



CFOA
Chief Fire Officers
Association

The professional voice of the UK Fire & Rescue Service

AGEING SAFELY

Protecting an ageing population from
the risk of fire in the home



Evan Morris
Lead on Ageing Safely
Chief Fire Officers' Association



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- Setting the scene
- Our strategy
- Aims
- Objectives
- The future



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SETTING THE SCENE

“Deaths and injuries from fire will rise in proportion to the increases in numbers of older people. Almost twice as many people over the age of 50 now die in dwelling fires in the UK each year compared to those under 50.”

UK fire statistics 2008





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“The fire services do what every stakeholder involved in reducing health inequalities should do: engage directly with the community, work to provide them with the opportunities they need to live a healthy life and focus on prevention.”

Sir Michael Marmot



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Between 2004 and 2008, DCLG invested £25m in grants to fund home fire check activity. This was responsible for 57% of the fall in accidental dwelling fire deaths, 13,670 fewer fires and 888 fewer non-fatal casualties saving between £926m to £1,943m to the economy.





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Reforms to the fire and rescue service in many ways provide a model for reform of wider criminal justice services. They have moved from a reactive to preventative model of delivery.

Doing It Justice: Integrating criminal justice and emergency services through PCCs





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OUR STRATEGY



- Statutory duty to put prevention at the heart of what we do
- Think and plan beyond traditional role
- Collaboration with partners to tackle ill-health, isolation and poverty



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AIMS

1. Stabilise number of **fatalities** in rising population aged 50+ over the next six years
2. Stabilise number of serious **injuries** from fire to over 50s over the next six years
3. Improve access and take up of services provided to those people who experience **trauma** as a result of fire to match rate of increase in population aged 50+
4. Ensure **engagement** with older people is integral element of process of evaluating impact of strategy



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OBJECTIVES

1. Assist in prevention of accidental fires through interventions **targeted** at those aged 50+
2. Prevent accidental fires by working in **partnership** to provide help and guidance where it is most needed
3. Prevent fire through provision and dissemination of **information, advice and guidance**
4. Continue to build meaningful and productive **relationships** with the local community
5. Protect older people by ensuring they have access to appropriate **assistive technology**



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OBJECTIVES

6. Protect older people who live in residential care homes, care homes with nursing and sheltered accommodation through advising on and enforcing **fire safety measures**
7. Respond to **diverse needs** including culture, religion and language and ensure equality of opportunity
8. **Respond to incidents** of fire and extinguish them quickly, effectively and efficiently
9. Be responsive to and assist people to **recover** from their experience of fire
10. **Learn from call-outs** to emergencies to further refine strategy and define quality improvement systems



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THE FUTURE

Assistive technology and telecare:

- Specialist alarms for Deaf people
- Smoke alarms with GSM capability
- Cooker shut-down devices linked to alarms
- Domestic misting systems





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Data sharing to enable targeted intervention

DWP Department for
Work and Pensions



**UK Advisory Forum
on Ageing**



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