



**CY 2020 Annual Summary
FDNY Office of Community Affairs**

With the COVID-19 pandemic having disrupted traditional fire/life safety education operations, FDNY Community Affairs had to strategize new methods of engagement to ensure a continuity in outreach given the “new normal”. FDNY Community Affairs was able to adjust all unit operations to utilize digital platforms (Fire Safety Education, Mobile CPR and Community Engagement).

Fire Safety Education Unit

Due to COVID-19, all public events were cancelled at the beginning of March 2020. Events included all classroom/group presentations, alarm installation efforts and public tabling with the exception of fatal fire outreach campaigns. Fire Safety has now transitioned to developing digital curriculum for school aged and adult populations that highlight all aspects of residential fire safety. Additionally, the unit has begun receiving and participating in various virtual presentations coordinated by educators, intergovernmental and community based organizations.

From January 1, 2020 through December 31, 2020, the following activities were carried out;

FIRE SAFETY PRESENTATIONS

Borough	CY20 FSE Presentations	# of Audience	CY19 FSE Presentations	# of Audience
Brooklyn	558	25,964	2,324	154,647
Bronx	273	14,918	1,392	75,328
Manhattan	216	16,066	825	77,391
Queens	528	26,606	2,428	234,676
Staten Island	117	7,015	537	46,672
TOTAL	1,692	90,569	7,507	588,714

- *Fire safety events decreased by 77% in CY20
- *42% of events have been virtual presentations
- *44% of participants have been youth grades K-12
- *24% of participants were ages 62 and over

Smoke Alarm Installations with ARC

Installations b/t May, 2015 and December 2020:*

County	Alarms Installed	Homes Visited
Bronx	28,770	10,851
Brooklyn	33,582	12,439
Manhattan	13,692	7,970
Queens	23,762	6,921
Staten Island	10,613	3,285
Total	110,419	41,196

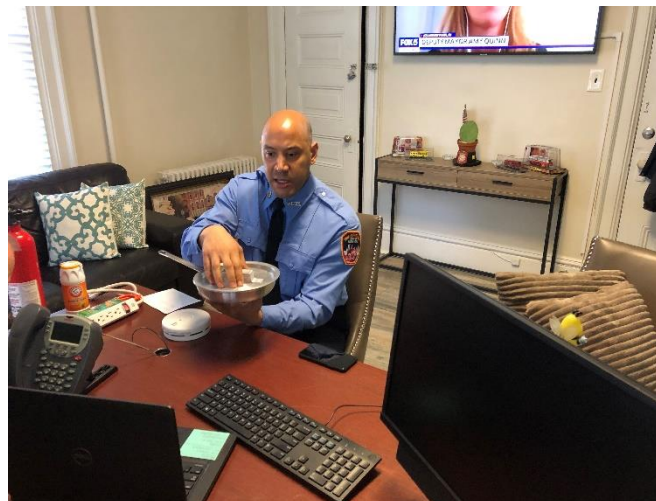
- *FDNY FSEU has distributed over 90,000 alarms
- *FDNY FSEU has distributed/installed over 198,000 alarms

Highlights in 2020

- Fire Prevention Week occurred October 4-10. Over 30 tabling events were coordinated throughout NYC, and promoted via community/elected email blasts and social media. As part of Fire Prevention Week, FDNY Fire Safety Education Unit coordinated a virtual event at the Fire Zone for citywide youth on October 5. The event resulted in more than 3,500 NYC students participating. FDNY Smart recorded that 90% of the metrics captured were that of NYC residents viewing on that day. The site/video had approximately 4,000 visits which was the largest of the year.
- Fire Safety Education developed a digital safety presentation for school kids. Content was provided to the Office of the Chancellor within NYC Department of Education, who shared with administrators citywide. Additionally, FDNY Community Engagement promoted to over 500 schools, UFT Borough Chapters and over 110 schools within the Archdiocese of New York and Brooklyn/Queens. Beyond digital content, the Chancellors office has promoted
- Educational reach for 2020 on social media platforms was to more than 1.2 million followers, with a total reach of more than 149 million.



Virtual Fire Prevention Week 2020



Virtual Fire Safety Presentation

Fatal Fire Outreach

Fire Safety Education Unit conducted 17 fatal Fire Outreach campaigns in CY 2020, distributing over 1,100 smoke alarms and various educational resources to communities.

- 109-05 221 Street (Queens CB 13) March 13, 2020
- 1560 Grand Concourse (Bronx CB 4) April 1, 2020
- 874 Jefferson Avenue (Brooklyn CB 3) April 8, 2020
- 40-11 196 Street (Queens CB 11) April 19, 2020
- 644 East 232 Street (Bronx CB 12) May 2, 2020
- 24-32 96 Street (Queens CB 3) May 17, 2020
- 90-17 55 Avenue (Queens CB 4) May 20, 2020
- 2121 Grand Concourse (Bronx CB 5) May 28, 2020
- 30 Linden Boulevard (Brooklyn CB 14) July 5, 2020
- 2-10 Astoria Boulevard (Queens CB 2) July 20, 2020
- 140 E. 81 Street (Manhattan CB 8) August 28, 2020
- 3349 Webster Avenue (Bronx CB 4) September 30, 2020
- 305 East 153 Street (Bronx CB 1) October 26, 2020
- 170 Avenue O (Brooklyn CB 11) November 2, 2020
- 260 Audubon Avenue (Manhattan CB 12) November 22, 2020
- 32-03 85 Street (Queens CB 3) December 9, 2020
- 3333 Broadway (Manhattan CB 9) December 13, 2020
- 90-31 48 Avenue (Queens CB 4) December 19, 2020



Fatal Fire Outreach in Flushing, Queens

Digital Content on [FDNYSmart.org/connect](https://fdnysmart.org/connect)

Since the beginning of the pandemic, Community Affairs worked with FDNY Digital and Social Media to transition to educational content to a digital platform by creating videos and PSAs on all topics relating to residential fire safety.

Below is a listing of content created:

- Know Your Building Type
- Working Smoke/CO Alarms Save Lives
- Practicing Fire Safety in the Kitchen
- Plan Your Escape Plan and Knowing Building Type
- Common Causes of Electrical Fires
- General Residential Fire Safety Preparedness
- PSAs (Cooking, Smoke/CO Alarms, Escape Plan)
- Firehouse and EMS Station Tour
- Seasonal PSAs (Thanksgiving, Winter/Holiday Safety, New Year's)
- FDNY Activity Book Instructional Video
- Fire and Life Safety Presentation for School Kids
- Fire Prevention Week for Kids Video
- Five Boroughs Change Your Clock, Change Your Batteries PSA (with Borough Presidents)



Outlook for 2021

- With approval to restart Alarm Installations, FDNY Fire Safety has been working with the American Red Cross to streamline operations for installation requests. As of now the Red Cross has approximately 2,000 open requests for the unit to complete once operations begin. Fire Safety has begun receiving orders of PPE (N-95, Latex Gloves, Face Shields and Disinfectant Spray) for those performing installations. The unit is currently reviewing protocols and screening procedures with FDNY Legal. The projected launch of Alarm Installation Operations is January 2021. To enhance registration totals, FDNY Fire Safety is looking to coordinate partnerships with Department of the Aging, Department of Education and Community Boards to develop virtual registration drives. The aim is to install over 14,000 alarms (2,500 in homes of Seniors) within targeted districts by December 2021.
- Fire Safety Education Unit is working with NYCHA Federal Monitor and Resident Engagement Division to develop virtual fire safety conferences for all Tenant Association committees per borough to enhance winter fire safety awareness. Scheduled presentations began in December 2020, with a goal to engage over 10,000 New Yorkers who participate in tenant associations citywide.
- Fire Safety Education Unit is developing a schedule of digital trainings for families and youth who participate in programs through community based organizations including but not limited to; Department of Youth and Community Development, Children's Aid Society and Catholic Charities.
- In collaboration with the FDNY Bureau of Training, Fire Safety Education will explore creating electronic training program to increase the fire safety educator cadre.
- FDNY in partnership with Administration of Children Services and American Red Cross is coordinating digital fire safety training for frontline child welfare staff. In 2019, FDNY established a partnership with ACS to train over 3,200 front-line staff throughout the year, where workers learned how to examine homes for potential fire hazards and refer families for smoke alarm installations.
- Work with FDNY MAPs and Data analytics to launch community risk assessment campaign. Utilizing data on fire trends, building risk assessments and socio vulnerability. Community Affairs will develop citywide fire safety education plans geo-targeting areas ranked as having high fire vulnerability.
- Coordinate the translation of educational videos into the Top LEP languages. Through our FDNYSmart.org website, content can be translated in over 80 languages.