



NEWS RELEASE

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TVF&R's Apartment Program Chosen to be featured at National Fire Prevention Symposium

Over 150 fire prevention experts from across the nation will gather in Baltimore, Maryland today and tomorrow to learn about model fire prevention programs that have proven results in reducing the risk of fire. TVF&R's Apartment Program is one of about 20 programs being presented at this national symposium.

The symposium is sponsored by Vision 20/20 under a Fire Prevention and Safety Grant from the Department of Homeland Security to the Institution of Fire Engineers. Funding has been provided for representatives of all 50 states to attend and learn more about proven programs that can be replicated in their own community.

TVF&R's Apartment Program was started in 2002 following numerous fatal apartment fires without working smoke alarms. That year the District secured an \$85,000 federal grant and hired a Portland market research company to conduct focus group research with its landlords and tenants. The research highlighted the fact that landlords play a significant role in motivating tenant behavior and reducing fires. Armed with that data, TVF&R implemented a multi-faceted program that today includes inspections, quarterly training for landlords and multi-family housing property owners, and professionally produced, strategic educational materials. Today, TVF&R data shows that not only have apartment fires decreased overall—in spite of apartments increasing—but **98% of participating landlords in TVF&R's service area, have not suffered a significant fire after attending this training.** The next Landlord Training will be held on July 20th.

In addition, to help create safer apartment communities across Oregon, TVF&R and the Oregon State Fire Marshals Office now conduct train-the-trainer sessions for fire departments interested in starting the program in their community. Over 40 fire departments have attended this training thus far.

For more information about TVF&R's Apartment Program, please visit:

<http://www.tvfr.com/safetytips/fire/apt/managers/tools.aspx>.

Information on the Vision 20/20 Symposium can be found at www.strategicfire.org.

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