

Standard Operating Procedure

MFD PROACTIVE COMMUNITY RISK REDUCTION PROGRAM



Certified by:
Chief Aaron Lipski

Certified Current: 04/16/25
Supersedes: 2024-19
Category: CR-200

PURPOSE

The MFD Proactive Community Risk Reduction (CRR) Program was launched July 18, 2016. The program provides a proactive community-oriented approach to fire education and fire safety while building and further enhancing community relationships. The program is dynamic in nature and includes an expanded Firefighters Out Creating Urban Safety (FOCUS) Program, and an effort to expand public educational opportunities in neighborhoods through MFD-initiation. The program encompasses public relations assignments the department performs at the request of others and will continue to grow as the MFD continues its proactive approach to protecting and educating the citizens of Milwaukee.

SCOPE

Sworn Personnel

POLICY

Fire companies will provide both externally requested and self-initiated CRR services in their area of responsibility (AOR); the city has been divided into geographic areas corresponding with the MFD fire stations.

PROCEDURE

Goals and Objectives

- Physically visit every **single** and **multi-family** residence in the City of Milwaukee (an expanded version of FOCUS) every five (5) years for the purpose of installing needed 10-year lithium-ion battery powered smoke alarms as a tool for fire risk reduction.
- Expand fire education outreach for more visibility in the neighborhoods. Companies will work to develop and maintain positive relationships with neighborhood associations, schools, churches, and local businesses in their AOR, offering public education through open houses and neighborhood event visits.

General Guidelines

- Unless authorized by Car 3, companies are not to go out-of-service on any company-initiated CRR activity.
 - If the activity could cause a delay in emergency response, officers are to notify the fire dispatcher with the approximate anticipated time-delay at the beginning of the activity.

- Directions for using the department cell phones and for using Map Milwaukee can be found on the *MFD Share Point Homepage > Forms & Directives > Community Risk Reduction*.
- Summary/compliance tools are found there as well.

Supplies

- Each company is to maintain its Community Risk Reduction kit on the rig, replenishing smoke alarms along with coloring books, helmets, badges, and fire safety information from Community Risk Reduction Supply Depots located at Stations 18, 34, 33, 12, 16, and 2.
- Depot company officers are to contact the MFD Community Relations Director via email at mfd-dir-cr@milwaukee.gov, or cell 397-8494, to restock depot supplies before supplies are depleted. The expected turnaround is 48 hours or less.

Company Officer Responsibilities:

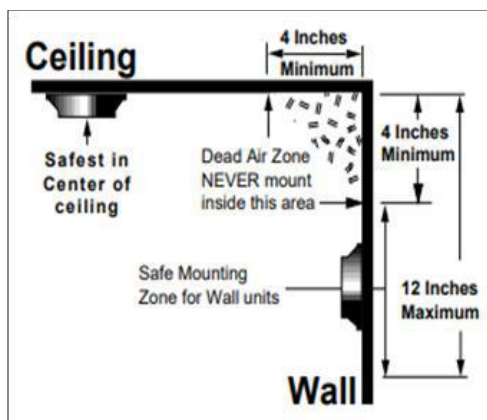
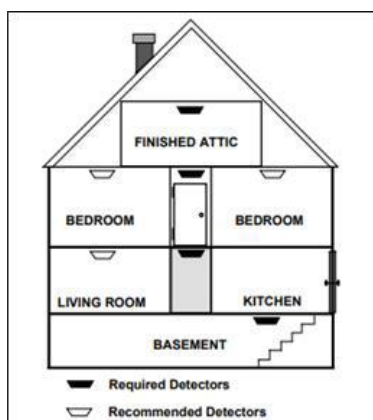
- Developing a systematic, easy to understand plan, for smoke alarm installations and community relations events in their AOR, incorporating all three shifts.
 - Failure to comply with the expectations in this directive will require the company officer and/or Battalion Chief to submit an F-105 to CAR 2B explaining the reason for non-compliance.

Determining AOR for Company-initiated Visits

- On the desktop computer, go to the MFD Share Point Homepage > *Forms & Directives > Community Risk Reduction > How to Add Map Services as Layers* to determine the company's AOR and addresses to visit.

Smoke Alarm Installation Expectations

- The expectation is that every engine, every truck, and every rescue company will install smoke alarms (per City Ordinance and NFPA 29.8), in 15 single or multi-family residences per week, with the further expectation that the 3 platoons would divide the 15 equally, into 5 per shift.
 - One in every level of the home including basement and finished attic.
 - Inside every sleeping area.
 - Within 21 feet from any sleeping area door.
 - Other living areas of the home



NEVER REMOVE EXISTING ALARMS!

- Company-initiated visits are in addition to Hotline Smoke Alarm Assignments placed on the Homepage Calendar.
- Installations can be integrated into the company's already established daily schedule (i.e., supply/grocery shopping), or during a time set aside at company officers' discretion.
- When at the residence conduct a home safety inspection and provide fire safety literature from the CRR kits.

Company Officer Responsibilities:

- ALL smoke alarm installations (whether Smoke Alarm Hotline generated, or company-generated) **are to be recorded** in the ***Smoke Alarm Data Entry Form*** found on the MFD Homepage **on the day of the installation** to keep the records current, and so companies do not duplicate efforts. Data entry can be accomplished from a department cellphone, tablet, or the desktop computer back in quarters by entering email login credentials, selecting AOR, street, and address. Complete all applicable fields, including the smoke alarm installation box that appears for every smoke alarm installed, requiring explicit details be entered regarding where in the residence it was installed.

Public Education Activity Expectations

The expectation is that every company will average three company-initiated community relations activities every month. These company-initiated activities **are in addition to any assigned by the department's Community Relations Section.**

Company Officer Responsibilities:

- Inform their Battalion Chief of their participation.
- Data enter the community relations activity into the MFD Homepage Event Calendar.

Battalion Chief Responsibilities:

- Every Sunday, Battalion Chiefs are to run the summaries of the previous week's CRR activities of all shifts of companies within their battalion http://mfd.milfire.com/focus/crr_summary_bn.php, and http://mfd.milfire.com/cr/CR_report.php to determine if company-compliance has been met for smoke alarm installations, as well as if the companies are working towards their monthly CRR activity compliance. For companies found not in compliance, regardless of shift, Battalion Chiefs are to email Sunday's on-duty company officer, cc'ing the house captain, specifically defining the lack of compliance, and the expectation to bring the company into compliance.

Ideas for people/organizations to reach out to, and partner with, may include:

- Alderpersons > Establish a relationship to offer assistance with the respective district's programs.
- Churches > Establish relationships to offer assistance with reputable programs such as food pantries.
- Local Businesses > Conduct pre-fire plans.
- Schools > Conduct pre-fire plans, be proactive in scheduling fire drills and providing fire education in the classrooms.
- Neighborhood Groups > Establish a list of neighborhood associations / groups and contact them to share fire safety education at one of their meetings, host a meeting, offer tours/dinners, and attend block watch parties for apparatus display and fire-safety educating.