



Police Department

Edward A. Flynn
Chief of Police

March 24, 2008

The Honorable Common Council
Public Safety Committee
200 East Wells Street
Milwaukee, Wisconsin 53209

Re: File # 071601

Dear Committee Members:

The Milwaukee Police Department continues to aggressively enhance the educational and media initiatives that were implemented during 2007 to address the illegal use and purchase of fireworks within the City of Milwaukee. The attached report provides the status of program initiatives that are ongoing to comply with the recommendations outlined in the final report of the Fireworks Taskforce.

Safety Specialist, Sr. Robert Wagler has been designated as the Program Manager for the overall coordination and implementation of the Department's program responsibilities and initiatives to fully educate citizens who engage in the illegal use and purchase of fireworks and the penalties that will be imposed for non-compliance of this City Ordinance.

You may contact Safety Specialist, Sr. Robert Wagler at 935-7992 to address any inquiries outlined in the attached report.

Sincerely,

EDWARD A. FLYNN
CHIEF OF POLICE


FLORENCE DUKES
SAFETY DIRECTOR

EAF:FD

Cc: Mary Hoerig, Deputy Inspector of Police
Intergovernmental Division

Gregory Moore, Captain of Police
Community Services Division

Anne Schwartz, Public Relations Manager

Enclosure: Status Report: Fireworks Initiatives

ATTACHMENT #1

MPD- STATUS REPORT ON THE PROGRAM INITIATIVES RELATED TO THE FIREWORKS ORDINANCE

1. **Oversee and provide follow-up to the Common Council on the status of the educational campaign, which should begin before Memorial Day.**

Correspondence has been drafted for mailing the first week of May 2008 to Milwaukee area businesses providing updated information regarding the increased penalties for the illegal use and purchase of fireworks in the City of Milwaukee. MPD will provide in this mailing an updated version of the fireworks brochures translated in both English and Spanish.

2. **Facilitate a collaborative effort with the Common Council, Fire Department, Police Department, Sheriff's Office and the City of Milwaukee Housing Authority to create a DVD that includes an advisory message identifying the consequences associated with the sale, possession and discharge of fireworks.**

The MPD- Safety Division has been in communication with the Fire Department's Audio Visual Specialist to produce a DVD that will provide an advisory message from Mayor Tom Barrett identifying the consequences associated with the sale, possession, and discharge of fireworks. The length of the DVD will be approximately 5 to 8 minutes. This message will be broadcast on all the local T. V. Stations as well as Channel 25 and Cable on Demand.

3. **Establish relationships with schools and youth-focused non-profit and community development organizations. Distribute fliers and an educational DVD, asking teachers and principals to discuss fireworks with classes, give presentations and encourage fireworks viewing at designated parks.**

Following up on the initiatives that were implemented in 2007, the MPD-Safety Division will provide area Elementary and Middle Schools, local libraries, City Hall Common Area, Police District Stations, Non-Profit Organizations, Block Watch Clubs, Area Churches with an updated version of the Fireworks brochures citing the Ordinance and increased penalties for the purchase and use of Fireworks within the City of Milwaukee. Mini presentations will be provided to all of the Milwaukee Public School's Recreation locations, Boys and Girls Clubs, YMCA and YWCA locations on the enforcement of the City's Ordinance on Fireworks Legislation.

Departmental Staff will distribute the Fireworks Brochures at local festivals throughout the Summer Months.

4. **Take a more proactive role in collaborating fireworks safety educational efforts with the Police Department, the Fire Department, other City departments and community agencies.**

The Department will continue their collaboration and ongoing efforts with the Fire Department, Health Department and other City entities to address fireworks safety education measures to be implored city-wide. A meeting will be scheduled with the Treasurer's Office to request that tidbits on fireworks safety can be used as a payroll stuffer on paychecks. Flyers will be prepared and distributed throughout the Community with the active participation of the Community Liaison Officers and the Department's Auxiliary Volunteers. Community Liaison Officers will use the flyers when conducting programs in their respective Districts.

5. Engage more aggressive public outreach with regard to the problems relating to illegal fireworks.

The DVD will be offered to all Milwaukee City Departments for use on their websites. The Department's Public Information Officer will devise a comprehensive Media Educational Program for distribution to all electronic and printed media outlets. Efforts will be made to obtain billboard underwriting for postings throughout the City of Milwaukee.

6. Develop and provide informational brochures for distribution to other City departments and community agencies. The brochures should be distributed at parks before fireworks events and other related scheduled events, advising citizens that fireworks are illegal. Collaborate with the Fourth of July Commission in developing the brochure, and provide brochures to the Fourth of July Commission, so the Commission may provide these to park volunteers for distribution at the parks.

Last year's brochure will be updated citing the penalties for the purchase and use of illegal fireworks.

7. More monitoring of permitted fireworks displays that would include a review of policies for issuance of permits and analysis surrounding safety conditions at local fireworks displays.

MPD-Safety Division has had an opportunity to review the process for monitoring the permitted fireworks display procedures employed by the Department of Neighborhood Services. These procedures are in compliance with the National Fire Association's Rules for Fireworks permits and use.

8. Make ongoing recommendations to the Police Department and other departments relating to fireworks safety.

The Milwaukee Police Department will continue their dialog with other City Departments on matters related to Fireworks Safety.

9. Report to the Common Council with updates relating to fireworks prevention strategies and measurements of success.

The Department will provide the Public Safety Committee with a presentation on efforts being employed on fireworks prevention and any measurements of success available for reporting.

10. As part of a media blitz, hold press events during peak periods providing information relating to fireworks law and risks.

The Department's Public Information Officer is in the process of devising a comprehensive Media Blitz commencing around the Memorial Day Holiday to address the purchase and illegal use of fireworks.

11. Request hospitals, non-profit organizations, corporate health foundations and billboard companies to sponsor billboards which focus on fireworks-related health risks, especially during peak periods.

The Department's Public Information Officer will explore measures to obtain the sponsorship and underwriting of Billboards from non-profit organizations, media outlets and health foundations to support this initiative.

The MPD-Safety and Community Services Divisions are jointly working cooperatively with the Police Liaison Officers for presentations and media blitzes to occur at the Block Watch Group and Crime Analysis Meeting within each Police District. Fireworks Safety Materials will be available at all Police Districts, and Block Watch Captains will set up the necessary mechanisms to distribute literature within their community.

The MPD-Community Services Division is exploring, with the Municipal Court System, the legality of the use of photos from digital cameras, by Block Club Members, to be used to capture citizens use of illegal fireworks. The Department will provide this Committee of these findings.

The Fireworks Task Force Recommendations and City Ordinance regarding the increase fines/penalties were discussed in detail at the Safety Commission's Meeting held on Tuesday, March 11, 2008 at the Safety Academy. Commission Members were provided with copies of said information.

Finally, MPD-Safety Division will collaborate with the Children's Education Center, an affiliate of Children's Hospital, to secure data related to the tracking of firework related injuries among children in the greater Milwaukee Area.

FD:FD

City of Milwaukee prohibits the sale and use of fireworks by all citizens. The safest way to enjoy them is through public displays conducted by professional Pyrotechnicians hired by communities over July 4th or at other times during the year. Parents need to set the example by not purchasing fireworks and must be vigilant during this period in assuring that their children do not purchase, possess or ignite any fireworks.

**Visit these locations to watch
the pros do it safely!**

Milwaukee County Parks

Locations:

Alcott	Lincoln
Gordon	Mitchell
Humboldt	Noyes
Jackson	Washington
Lake Park	Wilson

**FIREWORKS ARE DANGEROUS
AND ILLEGAL.
PLEASE DO NOT PURCHASE
OR USE FIREWORKS.**

Prepared and Printed by the
Milwaukee Police Department
Printing Section.

PSD-59 03/08



FIREWORKS

Use of consumer fireworks can lead to devastating burns, other injuries, fires and even death. The Milwaukee Police Department, Safety Commission, Common Council and the Mayor of Milwaukee do not endorse the use of consumer fireworks and instead encourages the public to enjoy displays of fireworks conducted by trained professionals.

Celebrate The Safe Way!

Remember all fireworks are illegal in the City of Milwaukee, even if they were purchased outside of the City limits.

Any item that emits smoke, a bang, or sparkle is considered illegal and subject to a fine of not less than \$500.00 or more than \$1,000.00 for an adult who uses or consents to the use of fireworks by a minor.

Please enjoy the safe and legal displays and respect other people in the parks and neighborhoods as we celebrate our Nation's birthday.

Thank you for your cooperation from the
City of Milwaukee Police Department
Safety Division.



FIREWORKS FACTS

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- Annually, in the United States over 2,000 reported structure or vehicle fires were caused by fireworks. These fires resulted in numerous civilian deaths, multiple civilian injuries, and millions in direct property damage.
- The majority of fireworks injuries occurred during a 30 day period (June 23rd - July 23rd). In addition to July 4th other periods for injuries are New Years Eve and other holidays.
- Annually, over 9,000 people in the United States are treated at hospital emergency rooms for fireworks-related injuries. Burns are by far the leading type of fireworks injury. Contusions and lacerations were second. Hands or fingers were injured the most followed by injuries to the eye.
- Injuries to children 5 and under were caused by sparklers which are viewed as harmless and not dangerous. Sparklers burn at temperatures of 2,000 degrees, which is the same as a burning match. Injuries to children 5-14 years of age were caused by firecrackers and bottle rockets.
- Males accounted for three-fourths (75%) of fireworks injuries.
- Annually, firecrackers cause the greater number of injuries followed by bottle rockets and sparklers.

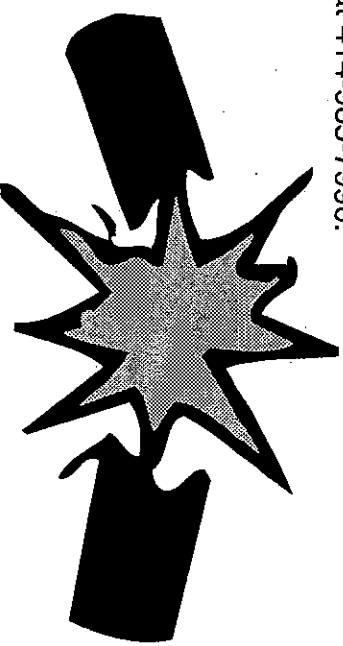


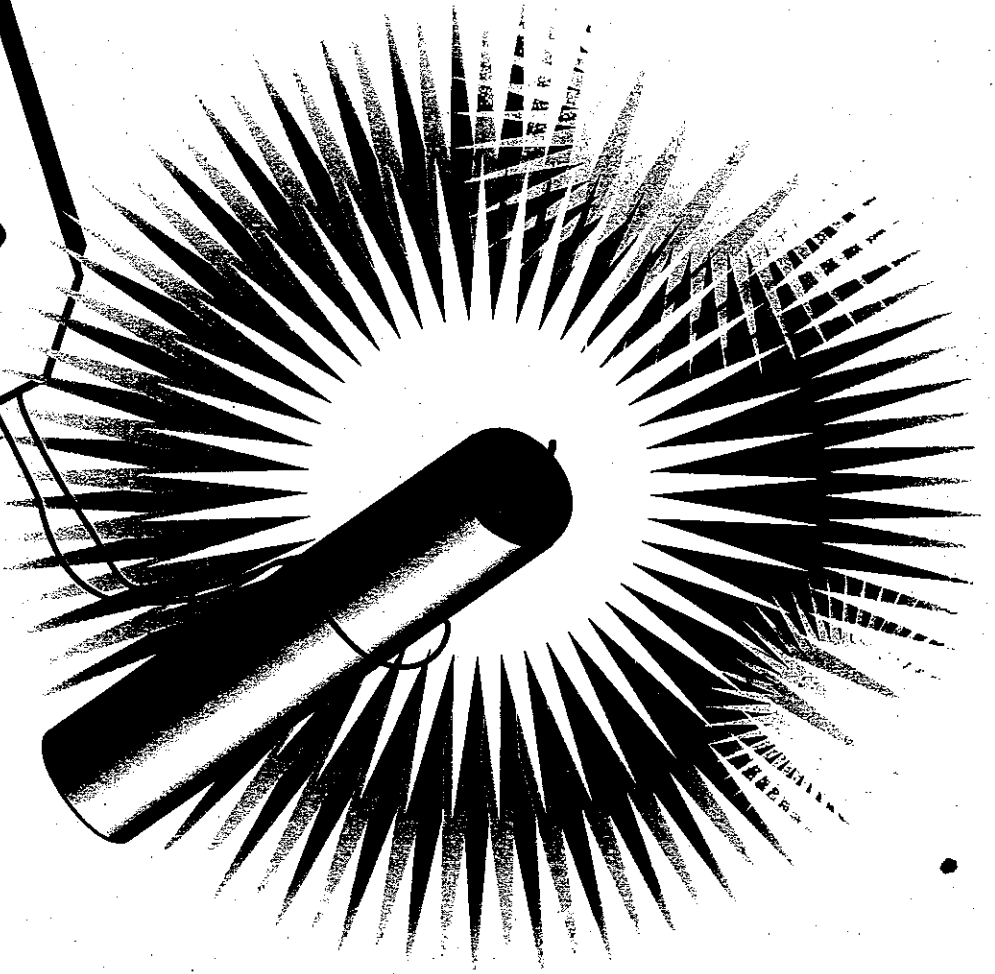
- Based on the amount of time and quantities in use, fireworks pose a higher risk of fire death than any other consumer product.

Source: U.S. Department of Homeland Security
Federal Emergency Management Agency
United States Fire Administration
National Fire Data Center
Emmitsburg, Maryland 21727
<http://www.usfa.fema.gov/inside-usfa/nftdc/pubs/ffs.shtm>

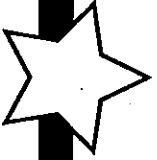
Milwaukee Code of Ordinance 105.47 Fireworks. 1. **SALES, DISCHARGE AND USE PROHIBITED.** No person may sell expose or offer for sale, use, keep or discharge, or explode in this city any firecracker, bottle rocket, cherry bomb, colored smoke bomb, toy cap, blank cartridge, toy pistol or cannon in which explosives are used, contrivances using explosive caps or cartridges, sparklers, display wheels, the type of balloon which requires fire underneath to propel it, torpedoes, sky rockets. Roman candles, aerial salutes, American or Chinese bombs or other fireworks of like construction, or any other fireworks containing any explosives of like construction, or any fireworks containing any explosives of flammable compound, or any tablets or other device commonly used and sold as fireworks containing nitrates, chlorates, oxylates, sulphides of lead, barium, antimony, arsenic, mercury, nitroglycerine, phosphorous, or any compound containing any of the same or other explosives.

If you have any questions regarding fireworks, please call the Safety Division at 414-935-7990.





\$XXX,00



If it smokes, sparks,

or goes bang, it's

illegal!

in the City of Milwaukee!

DRAFT