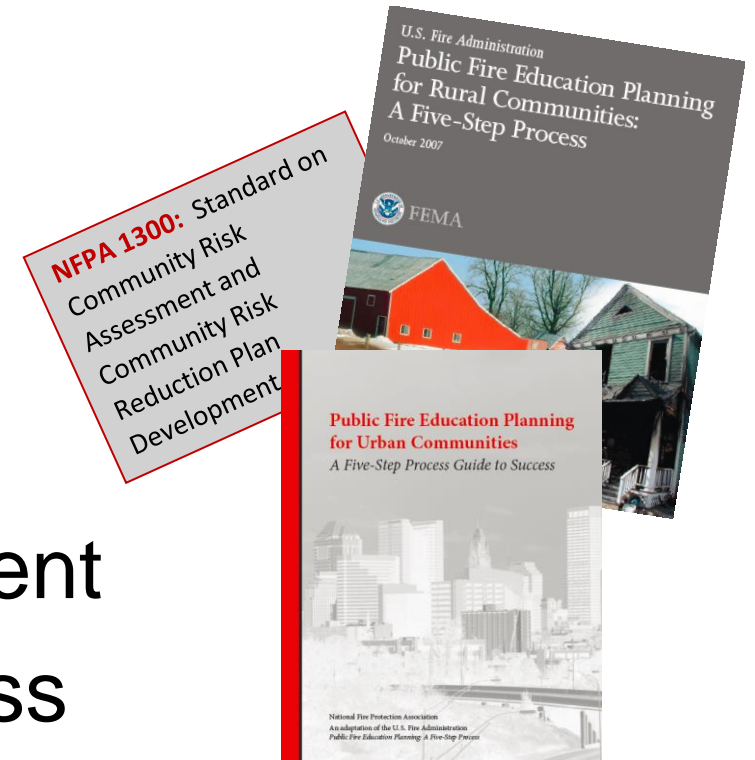


# Build your superhero dream team

## Know the issues

- Complete your community risk assessment
- Determine problems the team will address
- Communicate the issue clearly and concisely

*Example:* Older adults in this neighborhood make up 18 per cent of the population but account for 60 per cent of the calls to the fire department. Older adults are experiencing too many dangerous falls and fires in the home. We are concerned about the safety of these valued community members.

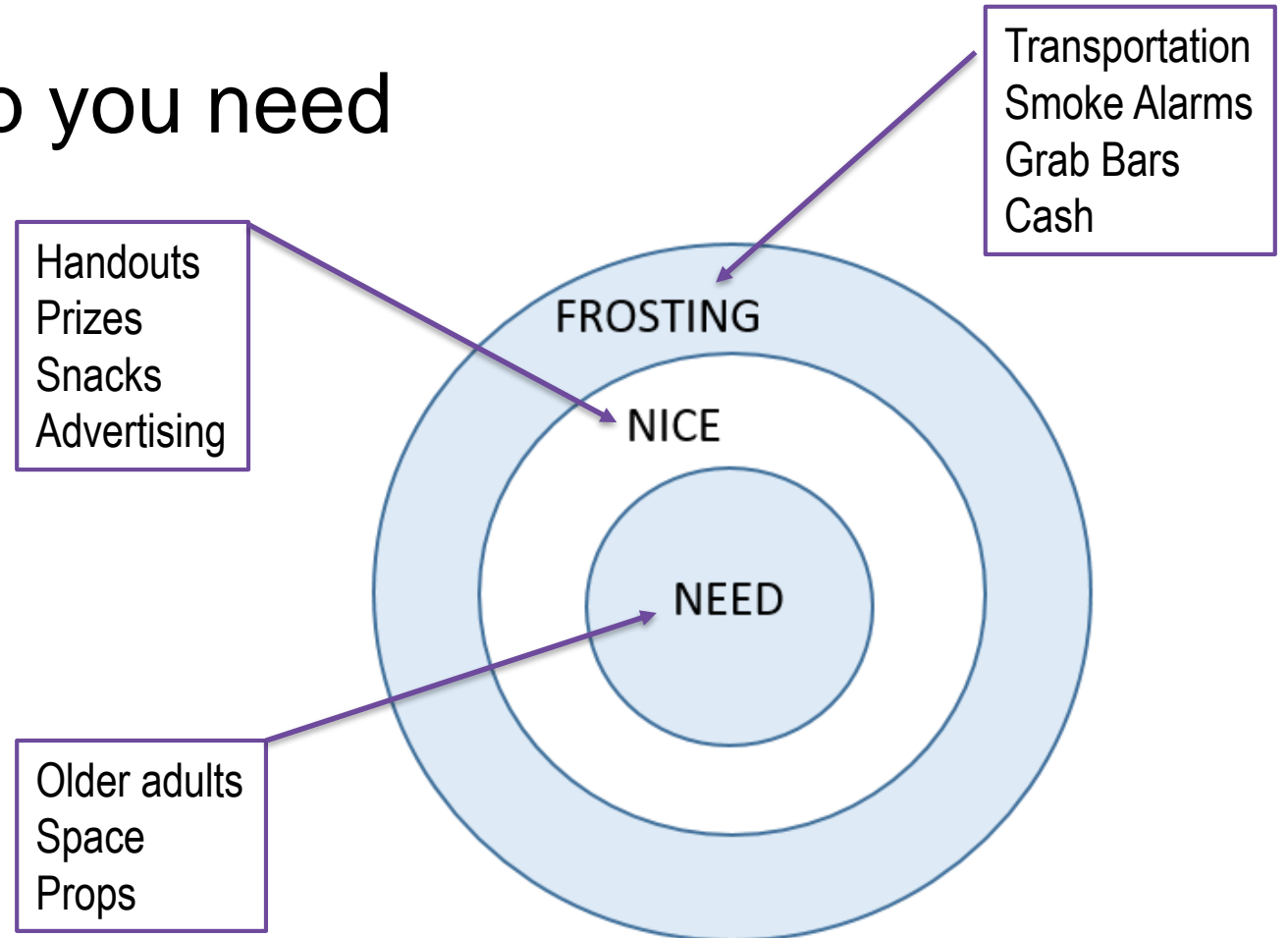


# Build your superhero dream team

Determine what kind of help you need

## Example:

You want to start a *Remembering When*<sup>TM</sup> program to reduce fires and falls among older adults in your community.



# Build your superhero dream team

Identify *potential* partners to fill gaps

Think about the people, groups, or agencies interested in:

- Safe neighborhoods
- Aging in place
- Healthy people
- Community service
- Cross-generational relationships

Look for common threads rather than a perfect match.



# Build your superhero dream team

Identify *potential* partners to fill the gaps



## Obvious thoughts

- Senior center
- Faith-based groups
- Hospitals
- Doctors offices
- Meal delivery programs
- Red Cross
- Coffee shops

## Creative possibilities

- High school students
- Local dentists
- Housecleaning businesses
- Insurance agents
- Newspapers
- Radio stations
- Neighborhood watch
- Handyman business
- Animal Civic Clubs
- Library

## Hare-brained schemes?

- Hair stylists
- Colleges
- Postal service
- Book stores
- Furniture stores
- Aquatics club
- Animal control officer
- Grocery stores
- Uber / Lyft
- Single seniors clubs

# Build your superhero dream team

Identify *potential* partners to fill gaps

## Needs



## Potential partners





# Build your superhero dream team

Appreciate the gifts various partners bring to the table

- Wisdom: special skills or knowledge
- Wealth: resources including space, advertising, food
- Work: those who will DO –  
facilitators, drivers, cookie bakers
- Influence: community leaders  
(un/official), those who open doors



# Build your superhero dream team

## Wisdom, wealth, work, or influence?

- The mission of the Springfield-Greene County Library District is to improve and enrich the lives of our users through information, education and recreation.
- Johnson City Handyman is part of a community, and we take our responsibility to be good neighbors seriously. We can be a force for positive action – bringing together our partners, customers, and the community to contribute every day.
- Dawson Insurance is dedicated to serving our community. Our employees are encouraged to volunteer as a team and participate in community projects that support a variety of organizations and causes.

# Build your superhero dream team

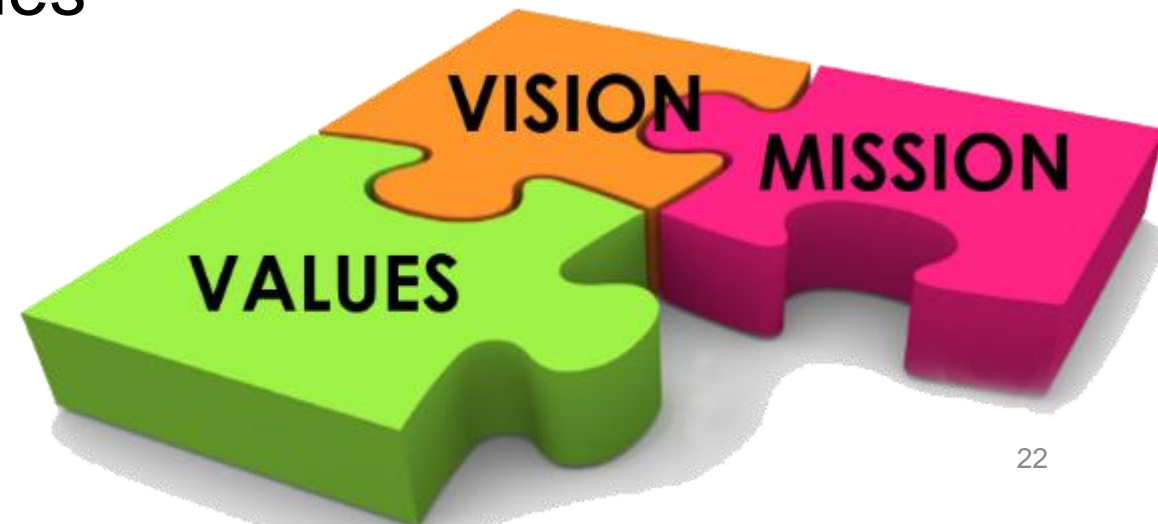
## Wisdom, wealth, work, or influence?

- The YMCA of Oakville will be a leader in building vibrant and healthy communities
  - *YMCA of Oakville*
- A leading Ottawa-based Service Club that addresses the needs of the community to improve the quality of life.
  - *Kiwanis Ottawa*

# Build your superhero dream team

## Do your research

- Use your network to gather ideas and information
- Look online for the organization's mission, vision, and purpose statements to learn about their values
- Reach out directly to the potential partner to assess fit



# Build your superhero dream team

Be willing to go big!

“We couldn’t do it alone. We’ve teamed up with key organizations to strengthen the diverse needs of the communities we serve. Whether it’s assisting with innovative programs, sponsorships or volunteer opportunities, we’re building stronger communities together with our partners.”

– *Target, 1800 stores*





# Build your superhero dream team

Be willing to go big!

“We believe we’re more than a restaurant; we’re a member of each and every community we serve. As a member of your community, it's important to us that we do what we can to support you.”

– *Panera Bread, 2000+ stores in North America*



# Build your superhero dream team

Be willing to go big!

“Organizations seeking funding should have a specific focus on improving access to health and wellness in their community, pharmacy education programs and mentoring initiatives or civic and community outreach.”

– *Walgreens, 8175 stores in 50 states*



# Build your superhero dream team

Be willing to go big!

“It's all part of being a good neighbor and a sustainable company. We have always believed that we can balance profitability and a social conscience.”

– *Starbucks, 14,000+ stores in U.S. and Canada*



# Build your superhero dream team

Be willing to go big!

“We’re proud to be a part of the communities we serve. And through involvement in youth sports, local charities, and events that inspire the world, it’s clear that giving back is an essential part of the way we operate every day.”

– *McDonalds, 15000+ stores, U.S. and Canada*



# Building partnerships for risk reduction

The ask: make messages stick

When approaching potential partners, use “sticky” messages

Credible content and source – testimonials are great!

Memorable sayings –  
*“Help older adults live safely at home for as long as possible”*

Images that convey the appropriate tone (ex. serious, humorous, friendly)

Narrative stories about why this is important to particular people and communities





# Building partnerships for risk reduction

The ask: highlight partnership as give and take

- Help the potential partner understand the benefits of joining forces
- Explain why you think a partnership would be a good fit
- Be clear about how the partner can help (but avoid tunnel vision)
- Address perceived barriers to participation



# Building partnerships for risk reduction

The ask: What can your organization offer a potential partner?







Determine if there is a way to help the potential partner with projects

Describe the plan to highlight contributions and successes

Inquire about the WIIFM

# Building partnerships for risk reduction

## What's in it for me?

|               |   |  |
|---------------|---|--|
| Recognition   |    | <ul style="list-style-type: none"><li>• acknowledge contributions</li></ul>  |
| Respect       |    | <ul style="list-style-type: none"><li>• consider the team members' values, cultures, ideas, time</li></ul>                   |
| Role          |    | <ul style="list-style-type: none"><li>• provide team members with clear tasks and real opportunities to contribute</li></ul> |
| Relationships |    | <ul style="list-style-type: none"><li>• build networks both for greater influence and enjoyment</li></ul>                    |
| Reward        |   | <ul style="list-style-type: none"><li>• ROI: benefits must outweigh the costs</li></ul>                                      |
| Results       |  | <ul style="list-style-type: none"><li>• share desired outcomes and the plan for evaluation</li></ul>                         |

# Building partnerships for risk reduction

Your call to action: do the work to expand your network

Know/identify your risk



Decide what kind of help you need



Identify potential partners



Do your research and craft a tailored message



Embrace the give and take



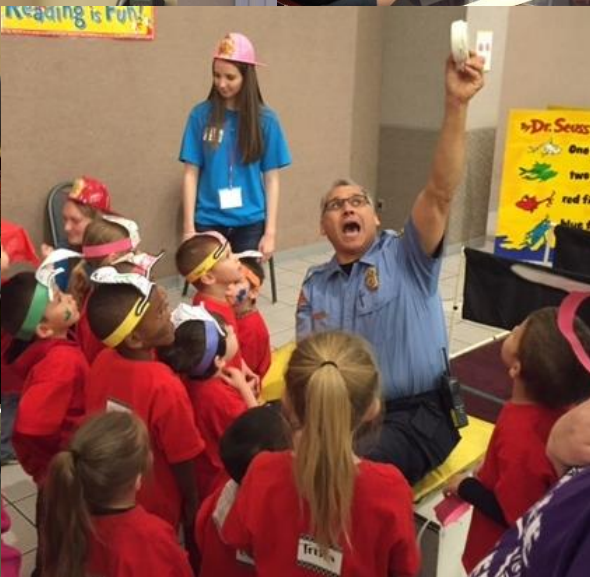
# Building partnerships for risk reduction

## Community risk reduction team . . .

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- An A-team of crusaders with a super-powered bench deep enough to handle any cosmic foe, these heroes are all still very human at heart, plagued with the flaws that haunt any of us.









# www.firepreventionweek.org



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# Tools for high-risk populations

- Older adults
- Rural fire safety
- People with disabilities
- Urban fire and life safety



## Free safety tip sheets



### Home safety for people with disabilities

There's no place like home. It is a place to relax, share laughs with family, and enjoy home cooked meals. But did you know that the majority of fire deaths occur in the home? Help everyone in the home stay safe from fire.

[Download the safety tip sheet.](#)



### Smoke alarms for people who are deaf or hard of hearing

Working smoke alarms save lives. However, people who are deaf or hard of hearing may not be able to depend on the traditional smoke alarm to alert them to a fire.

[Download the safety tip sheet.](#)





# Safety Tip Sheets







# Using NFPA's Content

## Materials available for copy & distribution:

- Safety tip sheets
- Community tool kits
- Education programs
- Lesson plans
- Educational Messages Desk Reference
- Home fire safety survey
- Teaching FPW
- Promoting FPW
- Sparky School House lesson plans

Materials used from the website must include the following attribution line  
“Reproduced from NFPA’s website,  
[www.nfpa.org/publiceducation](http://www.nfpa.org/publiceducation). © NFPA.”



# QUESTIONS?



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# THANK YOU!

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