



## **CY 2023 Annual Summary FDNY Office of Community Affairs**

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A community relations opportunity is in the hand of each individual fire fighter, safety inspector and educator. When we listen; we observe; only then can we innovate. Only then can we serve. The Office of Community Affairs takes pride in our community outreach programs. The past two years have been a time of reflection and retooling for the FDNY, as New York and the world adjusts and resumes its pace in the aftermath of the COVID-19 pandemic. The agency has been challenged to evaluate our work and consider how we can be more effective in impacting the issues of fire and life safety. The lessons learned during this time helped shape the development of CAU's outreach strategies to improve and strengthen our relationships with the city's most vulnerable communities.

Community investment and education is the foremost fire prevention strategy. With this precept in mind, Community Affairs continued to strategize new methods of engagement to ensure a continuity in outreach. FDNY Community Affairs was able to adjust all unit operations to utilize digital platforms (Fire Safety Education, Mobile CPR and Community Engagement).

Education and outreach are essential components of CAU's work. Presentations are provided for organizations, community groups, businesses, and faith communities about fire safety education programs and resources. In addition to presentations, CAU staff attend community meetings, host information tables at community events, conduct neighborhood canvassing, and more.

Engagement and building strong relationships with elected office, community-based organizations and diverse faith leaders is a key tool when responding to fire and life safety incidents. Education and outreach focusing on the immigrant community has always been a fabric of the agency's work.

To this end, CAU maintains numerous youth and senior, immigrant and minority, school and community outreach platforms and programs. All community initiatives undertaken by the FDNY are aimed at reducing fire, enhancing public safety, and improving the quality of life for NYC residents.

### Fire Safety Education Unit

Events included all classroom/group presentations, alarm installation efforts and public tabling with the exception of fatal fire outreach campaigns. However, the unit continued developing digital curriculum for school aged and adult populations that highlights all aspects of residential fire safety, and participated in various virtual presentations coordinated by educators, intergovernmental and community based organizations.

From January 1, 2023 through December 31, 2023, the following activities were carried out:

### FIRE SAFETY PRESENTATIONS

(January 1, 2023 through December 31, 2023)

Borough	CY23 FSE Presentations	# of Audience	CY23 School Events	# of Youth Audience
Bronx	461	64,376	181	26,562
Brooklyn	736	131,820	294	36,620
Manhattan	395	85,920	90	14,960
Queens	564	117,324	279	46,307
Staten Island	139	23,408	66	10,840
<b>TOTAL</b>	<b>2,299</b>	<b>422,848</b>	<b>910</b>	<b>135,549</b>

\*Fire Safety total audience increased by 50%

### SMOKE ALARM INSTALLATIONS WITH ARC

(January 1, 2023 through December 31, 2023)

County	Alarms Installed	Homes Visited
Bronx	11,997	4,255
Brooklyn	4,075	1,411
Manhattan	750	320
Queens	4,758	1,572
Staten Island	12	3
<b>Total</b>	<b>21,592</b>	<b>7,561</b>

\*FDNY FSEU has distributed over 95,000 alarms

\*FDNY FSEU has distributed/installed over 215,000 alarms  
(since program inception May 2015)



Commissioner Kavanagh  
installs Smoke Detector



Cadet Brown installs  
Smoke Detector

### *Highlights in 2023*

- Fire Prevention Week occurred October 8- October 14. Tabling events were coordinated throughout NYC, and promoted via community/elected email blasts and social media. The week culminated with a virtual Open House on October 14<sup>th</sup>, in which we launched our interactive animated video.
- E-Micromobility: A multi-pronged approach to education
  - Fire Safety Education partnered with the Office of the Public Advocate for a e- micro-mobility safety town hall.
  - Co-facilitated outreach with Small Business Services directly to business in the Chinatown.
- Fire Safety Education collaborated with digital media team and school aged children to be featured in the FDNY Smart.
- The relaunch of the Sound the Alarm NYC with the Red Cross. Free smoke alarm installation programs contribute significantly to creating safer communities by proactively addressing fire risks and promoting a culture of preparedness and prevention. This program prioritizes vulnerable populations who may face barriers accessing or affording smoke alarms. It ensures that those most at risk are provided with essential safety measures. This collaborative approach enhances the reach and impact of the initiative.
- Educational reach for 2023 on social media platforms was to more than 19.2 million followers, with a total reach of more than 21.1 million.
- The New York City Department of Housing Preservation and Development (HPD) and FSE continued the citywide fire safety campaign titled “Keeping Homes Fire Safe,” to educate New Yorkers on six key fire safety recommendations for residents and property owners. At various event, FDNY and HPD outreach staff handed out new pamphlets with fire safety tips and spoke with New Yorkers about the importance of self-closing doors and smoke detectors, among other important fire safety tips.

## Fatal Fire Outreach

Fire Safety Education unit conducted 90 fatal fire outreach campaigns in CY 2023 with 106 deaths, distributing over 2,500 smoke alarms and various educational resources to communities.

- 759 Howard Avenue, (Brooklyn 16), January 13, 2023
- 2475 West 16 Street, (Brooklyn 13), January 16, 2023
- 1256 East 13 Street, (Brooklyn 14), January 16, 2023
- 24-37 89 Street, (Queens 3), January 20, 2023
- 3400 Snyder Avenue, (Brooklyn 17), January 22, 2023
- 265 Penn Street, (Brooklyn 1), January 23, 2023
- 25-12 Mott Avenue, (Queens 14), January 28, 2023
- 1211 Evergreen Avenue, (Bronx 9), January 29, 2023
- 407 Montauk Avenue, (Brooklyn 5), February 1, 2023
- 150 East 69 Street, (Manhattan 8), February 1, 2023
- 815 West 180 Street, (Manhattan 12), February 4, 2023
- 2201 Nostrand Avenue, (Brooklyn 14), February 7, 2023
- 14 Goodwin Place, (Brooklyn 4), February 14, 2023
- 149-36 18 Avenue, (Queens 7), February 17, 2023
- 1133 Ogden Avenue, (Bronx 4), February 20, 2023
- 431 Fenimore Street, (Brooklyn 9), February 21, 2023
- 37-60 88 Street, (Queens 3), March 4, 2023
- 2505 Hoffman Street, (Bronx 6), March 8, 2023
- 922 Prospect Place, (Brooklyn 8), March 9, 2023
- 2265 Olinville Avenue, (Bronx 11), March 18, 2023
- 113 East 31 Street, (Manhattan 5), March 24, 2023
- 110-18 62 Drive, (Queens 6), March 30, 2023
- 320 Riverside Drive, (Manhattan 7), March 31, 2023
- 77 Sullivan Place, (Brooklyn 9), April 6, 2023
- 25-71 46 Street, (Queens 1), April 10, 2023
- 218-01 36 Avenue, (Queens 11), April 16, 2023
- 155 Avenue O, (Brooklyn 11), April 22, 2023
- 274 Balcom Avenue, (Bronx 10), April 24, 2023
- 260-15 145 Avenue, (Queens 13), April 24, 2023
- 587 Gates Avenue, (Brooklyn 3), April 28, 2023
- 51-23 Reeder Street, (Queens 4), April 28, 2023
- 565 West 190 Street, (Manhattan 12), May 7, 2023
- 1006 Grant Avenue, (Bronx 4), May 9, 2023
- 136 Fountain Avenue, (Brooklyn 5), May 9, 2023
- 147-20 35 Avenue, (Queens 7), May 12, 2023
- 144-12 106 Avenue, (Queens 12), May 14, 2023
- 280 East 92 Street, (Brooklyn 17), May 15, 2023
- 1092 Willmohr Street, (Brooklyn 17), May 17, 2023
- 523 Vanderbilt Avenue, (Staten Island 1), May 20, 2023
- 23-11 24 Street, (Queens 1), May 25, 2023
- 141 Elm Street, (Staten Island 1), May 27, 2023



- 104 Sullivan Street, (Manhattan2), May 29, 2023
- 738 East 52 Street, (Brooklyn 17), June 5, 2023
- 1408 Webster Avenue, (Bronx 3), June 11, 2023
- 739 East 242 Street, (Bronx 12), June 14, 2023
- 1365 Teller Avenue, (Bronx 4), June 17, 2023
- 237 Lynch Street, (Brooklyn 1), June 17, 2023
- 80 Madison Street, (Manhattan3), June 20, 2023
- 1347 East 17 Street, (Brooklyn 14), July 2, 2023
- 42 Mulberry Street, (Manhattan3), July 4, 2023
- 576 Junius Street, (Brooklyn 16), July 9, 2023
- 209-30 86 Drive, (Queens 8), July 11, 2023
- 10-46 Dickens Street, (Queens 14), July 22, 2023
- 270-10 Grand Central Pkwy S, (Queens 11), July 24, 2023
- 3273 Perry Avenue, (Bronx 7), August 2, 2023
- 98-01 101 Avenue, (Queens 9), August 11, 2023
- 165 Rockaway Parkway, (Brooklyn 17), August 14, 2023
- 2197 Cruger Avenue, (Bronx 11), August 14, 2023
- 71-11 Austin Street, (Queens 6), August 18, 2023
- 195 Steuben Street, (Staten Island 1), August 22, 2023
- 55 West 92 Street, (Manhattan 7), August 23, 2023
- 196 Fountain Avenue, (Brooklyn 5), September 7, 2023
- 43-30 46 Street, (Queens 2), September 23, 2023
- 134-29 Cherry Avenue, (Queens7), September 26, 2023
- 625 West 164 Street, (Manhattan 12), October 6, 2023
- 1065 Lafayette Avenue, (Brooklyn 3), October 10, 2023
- 2160 East Tremont Avenue, (Bronx 9), October 29, 2023
- 4223 Boyd Avenue, (Bronx 12), November 4, 2023
- 35-06 97 Street, (Queens 3), November 4, 2023
- 399 East 160 Street, (Bronx 3), November 9, 2023
- 242 Albany Avenue, (Brooklyn 8), November 12, 2023
- 461 44 Street, (Brooklyn 7), November 12, 2023
- 3516A Bayview Avenue, (Brooklyn 13), November 12, 2023
- 45 Braisted Avenue, (Staten Island 2), November 13, 2023
- 2309 Holland Avenue, (Bronx 11), November 17, 2023
- 2677 Bainbridge Avenue, (Bronx 7), November 20, 2023
- 784 East 8 Street, (Brooklyn 14), November 22, 2023
- 107 West 132 Street, (Manhattan 10), November 24, 2023
- 1440 Bronx River Avenue, (Bronx 9), December 3, 2023
- 10 Avenue West 213 Street, (Manhattan 12), December 4, 2023
- 208 Benziger Avenue, (Staten Island 1), December 15, 2023
- 2773 Pond Place, (Bronx 7), December 29, 2023
- 1210 Elder Avenue, (Bronx 9), December 30, 2023
- 1226 Colgate Avenue, (Bronx 9), December 31, 2023

### *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. Notably, we are expanding our lithium-ion battery safety cadre.

### *Outlook for 2024*

- Fire Safety Education Unit is working with NYCHA, NYPD Housing Bureau Community Affairs, Resident Engagement Division to develop fire safety trainings for citywide Tenant Association committees and leaders. The aim is to educate tenant leaders and activate them seasonally to enhance fire safety messaging to NYCHA residents.
- 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.
- FSE is working with the Department of Education to establish a resource portal for administrators to access existing fire safety education curriculum and formalize opportunities to increase Fire safety presentations in schools.
- Fire Safety Education Unit is bolstering 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.
- FDNY in partnership with Administration of Children Services and American Red Cross is coordinating digital fire safety training for frontline child welfare staff. In this partnership workers learned how to examine homes for potential fire hazards and refer families for smoke alarm installations.
- Coordinate the translation of educational videos into the Top LEP languages. Through our [FDNYSmart.org](https://fdnysmart.org) website, content can be translated in over 80 languages.



### Mobile CPR Training Unit

Similar to Fire Safety Education, throughout 2023 trainings were held both in person and virtually. The program equips New Yorkers with the skills to act in the event of cardiac arrest by offering free instruction across the five boroughs. The program, taught by certified FDNY EMS personnel, has successfully trained more than 50,000 New Yorkers in compressions-only CPR.

The unit surpassed its annual goal of training over 2,500 New Yorkers in bystander CPR. In CY23, the following activities were carried out in support of the program:

#### Mobile CPR Training (January 1 – December 31, 2023)

Borough	Total Trained	Number of High School Students (From Total Trained)
Bronx	10,597	4,053
Brooklyn	18,994	6,142
Manhattan	15,483	5,600
Queens	17,994	7,447
Staten Island	4,002	2,090
<b>TOTAL</b>	<b>67,070</b>	<b>26,204</b>

*\*39% of trainees were High school students*

#### Highlights in 2023

- CPR/ AED Awareness week June 1- June 7, Mobile CPR Training Unit coordinated a special educational campaign aimed at getting more New Yorkers to learn hands-only CPR. There were more than 10 pop up locations throughout the five boroughs.
- Promoted Burn Awareness information on all social media platforms for the month of February.
- FDNY Community Affairs is continued to work with the NYC Department of Education to coordinate high school- based outreach. This year we partnered with New York Giants and NYPD to train student athletes in CPR. High school students represented **39%** of current training totals.
- Through support from the FDNY Foundation, the Mobile CPR Training unit has been able to expand its administrative functions by hiring retired EMS personnel to assist with scheduling, coordinating and performing outreach for all virtual trainings. The administrative team is composed of 1 EMS Officer and 6 retired EMS members. Additionally, Mobile CPR has developed a real time, web-based event tracking/scheduling system.
- Educational reach for 2023 on social media platforms was to more than 1.8 million followers
- Alongside with FDNY Digital media and Publications team, CPR has developed a real time, web-based event tracking/scheduling system.

*Outlook for 2024*

- Expand partnership with Public School Athletic league to train student athletes.
- Partner with DOHMH or HHC to establish schedule of coordinated virtual events, and implement evaluation tools to measure participant awareness of emergency response and healthy heart curriculum
- Develop public events that engage EMS Stations and community that include CPR and academy simulations for the community.
- Develop virtual event in partnership with NYC Department of Education for National CPR/AED Awareness Week to train citywide students week of June 1-7.



Training at Brookdale Medical Center



New York Giants Darius Slayton and Graham Gano learn CPR alongside high School



High school students learn CPR



DYCD clients learn CPR at Back to School initiative



## **Community Engagement Unit**

The Community Engagement Unit is composed of 3 Civilian employees; 1 Assistant Director and 2 Borough Managers. Community Engagement is responsible for:

- Attendance at monthly Community Board and Borough President district service cabinet, general board and public safety meetings to promote fire and life safety campaigns and mitigate community concerns over emergency operations
- Monthly presentations pertaining to seasonal fire/life safety campaigns for clergy/civic Associations
- Establishing partnerships with school and civic based organizations to increase fire safety education events
- Development and coordination of fire and life safety campaigns, which include but are not limited to;
  - o FDNY Summer Block Parties (May-August)
  - o National CPR/AED Awareness week. (June)
  - o Illegal Use of Fireworks (July)
  - o Be FDNY Smart Lithium Ion Battery Safety Campaigns
  - o Change Your Clock, Change Your Battery Campaigns (Spring/Fall)
  - o FDNY Citywide Open Houses (October)
  - o Fire Prevention Week (October)
  - o Holiday Safety (November/ December)
  - o Smoke Alarm Installation Outreach (Year-Round)

### *Highlights in 2023*

- Promoted to a network of over 2,400 communities, faith, school and intergovernmental partners all FDNY PSAs which included content within FDNYSmart, specifically on seasonal fire safety campaigns.
- Coordinated with the NYC Department of Education and various private and community-based school partners to have over classroom presentations citywide.
- Partnership with 269 senior centers translating to impact of messaging to over 12,997 older adults.

### *Outlook for 2024*

- Work with school, faith based, community boards and elected offices to coordinate various virtual Fire/Life Safety campaigns, that assist in reaching deliverables of installing over 12,000 alarms in the homes of New Yorkers and training over 2,600 via virtual CPR training platforms.

- Strengthen Clergy Advisory Council to amplify the messaging of fire safety education administration is committed to building a city where all communities can be fire safe. We will use active outreach and leadership development to bring community affairs resources in various neighborhoods. In conjunction, with the FDNY Foundation, Houses of Worship Grant (\$500,000) will be used to provide smoke and carbon monoxide home installations for congregants. By building on this collective of clergy leaders, and growing comprehensive community planning to educate congregations on fire and life safety and providing support to victims of fires. This partnership will embody a holistic, multi-pronged approach with the help of our very diverse NYC clergy. The aim is to use Community Risk Profiles to inform the work and outreach in various neighborhoods and create a clergy council toolkit.
- Targeted lithium-ion battery for fire safety education for delivery worker groups. Establishing train-the-trainer series for community stakeholders to be able to carry-out basic fire awareness training and ensures trainees understand fire safety precautions as it relates to lithium-ion batteries. Launch education campaign for most effected communities. This will include but is not limited to social media, community workshops, safety messaging, interactive webinars, school outreach and local partnerships
- Create and publish effective public education needs to cover a variety of disciplines for a variety of age groups. However, most of our endeavors focus on the groups most at-risk, and where the message is more likely to have a positive impact. Some of the planned publications include a PSA for persons deaf or hard of hearing in American Sign Language, burn awareness, more multi-lingual PSAs.