



# Seattle Fire Department Fire Prevention Report

June, 2010  
Submitted by Edna Merrick

## *Preschool Safety Program Evaluation*

### *Executive Summary*

During March 2010, the Public Education Section conducted a survey among preschool program registrants who participated in fire station tours, operation visits or utilized curricula during 2009. The purpose of the survey was to measure the success of the program and to identify potential areas for improvement. This information is essential to developing and maintaining educational programs that meet the needs of the preschool population in Seattle. The survey was emailed to 220 of the 245 program registrants that received curriculum, or participated in a tour/Operations visit during 2009. The remaining participants did not provide email addresses. Additionally, all 245 registrants were contacted by phone and encouraged to participate in the survey.



The survey consisted of nine questions and included an option for written comments. The survey tool, SurveyMonkey, compiled the results enabling the Public Education Section to gather information from a large number of program participants. Seventy eight of the participants who received the survey link opened the email. Thirty seven of those who opened the email completed the survey. An additional 81 participants completed the survey via a telephone survey performed by SFD administrative staff. A total of 118 registrants chose to participate either via email or phone. (Margin of error is 6 % with a sample size of 118.)

The survey results revealed that 94% of responding preschool program participants were satisfied or completely satisfied with the quality of the education materials. Ninety seven percent of the respondents also reported that they would continue to participate in the program. Arguably most important however, 60% of the respondents felt that the Seattle Fire Department's preschool program "significantly improved" or "improved" fire safe behavior among their students and children.



Seattle Fire Department  
Fire Prevention Division  
[www.seattle.gov/fire](http://www.seattle.gov/fire)

## *Background and Purpose*

Young children are especially vulnerable to fire and burn injuries. Unintentional injury is the leading cause of death for children three to five years old. Each year between 20-25% of all children sustain an injury sufficiently severe enough to require medical attention, missed school and/or bed rest. To address the fire safety and injury prevention needs of preschoolers, the Seattle Fire Department offers a comprehensive safety program for delivery in preschools and daycares. Materials are aimed at children between the ages of three to five years.



During 2009, the preschool program continued to provide fire safety and injury prevention curriculum to preschool providers free of charge. Marketing of the injury prevention curriculum, in particular, was expanded to include over 4,000 Seattle Public School kindergarten students. In addition to providing teaching materials, fire safety and injury prevention presentations were scheduled quarterly for the Washington State Department of Early Learning daycare licensing program. This effort introduces new daycare providers to the topic of fire safety, as well as to the services available through the Seattle Fire Department's Preschool Program.

Preschool groups participating in fire station tours or firefighter visits are required to first complete the Play Safe! Be Safe! fire safety kit, provided free of charge for facilities to keep. In completing activities such as "firefighters are our friends" and "crawl low under smoke", over 6,000 Seattle preschoolers learned important safety lessons ensuring that each visit with firefighters was both fun and educational. In addition to providing free curriculum, the program continued to facilitate fire station tours and visits with firefighters. In 2009, over 4,500 preschool age children visited with Seattle firefighters.

During March 2010, the Public Education Section conducted a survey among preschool program registrants who participated in fire station tours, operation visits or utilized the Play Safe! Be Safe! curriculum during 2009. The purpose of the survey was to measure the success of the program and to identify potential areas for improvement

## *Evaluation methods*

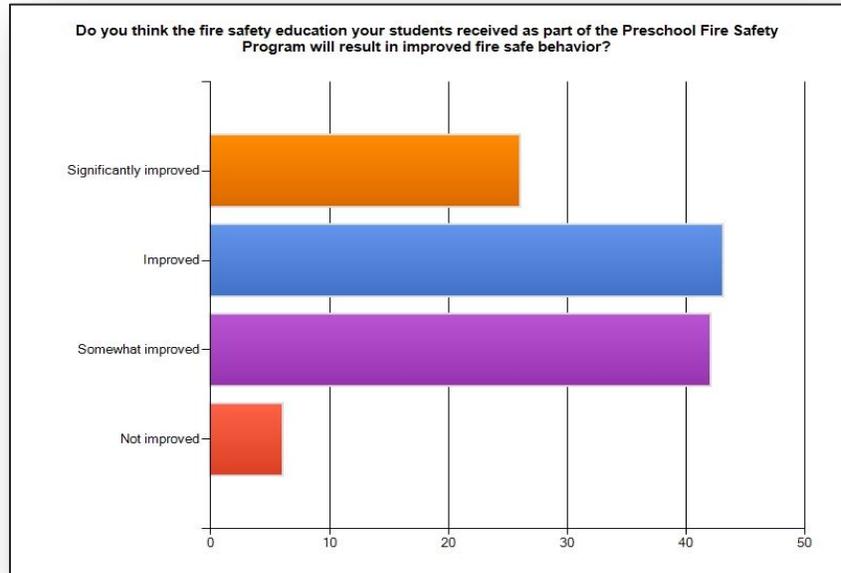
After carefully creating evaluation questions in an effort to gain important information about the effectiveness of the preschool program, an email (using an email listserv through Constant Contact.com) was sent out that directed preschool program participants to an external survey site. Upon completing the survey, participants were given the opportunity to provide their contact information for a chance to win a prize ([view survey here](#)). This email was sent once during March 2010 to 220 of the 245 program registrants that received curriculum, participated in a tour or operations visit during 2009. (The remaining providers did not provide email addresses.) Thirty nine percent (78) of the participants who received the survey opened the email. Fifty seven percent (37) of those who opened the email completed the survey. Additionally, all 245 registrants were contacted via telephone. A total of 118 program registrants chose to participate either via email or phone. (Margin of error is 6 % and all questions are scored the same.)



The survey consisted of nine questions and included an option for written comments. The survey tool (surveymonkey.com) compiled results enabling the Public Education Section to gather information from a large number of program participants.

In an effort to increase survey participation, prizes were offered. Previous efforts to engage busy teachers and caregivers in program evaluations have proved challenging.

Providing an incentive seems to increase participation. The instructions, both in the email query sent to teachers as well as in the actual survey instructions, clearly stated that signing up for a chance to win prizes was optional. Additionally, the instructions stressed that all survey responses are kept anonymous and handled separately from the prize awards. Every effort was made to assure participants that the Public Education Section intended to compile objective and honest feedback on the program in an effort to implement improvements where indicated.



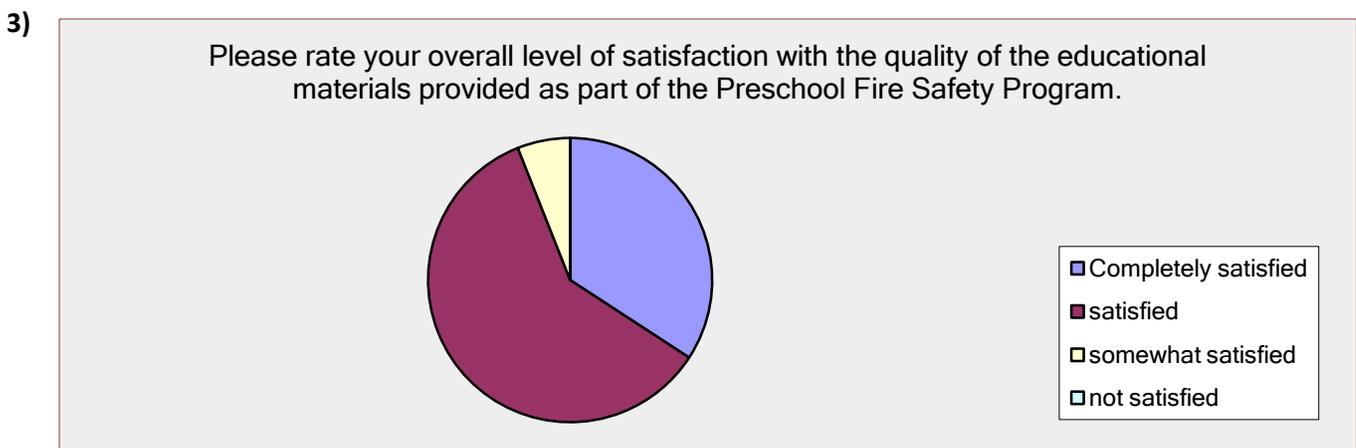
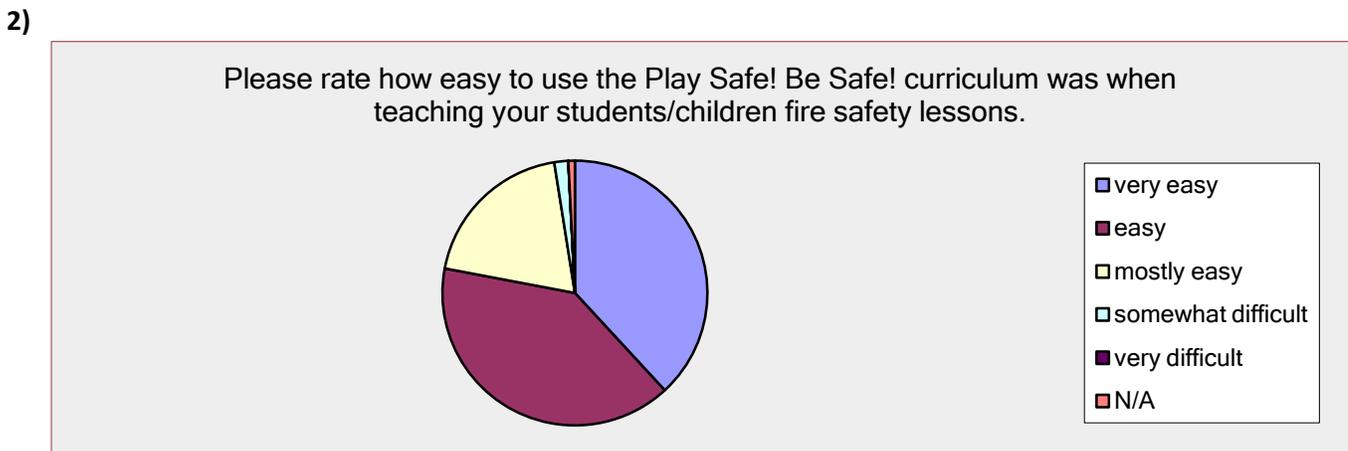
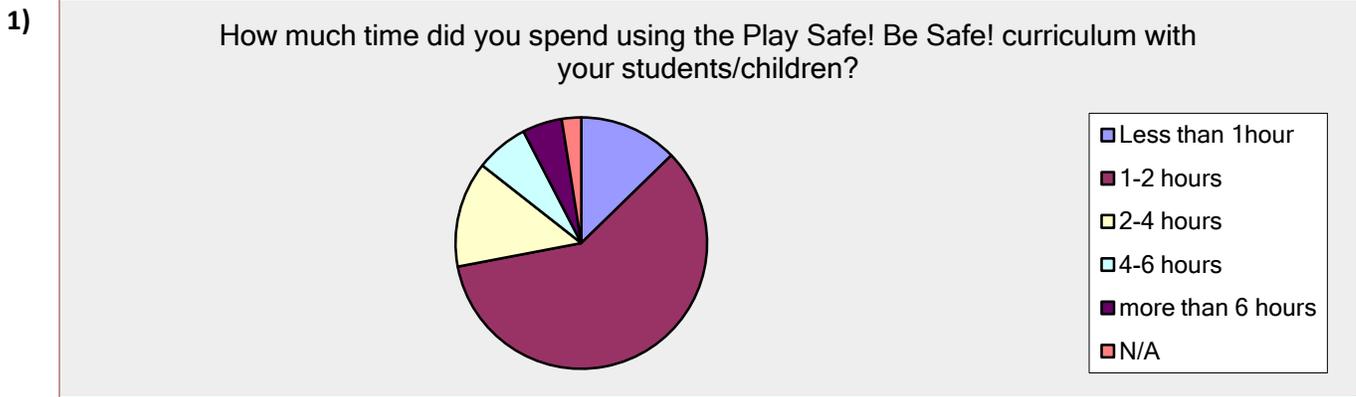
#### Questions are as follows:

1. How much time did you spend using the Play Safe! Be Safe! curriculum with your students/children?
2. Please rate how easy to use the Play Safe! Be Safe! curriculum was when teaching your students/children fire safety lessons.
3. Please rate your overall level of satisfaction with the quality of the educational materials provided as part of the Preschool Fire Safety Program.
4. Please estimate how many students/children you will teach the Play Safe! Be Safe! curriculum to within the next year.
5. Please rate your level of satisfaction with the fire station tour or firefighter visit component of this program.
6. Do you think the fire safety education your students received as part of the Preschool Fire Safety Program will result in improved fire safe behavior?
7. Do you plan to participate in the Preschool Fire Safety Program again?
8. Did you find the Play Safe! Be Safe! curriculum materials to be age/developmentally appropriate for your students/children?
9. Did you find the Play Safe! Be Safe! curriculum materials to be culturally appropriate for your students?
10. Your comments and suggestions are very important to developing and maintaining our educational programs. Please take a moment to share any additional thoughts or suggestions about the Preschool Fire Safety Program in the box below.



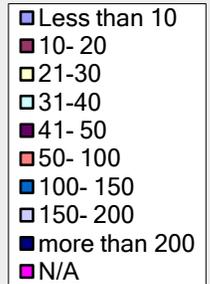
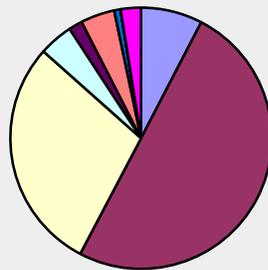
### Results

The survey results revealed that 94% of responding preschool program participants were satisfied or completely satisfied with the quality of the education materials. Of respondents, 97% also reported that they would continue to participate in the program. Sixty percent of the respondents felt that the Seattle Fire Department’s preschool program had resulted in significantly improved or improved fire safe behavior among their students and children.



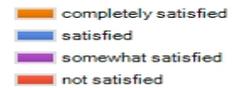
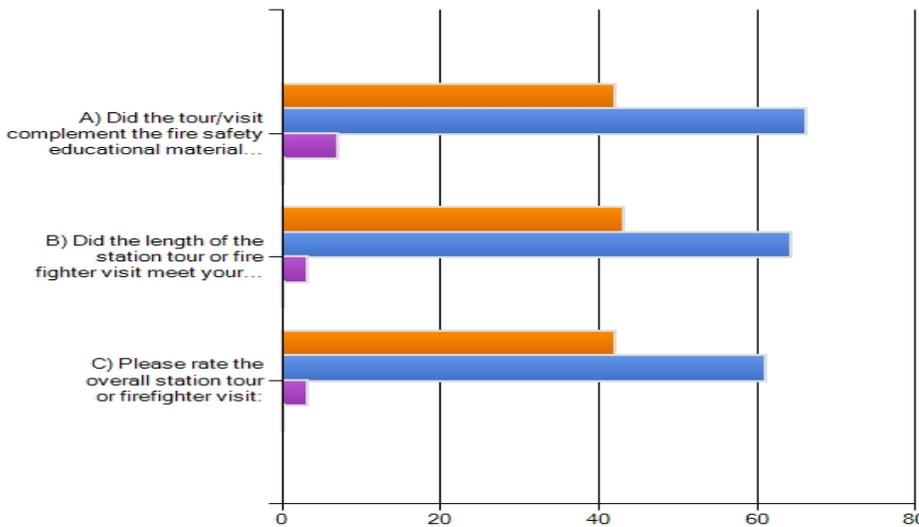
4)

Please estimate how many students/children you will teach the Play Safe! Be Safe! curriculum to within the next year.



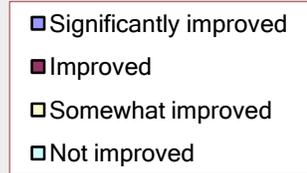
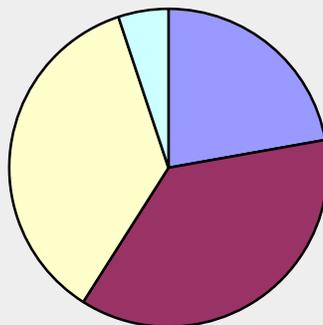
5)

Please rate your level of satisfaction with the fire station tour or firefighter visit component of this program.

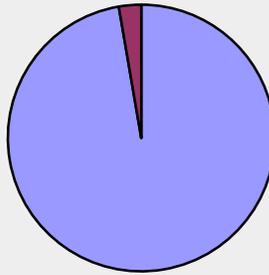


6)

Do you think the fire safety education your students received as part of the Preschool Fire Safety Program will result in improved fire safe behavior?

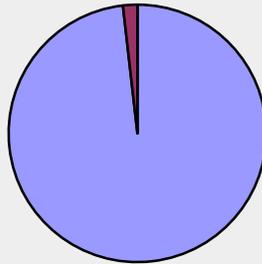


7) Do you plan to participate in the Preschool Fire Safety Program again?



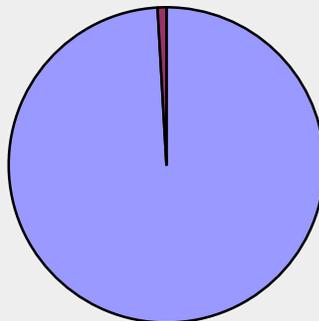
■ Yes  
■ No

8) Did you find the Play Safe! Be Safe! curriculum materials to be age/developmentally appropriate for your students/children?



■ Yes  
■ No

9) Did you find the Play Safe! Be Safe! curriculum materials to be culturally appropriate for your students?



■ Yes  
■ No

10) Survey participants were given the option to include additional comments and suggestions about the program. For the most part, the evaluations received were anonymous. However, some comments included personal names and/or the name of preschools. All of the following comments are from the “Comments” section for surveys submitted in 2010.



*"Thank you so much for all that you do. I am looking forward to using the curriculum this next year and many more to follow. The materials are very handy and informational, and the children truly do enjoy them. Thanks again."*

*"The parents of my students were impressed that their three year olds knew to Stop, Drop and Roll. Also, several of the children have "practiced" fire drills at home. This has given me a great opening to encourage families to have a safety plan and fire drills at home."*

*"We thought the materials were very appropriate! The videos were great and were very well worded and created for our preschool class. The firefighters who took our class on a tour at the fire station were very good with children and did not talk above their language level, which often happens on field trips. Thank you so much!"*

*"I have done the program for the last eight years and my students love it! They really like the crawling out of the classroom! This year the ladder truck came to visit and they were all very impressed at how far up the ladder went and how far the fire fighter was above them. They really enjoyed "waving to him way up there "(as my students said). Thanks for giving my students an enriching learning experience!"*

### *Conclusions and recommendations*

Preschool providers who registered in the Seattle Fire Department's Preschool Fire Safety Program during 2009 were invited to participate in an evaluation of the program. Consistently high marks were given in all areas examined. This included ease of program use, quality of the educational materials, satisfaction with the follow-up fire station visit, and belief that the children will demonstrate improved fire safety behavior as a result of the program. Ninety seven percent of the respondents indicated that they would participate in the program again.

An area that indicated room for improvement was question six. Participants were asked whether they felt that the education received resulted in increased fire safe behavior among students. Sixty percent indicated that the Seattle Fire Department's preschool program had resulted in significantly improved or improved fire safe behavior among their students and children. In 2008, 90% of survey participants indicated that the Seattle Fire Department's preschool program had resulted in significantly improved or improved fire safe behavior among their students and children.

This difference may be due to a difference in participation numbers in past surveys. During 2008, 27 of 297 program participants completed the survey. In 2010, 118 of 254 participants completed the survey. Thus the difference in satisfaction of skills learned may be linked to the actual number of responses (and the probability associated with those responses) making it difficult to compare attitudes of providers from 2008 to 2010. Also worth noting is the response to Question #3 in the 2010 survey. Ninety four percent of responding preschool program participants indicated that they were satisfied or completely satisfied with the quality of the education materials. This suggests that a majority of the participants felt that the SFD educational tools accomplished the goal of teaching fire safety to children.

Regardless of discrepancies in survey numbers and or questions, Question #6 highlights the need for program participants to feel that children are learning important skills that result in improved fire safe behavior. Several changes



to the program’s assessment methods will be made to better assess whether children are learning these essential skills. Future survey participants will be asked an additional follow up question regarding any ideas for how these skills might be improved. Surveys will also be conducted on a more frequent time frame, asking for feedback soon after program participation in comparison to once a year. Results will be compiled bi-annually, allowing for program adjustments to be made if necessary.

While comments indicated areas with room for improvement in the attainment of fire safe behavior, the overall impression garnered from the survey is that preschool providers in Seattle are highly satisfied with the Preschool Fire Safety Program and that a majority (60%) of children participating in the program have developed improved fire safety behavior.



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Appendix I—Original Survey Format & Results

Appendix II—Question #10, All Comments



2010 Preschool Fire Safety Program Evaluation

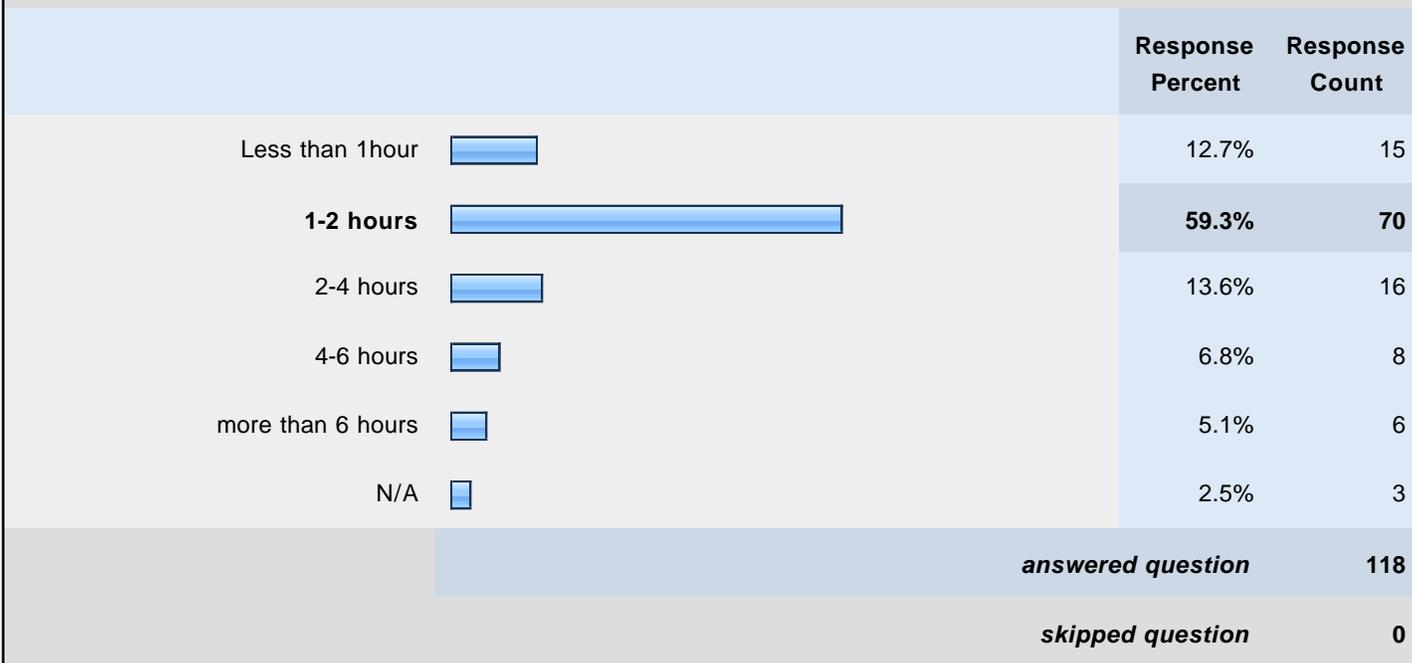
**Your comments and suggestions are very important to developing and maintaining our educational programs. Please take a moment to share any additional thoughts or suggestions about the Preschool Fire Safety Program in the box below.**

		Response Count
		28
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>90</b>

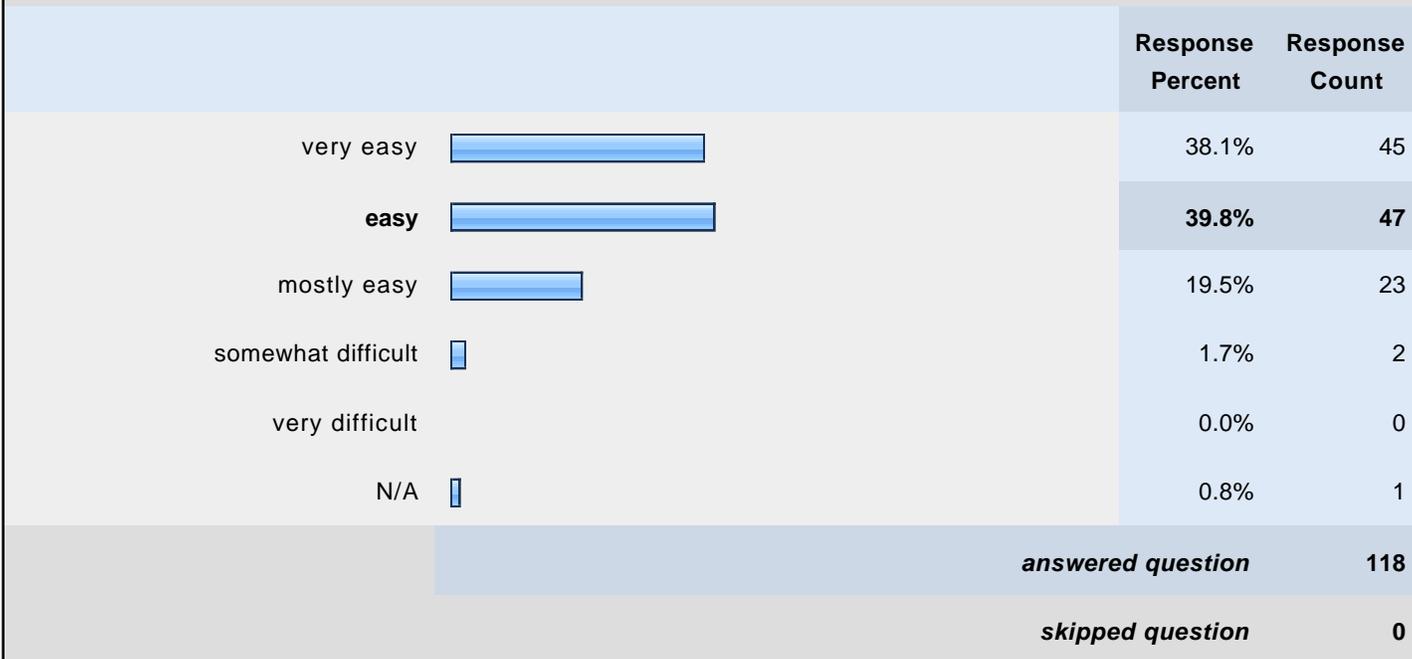
Response Text		
1	The kids liked watching the 'play safe, be safe' movies in class, and they also liked sticking the 'safety gear' on the firefighter. Since we have many girls in our class, it would be nice if some of the 'play safe, be safe' materials included female firefighters. The kids often asked, "Can mommies be firefighters too?" Overall, the materials were very helpful and easy to use, and the kids seemed to understand each lesson!	Apr 6, 2010 8:37 PM
2	I thought the materials we mostly age appropriate. But, since there are so many ELL student in the program I needed to modify some of the materials to include more visuals; Lots of repetition.	Apr 6, 2010 8:39 PM
3	We have used the program for the past 2 years and feel that it is an important teaching tool in the classroom.	Apr 6, 2010 8:39 PM
4	The Firefighters were kind and didn't mind answering alot of questions the children had! As an Early Childhood Educator I hope you will continue with this program!! It's wonderful!! My students have been asking however, why the Firefighters didn't bring "Sparky" the dog from the video *_* Do you all have a "Sparky" you can bring? Thanks!! Great program!!!	Apr 6, 2010 8:46 PM
5	The parents of my students were impressed that their three year olds knew to Stop, Drop and Roll. Also, several of the children have "practiced" fire drills at home This has given me a great opening to encourage families to have a safety plan and fire drills at home.	Apr 6, 2010 8:49 PM
6	It's a great program! the children learned alot.They especially enjoyed the video and were very attentive. One student took his certificate home and demonstrated to his mother stop , drop and roll. she was impressed!She framed his certificate and hung it on the wall.	Apr 6, 2010 9:17 PM
7	I really like the kit it's easy to use and the children like the video.	Apr 6, 2010 9:17 PM
8	The video is pretty dated.	Apr 6, 2010 9:18 PM
9	We thought the materials were very appropriate! The videos were great and were very well worded and created for our preschool class. The firefighters who took our class on a tour at the fire station were very good with children and did not talk above their language level, which often happens on field trips. Thank you so much!	Apr 6, 2010 9:31 PM
10	the curriculum given to us was appropriate for my kids in K-2, but kids in grades 3-5 weren't particularly interested...it may not have been developmentally appropriate for them.	Apr 6, 2010 9:44 PM

Response Text		
11	Our preschool kids loved watching the video and then practicing what they learned - stop, drop and roll, crawling low under smoke, etc. It was also great to see on the video what the firefighters look like in their full gear and hear the way they talk...it made the kids more comfortable when they saw it in real life.	Apr 6, 2010 9:48 PM
12	The materials may be a bit above my youngest students, aged 2 to 3. But I just improvise. Sometimes the youngest students may become frightened I've learned so I'm very cautious with them. Thanks for all your help.	Apr 6, 2010 10:15 PM
13	very easy to use materials	Apr 6, 2010 11:22 PM
14	always do an awesome job when they visit	Apr 7, 2010 12:41 AM
15	It has been a great program.	Apr 7, 2010 1:41 AM
16	I have done the program for the last eight years and my students love it! They really like the crawling out of the classroom! This year the ladder truck came to visit and they were all very impressed at how far up the ladder went and how far the fire fighter was above them. They really enjoyed "waving to him way up there "(as my students said). Thanks for giving my students an enriching learning experience!	Apr 7, 2010 2:21 AM
17	We (3-4 yrs old children) like the video. It is pretty interesting. But the questions on the cards are somewhat repetitive and do not hold our interest as well. Some of them are okay. We like the dress the firefighter and the okay to play/stay away games. We really enjoy the visits to the fire station and meeting the firefighters and trying out the equipment.	Apr 7, 2010 2:50 AM
18	Thank you so much for all that you do. I am looking forward to using the curriculum this next year and many more to follow. The materials are very handy and informational, and the children truly do enjoy them. Thanks again.	Apr 7, 2010 5:49 AM
19	I have used this curriculum for about 6 yrs. and have been very satisfied.	Apr 7, 2010 11:44 AM
20	I've been using the program for 10 years.	Apr 7, 2010 1:39 PM
21	Fire Fighters were engaging with students and the information given was age appropriate. Feedback from parents was very positive...their children shared what they learned about fire safety.	Apr 8, 2010 3:14 PM
22	The students always enjoy this program alot! Thank you.	Apr 8, 2010 3:57 PM
23	none at this time	Apr 8, 2010 8:46 PM
24	Our children liked using the material and learned a lot from them, I would also like to see a coloring sheet for making paper bag puppets, the picture of the firefighter does not cover the entire bag	Apr 9, 2010 7:33 AM
25	I'd love to see more interactive elements in the Play Safe! Be Safe! curriculum.	Apr 10, 2010 4:23 PM
26	I really liked that the program was very interactive. It allowed the kids to be part of the education. We really enjoyed making the sock puppets, and they are spoken of often. The firefighters that visited us were patient and informative. The kids really had a great time. This was one of our highlights of the year.	Apr 12, 2010 9:57 PM
27	My class and me has a tour in the Fire Fighter Station #25 in last year, and children was learning about their own safety. The Fire Fighter Team was excelent and all time the children were interested in learning.	Apr 14, 2010 5:57 PM
28	Very Satisfied and would like a station visit this year	May 25, 2010 8:23 PM

**1. How much time did you spend using the Play Safe! Be Safe! curriculum with your students/children?**



**2. Please rate how easy to use the Play Safe! Be Safe! curriculum was when teaching your students/children fire safety lessons.**



**3. Please rate your overall level of satisfaction with the quality of the educational materials provided as part of the Preschool Fire Safety Program.**

	Response Percent	Response Count
Completely satisfied 	34.2%	40
<b>satisfied</b> 	<b>59.8%</b>	<b>70</b>
somewhat satisfied 	6.0%	7
not satisfied	0.0%	0
<b>answered question</b>		<b>117</b>
<b>skipped question</b>		<b>1</b>

**4. Please estimate how many students/children you will teach the Play Safe! Be Safe! curriculum to within the next year.**

	Response Percent	Response Count
Less than 10 	7.6%	9
<b>10- 20</b> 	<b>50.0%</b>	<b>59</b>
21-30 	28.8%	34
31-40 	4.2%	5
41- 50 	1.7%	2
50- 100 	4.2%	5
100- 150 	0.8%	1
150- 200	0.0%	0
more than 200	0.0%	0
N/A 	2.5%	3
<b>answered question</b>		<b>118</b>
<b>skipped question</b>		<b>0</b>

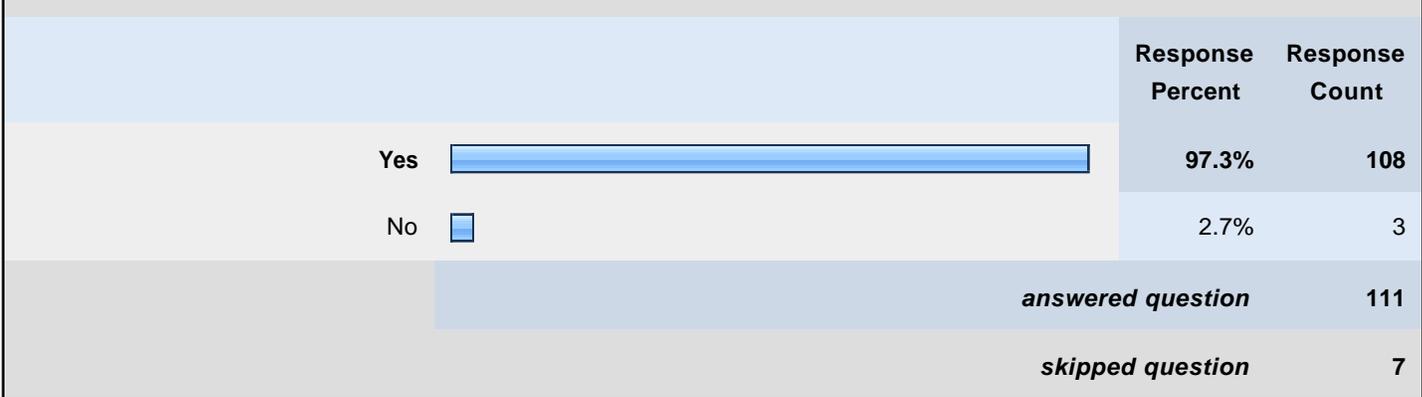
**5. Please rate your level of satisfaction with the fire station tour or firefighter visit component of this program.**

	completely satisfied	satisfied	somewhat satisfied	not satisfied	Response Count
A) Did the tour/visit complement the fire safety educational materials you received?	36.5% (42)	<b>57.4% (66)</b>	6.1% (7)	0.0% (0)	115
B) Did the length of the station tour or fire fighter visit meet your expectations?	39.1% (43)	<b>58.2% (64)</b>	2.7% (3)	0.0% (0)	110
C) Please rate the overall station tour or firefighter visit:	39.6% (42)	<b>57.5% (61)</b>	2.8% (3)	0.0% (0)	106
<i>answered question</i>					<b>115</b>
<i>skipped question</i>					<b>3</b>

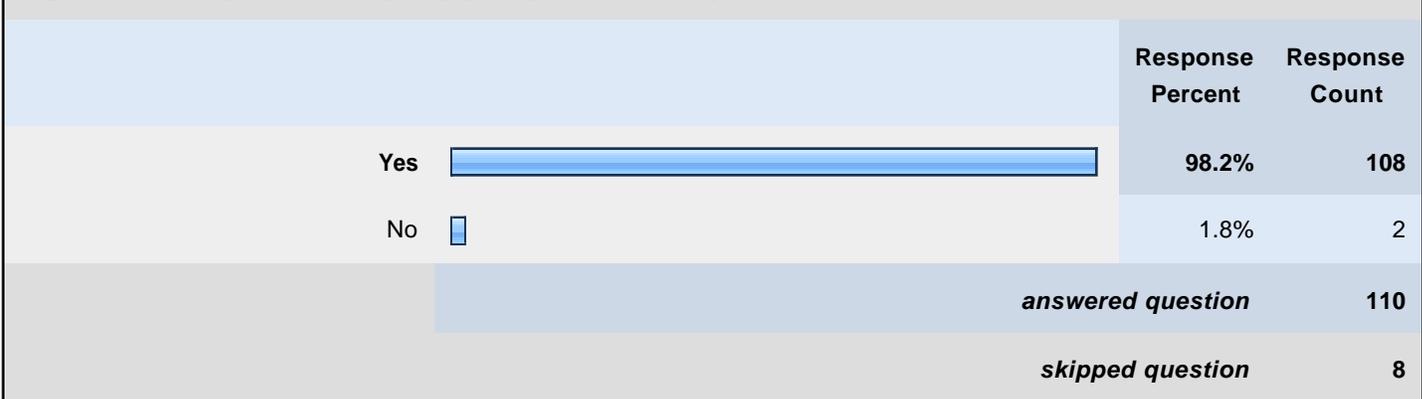
**6. Do you think the fire safety education your students received as part of the Preschool Fire Safety Program will result in improved fire safe behavior?**

		Response Percent	Response Count
Significantly improved		22.2%	26
<b>Improved</b>		<b>36.8%</b>	<b>43</b>
Somewhat improved		35.9%	42
Not improved		5.1%	6
<i>answered question</i>			<b>117</b>
<i>skipped question</i>			<b>1</b>

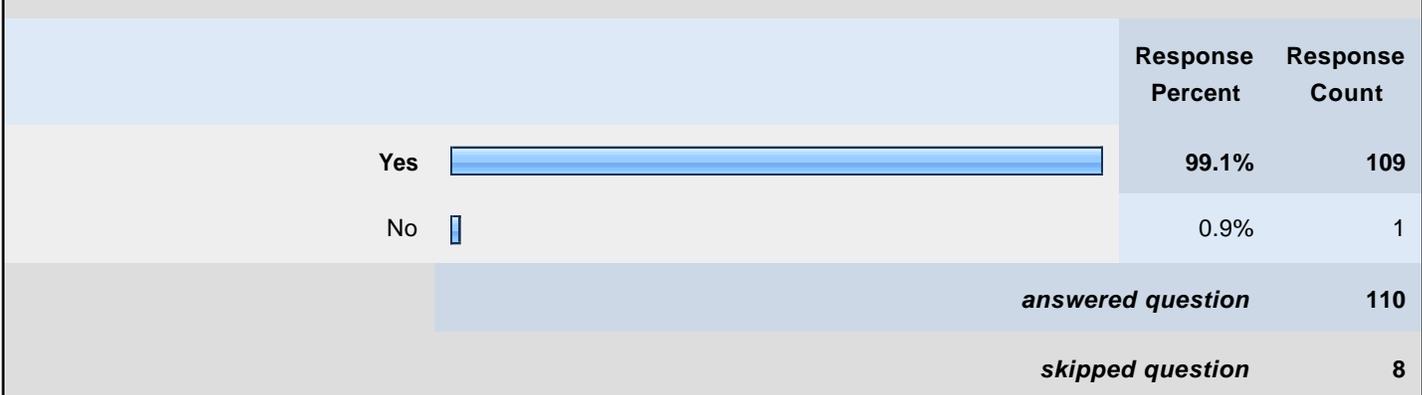
### 7. Do you plan to participate in the Preschool Fire Safety Program again?



### 8. Did you find the Play Safe! Be Safe! curriculum materials to be age/developmentally appropriate for your students/children?



### 9. Did you find the Play Safe! Be Safe! curriculum materials to be culturally appropriate for your students?



**10. Your comments and suggestions are very important to developing and maintaining our educational programs. Please take a moment to share any additional thoughts or suggestions about the Preschool Fire Safety Program in the box below.**

	Response Count
	28
<i>answered question</i>	28
<i>skipped question</i>	90

**11. If you would like to enter to WIN A PRIZE, please provide a contact email and/or phone number in the box below.**

	Response Count
	36
<i>answered question</i>	36
<i>skipped question</i>	82