

Campaigns for Fire Safety - Case Finland

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SPEK - For Safe and Resilient Society

- A national expert organisation - NGO
- We represent civil society, municipalities, insurance and other industries
- We promote accident prevention and emergency preparedness
- We support voluntary activities in fire and rescue services and civil protection

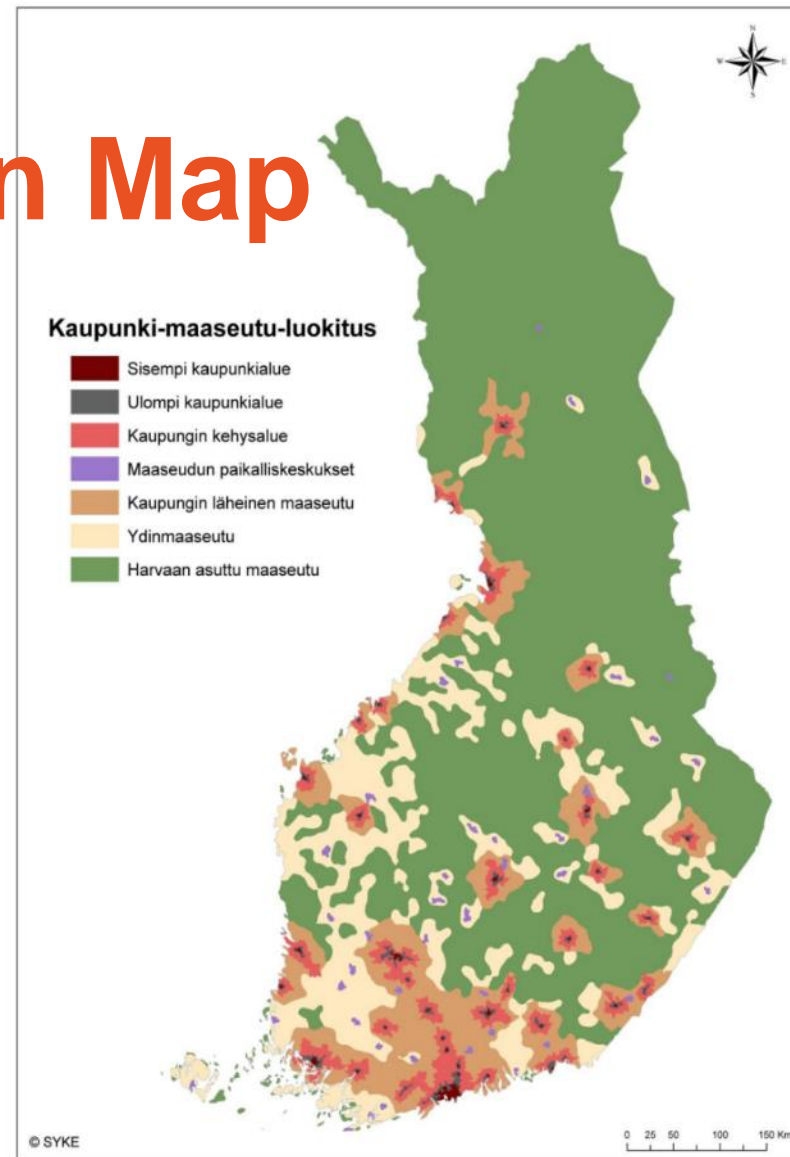
Our Goals Are:

- Sustainable societal development
- Solutions for Everyday Safety
- Capable Individuals
- Fire and Rescue Services' Dynamic Voluntary Activities



Putting Finland on Map

- Population ca 5,5 million people, low population density
- High concentration in major urban areas > recent - post-war phenomena
- Low risk profile > e.g. natural hazards – little experience on major events
- High living standard, welfare society > high dependency on infrastructure and variety of public services
- Emergency services provided by the municipalities > 22 regional departments
- Emergency servicers based on wide voluntary force (4500 / 13 500)



Fires in Finland

- A fire in 8 homes daily
- Last year there were 2,921 domestic fires causing 61 fire deaths
- Main causes: Stoves, electricity, smoking, machines and other technical failures

→ **Human behavior** in most cases

- Safe structures for mitigation
- People's own capacities and skills



Fire Safety Week

Kun hätä on suurin,
sinä pelastat.



<https://paloturvallisuusviikko.fi/en/>

Paloturvallisuusviikko.fi

Fire Safety Week

- Since 2012
- Funded by Fire Protection Fund (fire prevention charges)
- Consists of three subparts:
 - A Day at The Fire Station
 - Nordic Fire Alarm Day
 - Fire safety media campaign
 - (And Burn-o-meter)



Based on cooperation

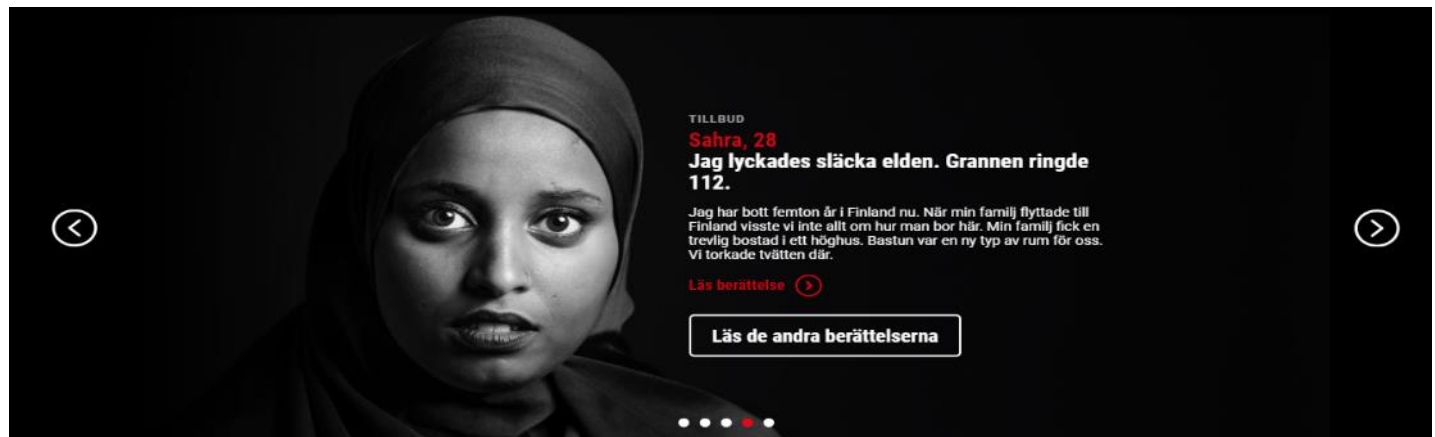
- Association of detached house owners
- The Finnish Real Estate Federation
- EHYT Finnish Association for Substance Abuse Prevention
- Finnish Swimming Teaching and Lifesaving Federation
- The Finnish Association of Fire Chiefs
- Chimney Sweepers
- Finance Finland
- Ministry of the Interior
- Regional rescue departments
(safety communication)
- Rescue Unions

**= Aim: win-win
situation for all**



You Act First – Theme of the Fire Safety Week

- "It was pretty close!"
 - Stories of the public in FB and campaign home page
 - Video shown in movie theaters
 - Five stories that could have been true
 - Elderly lady, immigrant, marginalized individual, student, mother of young children





The Finnish National
Rescue Association

SPEK



A Day at The Fire Station

A Day at the Fire Station

- Since 2008
- Targeted towards families and children
- 360 fire stations across Finland participated 2018
- Activates (voluntary) fire brigades
- 100,000 visitors
- First hand extinguishing, emergency exit, fire risks at home
- In partnership with insurance companies (LocalTapiola)





A Day at Fire Station 2018



Fire Safety Week Lessons Learned

Networks and cross-sectorial approach has proofed to be efficient

We need to identify better our partners' needs

Role of the insurance sector – Fire Protection Fund is crucial

Traditional campaigning vs modern media landscape

Putting focus more on phenomenas in the future



No Panic!

NOUHÄTÄ
PELASTUSTAITOKAMPAJNA



**A rescue and fire safety skills education
campaign for eight graders (15-y.o.)**

Safety education and optional competition

- Fire prevention
- Emergency exit
- Emergency fire extinguishing
- Do not set a fire/arsons
- First Aid

Organizers

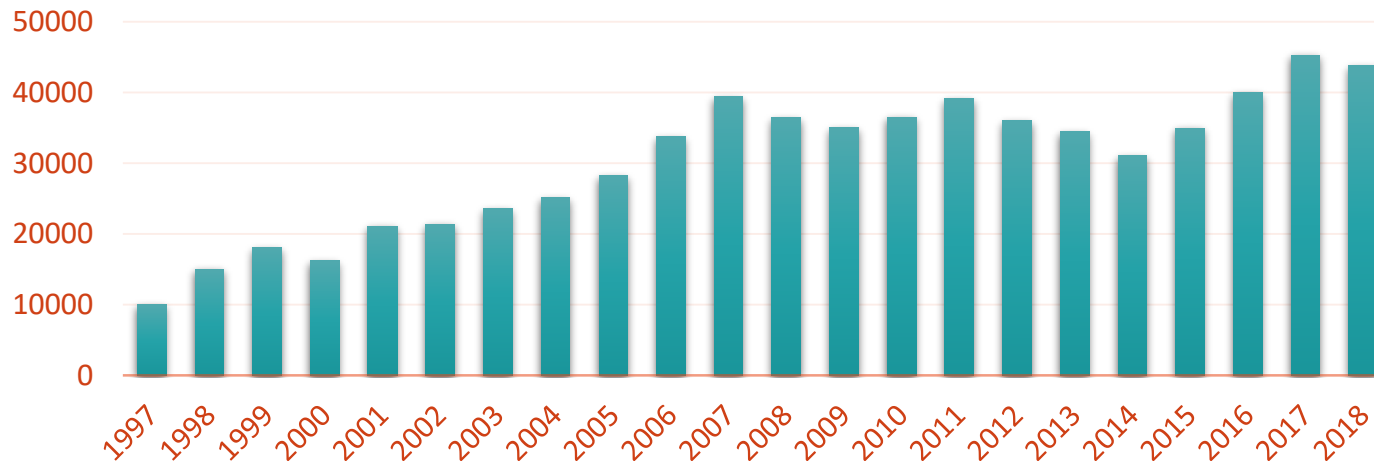
- Upper elementary schools
- Regional rescue departments
- Regional rescue associations



Electronic and virtual learning and teaching materials at www.nouhata.fi

- Ongoing for 22 years
- 524 schools participated in 2018
 - 72 % of upper elementary schools in Finland
- 44.000 pupils participated nation wide
 - 70 % of eight graders

Participants from 1997 to 2018



Basis for the campaign

- Strong links to national core curriculum places an emphasis on transversal competences such as taking care of oneself and managing daily life
 - Includes safety issues
- Strong links to several subjects
 - Environmental studies
 - Household economy
 - Chemistry
 - Health education
 - Social studies etc.
- Not just at school, for school, but for lifelong learning



There is still room for improvement..

- More support for the teachers
 - More measurable goals for learning
 - Better material – less lectures, more experiences
 - Also, more material online – e-learning
 - Cooperation with other campaigns
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- But most of all: **we have potential for European solutions**

Thank you!

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