



# A Person-centred Approach to Fire Safety

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# A Person-centred Approach to Fire Safety

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# A Person-centred Approach to Fire Safety

▶ 20 percent



# A Person-centred Approach to Fire Safety

▶ 2 percent



# A Person-centred Approach to Fire Safety

- ▶ What prevents people from engaging with the fire service and how can this be overcome?

# Research Data

- ▶ Large data set of about 4000 fire incidents from Leicestershire Fire and Rescue Service in combination with National Census data
- ▶ Community survey of 2 percent of Leicester's Black Population
- ▶ Focus groups with members of the public and fire fighters

# Fire Incidents in Leicester: Shape of Community

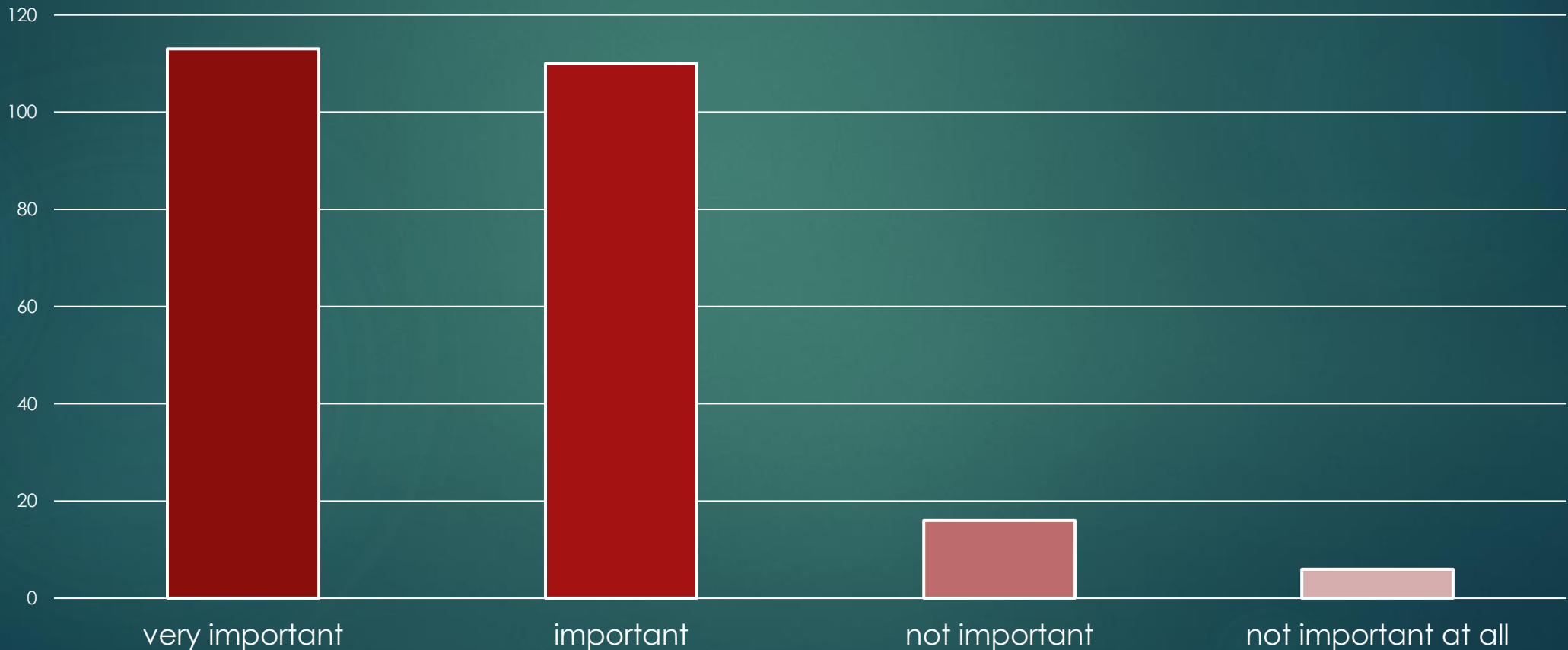
What is the model of engagement  
in the community?



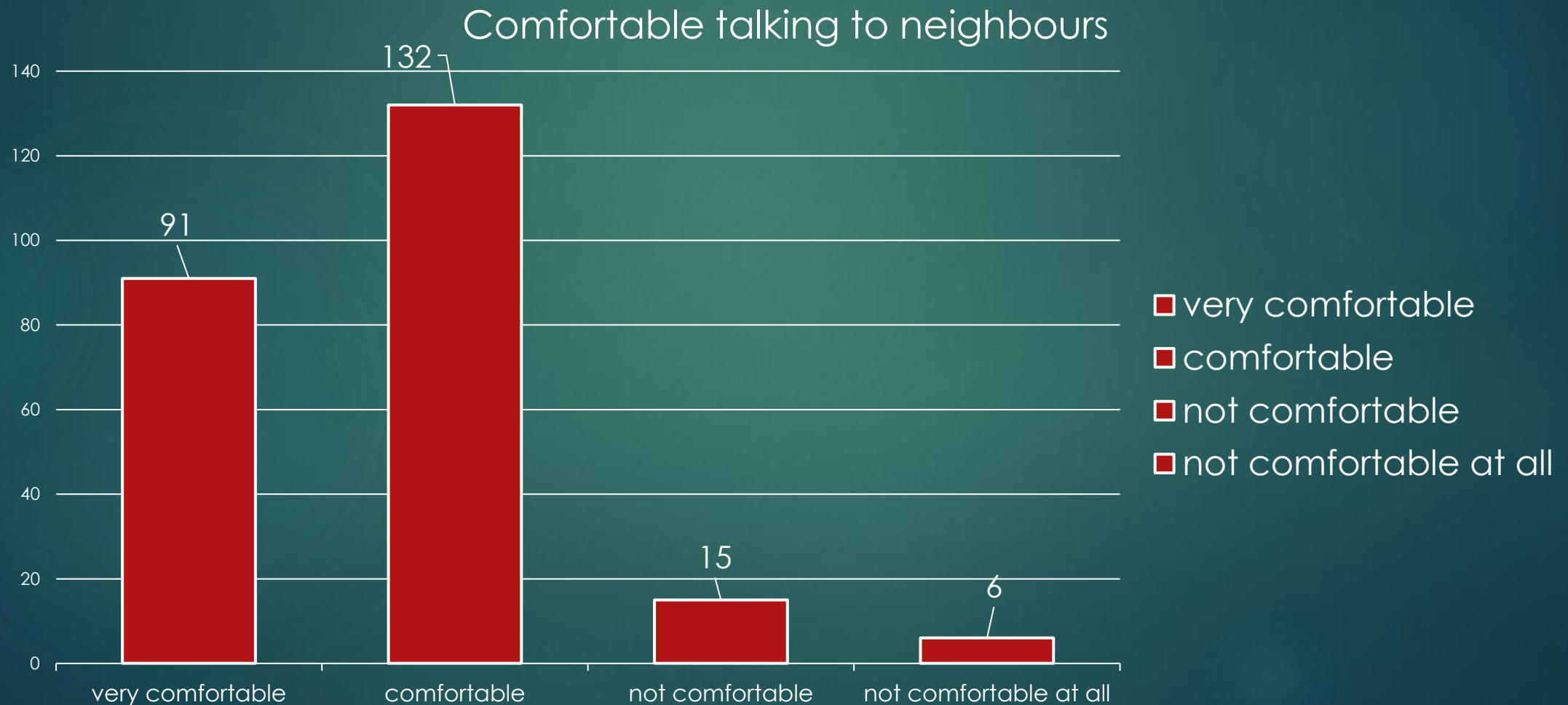
# Fire Incidents in Leicester: Shape of Community



Knowing your neighbours



# Fire Incidents in Leicester: Shape of Community



# Fire Incidents in Leicester: Shape of Community

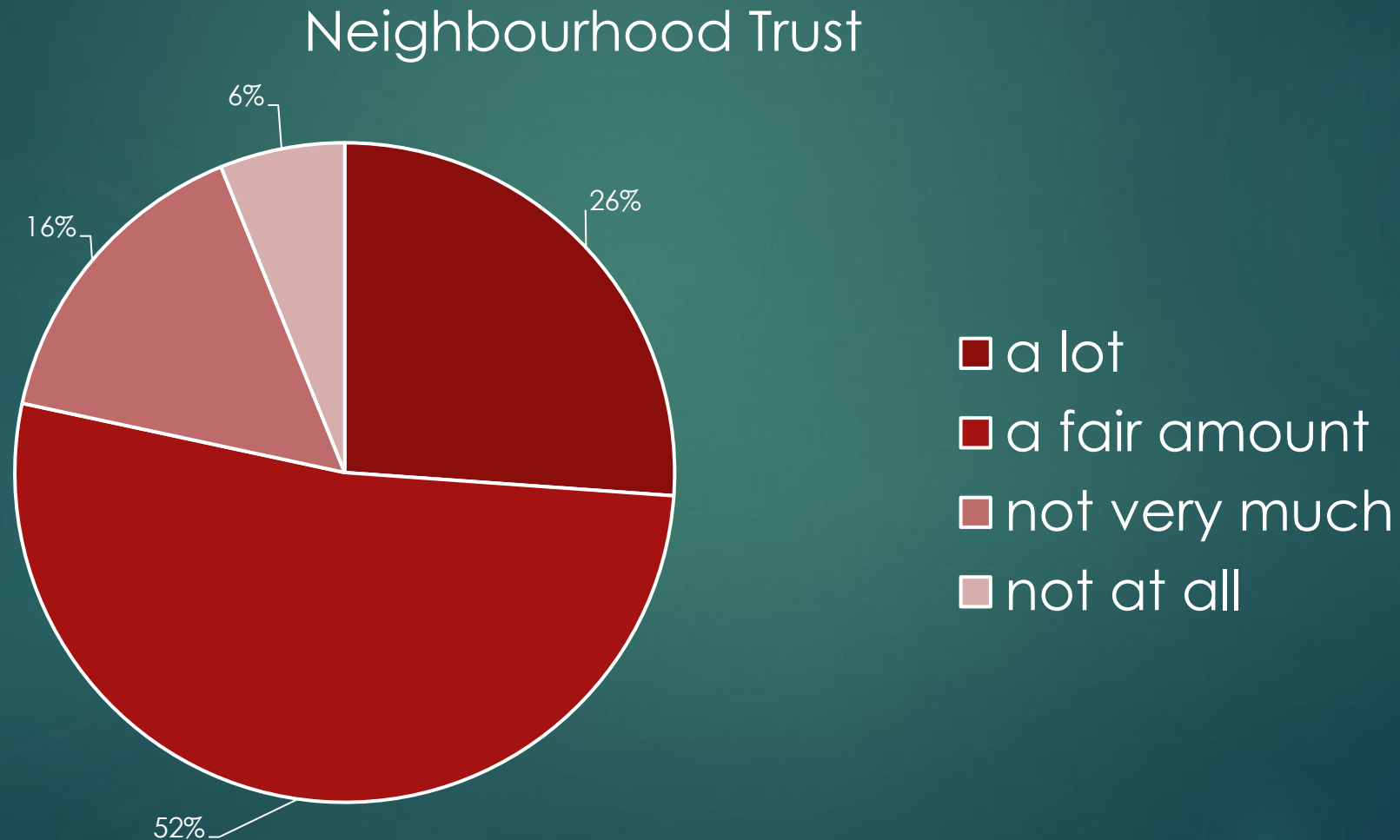
Among other factors, this led to the conclusion that there is strong sense of **social engagement**, but with members of the same ethnic community.

# Fire Incidents in Leicester: Shape of Community

We concluded that there is strong sense of **social engagement**, but with members of the same ethnic community.

Why is that social engagement directed to members of the same community?

# Fire Incidents in Leicester: Trust



# Fire Incidents in Leicester: Trust

Personal trust and knowing people matter!

# Fire Incidents in Leicester: Fire Service

What is the engagement model of  
the fire service?

# Engagement Models: Visual Strategy



**NHS**

Dr Adrian Clark

**A change to a mole isn't the only sign of skin cancer.**

**BE CLEAR ON CANCER**



**NHS Somerset**  
Clinical Commissioning Group

### New evening and weekend GP services

You can now access primary care appointments in the evening and at the weekend if you are registered at a Somerset GP practice.

Local groups of practices are working together to deliver improved access to routine appointments if you need to see a primary care clinician in the evening or weekend.

You can book one of these appointments by talking to the receptionist at your registered practice during opening hours.

If you or your family members become ill overnight or at the weekend and need medical advice outside of opening hours, you should continue to call NHS 111.



**NHS**

Appointments with a GP, nurse or other healthcare professional are now available in the evenings and weekends, either at your local practice or another nearby surgery.

Click here, speak to reception or visit [nhs.uk/GPaccess](https://nhs.uk/GPaccess) to find out more.

**HELP US HELP YOU**  
WHEN YOU NEED IT

Lary Goodwin-Dodson, GP



**NHS**

## We're here for you, for longer

Extra appointments are now available in your area during the evening and at the weekend.

To book an appointment contact your GP practice. For more information, visit [nhs.uk/GPaccess](https://nhs.uk/GPaccess)

Your NHS, here for you

Leanne Brooks, Nurse



# Engagement Models: Visual Strategy



**HOW MUCH IS YOUR COMPANY WORTH?**

Don't become a victim of arson

**DID YOU KNOW?**

- 70% of businesses never recover from a serious fire

**CHESHIRE FIRE AND RESCUE SERVICE**

[www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)



**Fire Safety in High Rise Flats**

Please take time to read this Fire Safety leaflet - it could save your life!

**Haverley Swinboon**



**NOTICE**

**There Has Recently Been a Fire In Your Neighbourhood**

Following this, Leicestershire Fire and Rescue Service will be in your area on Friday and Saturday this week, offering residents reassurance and advice around fire safety in the home. Your local crew will be knocking on your door offering Home Safety Checks during:

**Friday 12 April**  
**Saturday 13 April**

To arrange a visit and confirm a time, please contact 0114 287 2241, quoting post incident response Kirby Muxloe.

**WORKING SMOKE ALARMS SAVE LIVES**

**LEICESTERSHIRE FIRE and RESCUE SERVICE**

Leicestershire Fire and Rescue Service  
Headquarters, 12 Court Monk Way, Birstall, Leicestershire LE4 3BU  
Tel 0116 287241  
Fax 0116 2271330  
Email [info@lfrs.org](mailto:info@lfrs.org)  
[www.lfrs.gov.uk](http://www.lfrs.gov.uk)

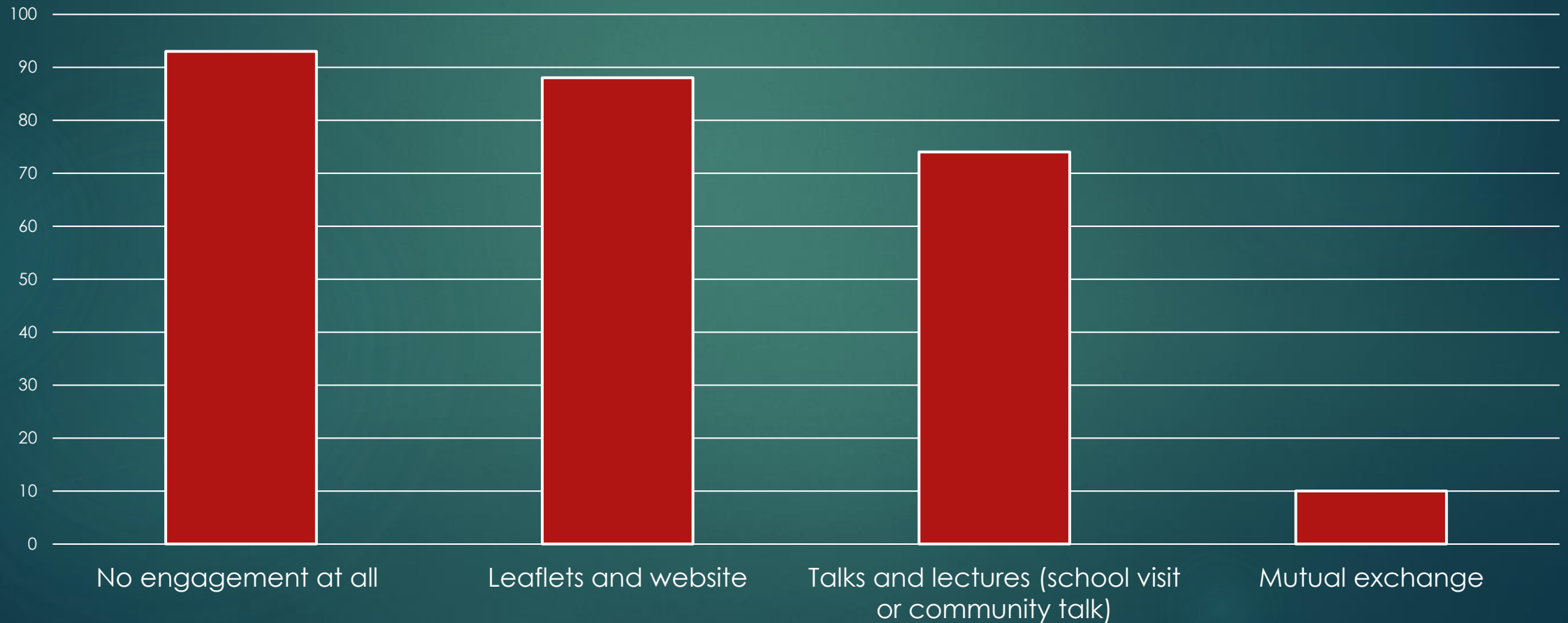
Follow @LeicFireRescue

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# Fire Incidents in Leicester: Engagement

Engagement with Fire Service



# Fire Incidents in Leicester: Engagement

<b>Engagement Model Fire Service</b>	<b>Social Engagement in the Community</b>
<ol style="list-style-type: none"><li>1. Information driven</li><li>2. Focus is on distribution</li><li>3. Focus is to pass on information</li></ol>	<ol style="list-style-type: none"><li>1. Knowing each other</li><li>2. Sharing common knowledge</li><li>3. Trusting people you know</li></ol>

What is the impact of such different engagement models on fire safety?

### Engagement Models LFRS

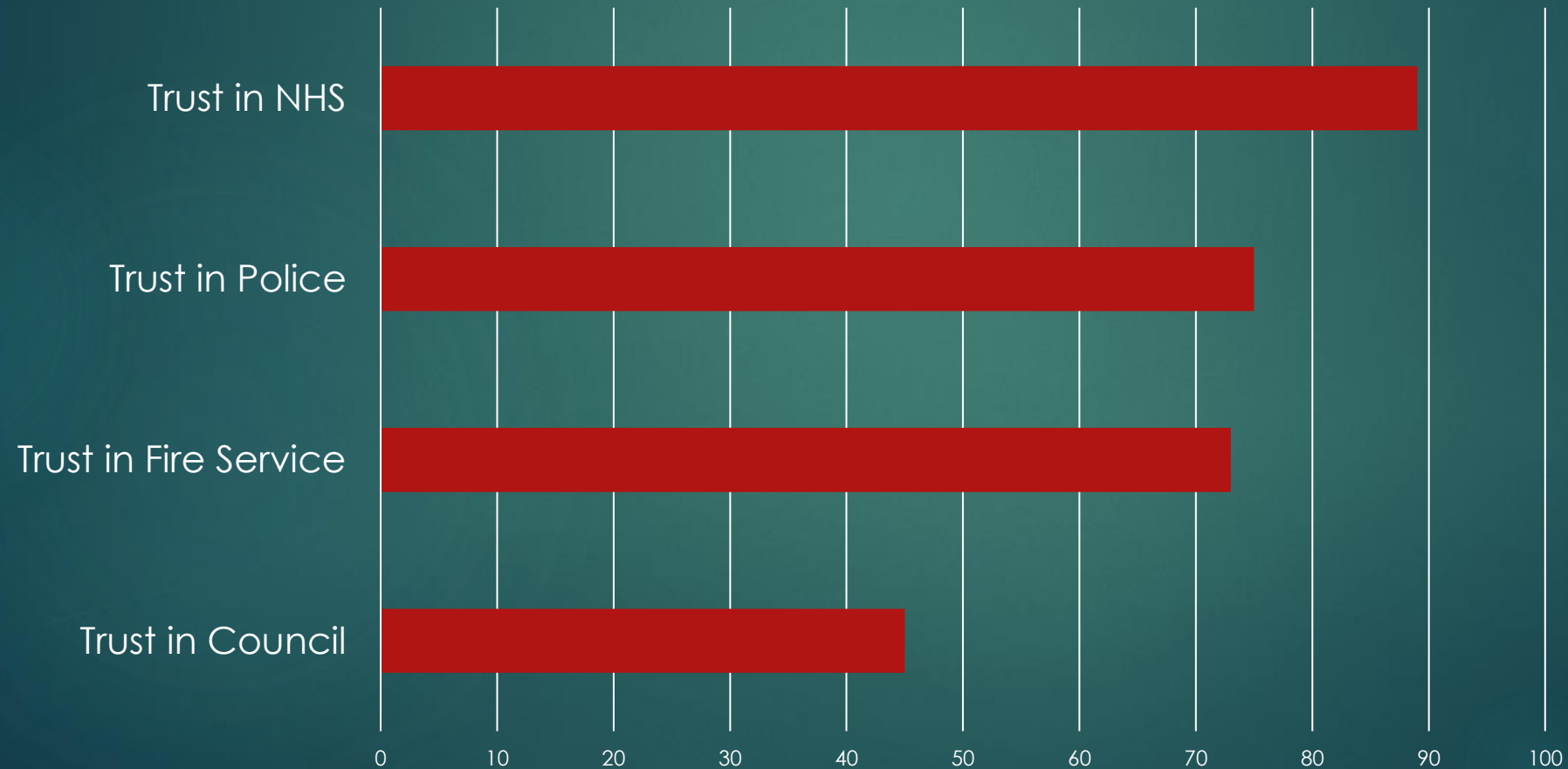
1. Information driven
2. Focus is on distribution
3. Focus is to pass on information

### Social Engagement in the Community

1. Knowing each other
2. Sharing common knowledge
3. Trusting people you know

# Fire Incidents in Leicester: Trust

Trust Public Services (very good + good)



# Fire Incidents in Leicester: Lack of Trust and Its Impact

**35 per cent** of respondents would ask a **friend, family** member or **neighbour** for help to put out a fire and not call the fire and rescue service.

# Fire Incidents in Leicester: Lack of Trust and Its Impact

**About 20%** of respondents had experienced a fire within the last three years, but only **2%** had contacted the fire and rescue service.

# Fire Incidents in Leicester: Lack of Trust and Its Impact

People would first help others. The fire and service is not an immediate priority:

“try and get everyone safely out before its too bad, if bad call immediately fire service”

“support in putting out the fire after call to the fire service”,

“help them as much as I can”



# Fire Incidents in Leicester: Engagement



It was concluded that an engagement model needs to be built that is person-centred.

# A Person-Centred Approach to Fire Safety



What is a person-centred approach?

- ▶ It is about ways of working with individuals which place them at the centre of deciding about their own fire safety and support, now and in the future.

# A Person-Centred Approach to Fire Safety: Personhood

What is meaningful to each of us?

Personal values

Relationships and trust

Social context

# A Person-Centred Approach to Fire Safety: Understanding Values

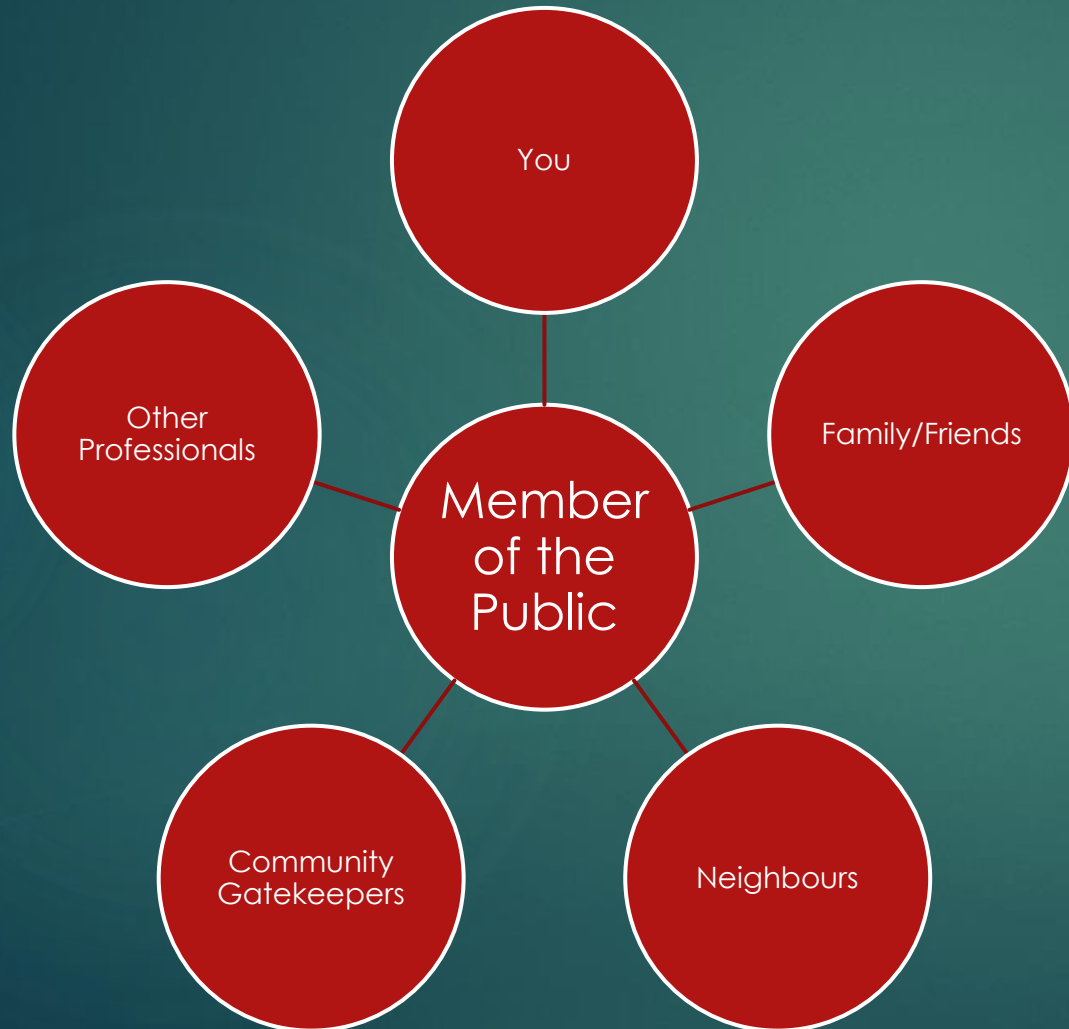


# A Person-Centred Approach to Fire Safety: Trusting Each Other

What should a good relationship should look like?

“The first things we all said, and all agreed on, was trust. That we wish there should be trust.”

# A Person-Centred Approach to Fire Safety: Social Context of Personhood



Getting to know a person means understanding the person in their social context!

# A Person-Centred Approach to Fire Safety

<b>Traditional Approach to Fire Safety</b>	<b>Person-Centred Approach to Fire Safety</b>
<p>People are told what kind of fire safety measures to apply or what not to do based on institutional guidelines.</p>	<p>Understand what members of the public consider as safe or unsafe. Help them to choose how to stay safe.</p>
<p>Members of the public do not have a continuous engagement with fire and rescue staff. The fire and rescue staff does not know the needs of the community well, so they are not familiar with their values and preferences. The research shows that members of the public do not trust the fire service or have anxieties, like having to pay for their services or that they might face criminal charges.</p>	<p>There is a continuous approach to engagement where the same members of staff meet with the community on a regular basis to get to know each other and good relationships develop. Research shows that this motivates staff and makes people feel more secure.</p>
<p>Fire services decide about fire safety strategies, often without consulting members of the public.</p>	<p>Fire services seek input from members of the public, actively involves some in the decision making and training.</p>

Thank you