

EVALUATION REPORT

American Red Cross FEMA Fire Prevention and Safety Grant Program Evaluation

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Executive Summary

The Red Cross contracted with an external program evaluator, NORC at the University of Chicago, to assess the ability of its FEMA-supported Fire Prevention and Safety program, the Home Fire Campaign, to reach its target population, provide the intended services and information, and determine participants' fire safety behavior and knowledge after receiving an in-home visit. This report will discuss findings from the second round of evaluation activities conducted by NORC. In 2015, NORC conducted an initial evaluation of the Red Cross program and the activities conducted between October 1, 2014 and June 30, 2015. This evaluation focuses on in-home visits conducted between August 1, 2015 and March 31, 2016. The evaluation was primarily based on data collection through a mail survey sent to a simple random sample of participants that had received home visits and a comparison group sample of households similar to intervention households. Both surveys measured residents' knowledge of fire prevention and safety practices, and their behavior regarding fire safety practices. Additionally, the survey asked whether the household still had working smoke alarms in place, whether the residents had tested their smoke alarm(s) since installation, whether residents have a fire escape plan, whether they have practiced that escape plan, whether they have taken additional actions to make their home more fire safe, and whether the household had experienced a home fire since the in-home visit. The following summary provides background information about the program, evaluation methods, and evaluation findings.

Background

With the support of FEMA Fire Prevention and Safety grant funding, the Red Cross formally launched the Home Fire Campaign in October 2014 and has continued to implement the program as an on-going and lasting preparedness service for at-risk communities throughout the United States, Territories, and Tribes (in partnership with tribal leadership). The primary activity of the program is to conduct smoke alarm installation in-home visits in at-risk neighborhoods and to assist households in developing fire escape plans. The Red Cross partnered with a broad coalition of national stakeholders, as well as local fire departments and established local coalitions of community stakeholders (volunteers, houses of worship, businesses, schools, public health departments, social service agencies, neighborhood leaders and others) to implement the program and extend its outreach. During the smoke alarm installation in-home visits, the Red Cross and its coalition partners test and install smoke alarms, educate individuals on fire safety practices, and record the outcomes of the visits.

Between August 1, 2015 and March 31, 2016, the Red Cross and its coalition partners visited 89,262 homes across all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, and Guam. They

created 76,221 escape plans with families, served 244,145 individuals, and installed 214,353 smoke alarms, including bedside alarms for people who are deaf or hard of hearing. The Red Cross targets its implementation efforts towards at-risk and vulnerable populations with a strong emphasis on low-income families. It also targets other demographic factors such as families with elderly residents or children, racial/ethnic minorities, and people with disabilities. Research has shown that these populations tend to have greater incidence of deaths from home fires, so the program focused its intervention accordingly.

Methodology

From the homes that the Red Cross and its affiliates visited where one or more smoke alarms were installed (n=84,310), NORC generated a simple random sample of 3,000 households that would be mailed a survey. To create a comparison group to measure program impact, NORC also generated a random sample of 3,500 households from census tracts where the average income is below 200 percent of the federal poverty level who would be mailed a survey to serve as a comparison group. Data collection consisted of a 29-question (intervention group) or 22-question (comparison group) paper-based survey mailed to the samples of addresses. Both English and Spanish versions of the survey were included in the mailing. The survey was designed to gather information about participants' fire safety knowledge and behavior, satisfaction with the Home Fire Campaign in-home visit (for the intervention group), and demographic information to determine the extent to which the program is reaching communities at risk. Data collection consisted of three mailings: an initial mailing of the survey (with \$2 incentive); a reminder/thank you postcard; and a second mailing of the survey (with no incentive).

Findings

Of the 3,000 intervention group surveys that were sent out, 878 surveys were returned for an overall response rate of 29 percent. Seventy-nine percent of participants indicated that they had received a visit from someone at their home to talk about fire safety. Nineteen percent indicated that they did not receive a visit and 2 percent did not respond to the question on the survey. For this analysis, only participants who indicated having received a visit are included (n=692). Of the 3,500 comparison group surveys that were sent out, 566 surveys were returned for an overall response rate of 16 percent. The intervention group respondent characteristics generally show that the program was successful in targeting at-risk populations and include the following:

- **Geography:** The respondents who indicated that they had received an in-home visit represented 49 states, Puerto Rico, the U.S. Virgin Islands, and the District of Columbia. Geographic representation

of respondents is similar to that of the total population receiving in-home visits. The comparison group respondents represented 45 states and the District of Columbia.

- **Race:** Intervention group respondents most frequently identified their race as white (62 percent), followed by Black/African American (21 percent), Hispanic or Latino (9 percent), and approximately 4 percent selected multiple two or more races. The comparison group respondents most frequently identified their race as white (37 percent), followed by Black/African American (25 percent), Hispanic or Latino (23 percent), and approximately 6 percent selected two or more races. The program successfully targets Black/African American populations, but under-represented other minority populations, including Hispanic or Latino and Asian.
- **Income:** Forty-nine percent of intervention group respondents and 51 percent of comparison group respondents indicated that their annual household income is less than \$25,000. Compared to the U.S. population, the program was able to reach a larger proportion of lower-income households. Approximately 58 percent of the intervention group households and 62 percent of the comparison group households were below the 200 percent poverty level, which is a higher proportion than the overall U.S. population (33 percent). The program successfully targets low-income populations.
- **Additional Characteristics:** The program was able to reach a higher percentage of households with at-risk characteristics than the U.S. population, including having a child under 5 years old, a senior 65 years and older, or a person who would need help escaping a home fire living in the household¹. Fourteen percent of intervention group respondents and 16 percent of comparison group respondents indicated that a child less than 5 years old lives or stays in the household, and 53 percent of intervention group respondents and 35 percent of comparison group respondents indicated there is a person 65 years or older living or staying in the household. Additionally, the program was able to reach households with a person who would need help escaping a home fire. Eighteen percent of intervention group respondents and 13 percent of comparison group respondents said they have someone who cannot see, hear, uses a wheelchair or a cane, or who needs help with daily activities living or staying in their household,
- **At least one risk factor:** Among the intervention group respondents, 90 percent reported at least one risk factor (low-income, racial/ethnic minorities, child under 5 years old, senior 65 years and older, or

¹ For purposes of comparison to the U.S. population, the proportion reporting there is a person living or staying in their household who would need help escaping a home fire (For example, someone who cannot see or hear, who uses a wheelchair or a cane, or who needs help with daily activities) was compared to the percent with a disability among the total civilian noninstitutionalized population, as calculated from the American Community Survey. Disability includes hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty.

person who would need help escaping a home fire). This finding indicates that the program was successful at providing services to target populations.

The survey respondents reported the impact that the activities of the Red Cross and its coalition partners had on their fire safety, and the comparison group was used as a reference to determine the effectiveness of the program. Statistically significant differences² were observed for the following variables:

- **Total Number of Alarms:** The average number of smoke alarms reported in intervention group households was 3.5 (SD³=1.84), and in the comparison group was 2.5 (SD=1.65). The median total number of alarms was 3 in the intervention group and 2 in the comparison group, and this difference was statistically significant (p<0.0001), indicating that the households that received an in-home visit have more smoke alarms than those that did not. Additionally, only 7 percent of intervention group respondents had 0 to 1 smoke alarms in their household, compared to 30 percent of comparison group respondents. There was a statistically significant (p<0.0001) association between group (intervention or comparison sample) and the three response categories for the number of smoke alarms in the home (0 to 1, 2 to 3, and 4 or more).
- **Fire Escape Plans:** Sixty-five percent of intervention group respondents said their household had a fire escape plan, compared to 49 percent of comparison group respondents, and this difference was statistically significant (p<0.0001).

Statistically significant differences were not observed or tested for the following variables:

- **Alarm Functioning:** Among the intervention group, 98.2 percent of respondents reported that the smoke alarms in their household are still functioning, compared to 96.1 percent for the comparison group.
- **Home Fires⁴:** Among the intervention group, 4 percent indicated that their smoke alarm had alerted them to a home fire in the past year, compared to 6 percent in the comparison group.
- **Smoke Alarm Testing:** For both the intervention and comparison groups, 67 percent tested their smoke alarms at least once in the past 3 months.
- **Valid Fire Escape Plan Meeting Place:** Seventy-one percent of intervention group respondents and 70 percent of comparison group respondents with a fire escape plan indicated a valid family meeting place.

² Additional details on statistical testing provided in the complete Methodology section below.

³ SD = Standard deviation

⁴ Statistical tests were not performed due to confusion regarding this question.

- **Practicing Fire Escape Plan:** Thirty-nine percent of the comparison group sample practiced the fire escape plan 1 or more times in the last 6 months, compared to 32 percent of the intervention group.
- **General Fire Safety Practices:** The intervention and comparison group had similar responses in terms of general fire safety behaviors. Among the intervention group, the majority of respondents indicated that they were very likely to stay in the kitchen when frying, grilling, or using an open flame (73 percent); to avoid smoking in bed (72 percent); keep matches and lighters away from children (78 percent); and to keep flammable items at least 3 feet from heat sources (75 percent). Additionally, 58 percent of respondents said they are likely or very likely to practice their household's fire escape plan.

Among the comparison group, the majority of respondents indicated that they were very likely to stay in the kitchen when frying, grilling, or using an open flame (70 percent); to avoid smoking in bed (73 percent); to keep matches and lighters away from children (80 percent); and to keep flammable items at least 3 feet from heat sources (75 percent). Fifty-two percent of respondents said they are likely or very likely to practice their household's fire escape plan.

- **Fire Safety Knowledge:** Most respondents in both the intervention and comparison groups correctly answered the true/false fire safety knowledge questions; however, only 24 percent of intervention group respondents and 23 percent of comparison group respondents correctly answered the question about how long it takes before a household is fully engulfed in flames.

Only intervention group respondents were asked how many smoke alarms were installed during the in-home visit. Additionally, the intervention group respondents provided written feedback about what they liked, did not like, and thought could be improved about the program.

- **Alarms Installed:** The average number of smoke alarms installed by in-home visitors was 2.6 (SD=1.39). The range of reported number of smoke alarms installed by the in-home visitors was 0-10, with the majority of respondents (79 percent) reporting that 1 to 3 smoke alarms were installed during the visit.
- **Liked Most about the Program:** Of the 618 respondents who provided comments on what they liked about the program, 44 percent reported that the visit was informative or helpful and the staff was knowledgeable, 38 percent said they most liked how professional, respectful, nice, and friendly the staff were, and 35 percent said they most liked that smoke alarms were installed, checked, and replaced. Another 10 percent mentioned the promotion of safety as what they liked most about the visit. Seven percent liked that the service was efficient, 7 percent liked that the services were free, and 4 percent said it was a great visit.

- **Liked Least about the Program:** Of the 483 respondents who provided comments on what they liked least about the program, the majority of respondents (82 percent) said that they liked everything. Five percent of respondents said that they did not like that the visits were unscheduled. Four percent of respondents reported an alarm issue, and less than 2 percent said that some households may have been missed or there were not enough alarms. Six percent mentioned various other aspects of the program that they liked least.
- **Respondents' Suggestions:** Of the 473 respondents who provided a response, 75 percent said they did not have any suggestions for improvement. Approximately 9 percent of respondents suggested that the Red Cross expand the program, and 7 percent said they should provide additional services and education. Approximately 4 percent of respondents said there could be better advance notification for the visits. Three percent of respondents offered a recommendation regarding the installation and equipment.

Key Points of Success

- The program successfully targeted several at-risk populations, including low-income households, Black/African American households, and households with children under 5 years old, seniors 65 years and older, and individuals who would need help escaping a home fire.
- The program was successful in increasing the number of smoke alarms in households. Intervention group households were more likely than comparison group households to have 4 or more smoke alarms in their home. Similarly, households that did not receive the intervention were more likely to have 0 to 1 smoke alarms in their home.
- Intervention group respondents were more likely to have a household fire escape plan than comparison group samples, indicating that the program successfully encouraged individuals to establish a fire escape plan.
- Qualitative responses showed that program participants were satisfied with and appreciated the home visit.

Key Opportunities for Improvement

- The intervention group was underrepresented for certain minority populations, including Hispanic/Latino and Asian populations.
- The intervention group and comparison group were similar in terms of testing smoke alarms, practicing fire escape plans, general fire safety practices and knowledge. These are potential areas that could be emphasized during the home visit.

- Among the intervention group, only 24 percent of respondents knew how long it takes before a household is fully engulfed in flames. This is a potential area for improvement in terms of messaging and fire safety knowledge.

Limitations

There are several limitations that should be considered in the review of this evaluation. Because most of the data collected in the survey was not collected during the home visits, there is no baseline for comparison to measure changes in knowledge and behavior among participants. Secondly, the social desirability bias may impact respondents' answers. Because respondents were asked to self-report their fire safety behaviors, it is possible that they chose the answers that are viewed as most favorable by others. While the inclusion of both English and Spanish language versions likely reduced the number of nonresponses that would have been received had an English-only survey been mailed to Spanish speakers, it is possible that interpretation of questions differed based on language received. Another limitation is the difficulty reaching the target population as lower income individuals are more likely to be transient. Similarly, because the Red Cross recorded the physical addresses of the homes they visited, which in some cases is not the mailing address, surveys mailed to the incorrect location would be returned as undeliverable. Finally, the person who received the intervention may not be the person completing the survey for the intervention respondents.

Key Findings

The Red Cross's Home Fire Campaign program was well received by participants. The inclusion of the comparison group in this evaluation allowed for comparisons between the two groups. The program was able to successfully reach certain at-risk populations, such as Black/African Americans, households with children under 5 years old, seniors over 65 years old, and individuals with disabilities, access and functional needs⁵. However, the comparison group showed that other minority populations, particularly Hispanic/Latinos and Asians, were under-represented in the intervention group. The program was successful in reaching low-income households, which is important considering low-income is a key cross-cutting factor that influences likelihood of dying in a home fire⁶.

⁵ Classified as individuals who would need help escaping a home fire (for example, individuals who cannot see, hear, use a wheelchair/cane or who need help with daily activities)

⁶ Socioeconomic Factors and the Incidence of Home Fire. Federal Emergency Management Agency, United States Fire Administration National Fire Data Center. June 1997. <https://www.usfa.fema.gov/downloads/pdf/statistics/socio.pdf>

Comparisons between the intervention and comparison group showed that households that received an in-home visit have more smoke alarms in their homes and are more likely to have a fire escape plan than those that did not. However, there were not major differences in terms of fire safety knowledge or behaviors between the two groups, and therefore no evidence that the in-home visit led to increased knowledge. These findings suggest that fire prevention knowledge may be gained from other sources, prior to the in-home visit. In terms of the questions regarding behaviors, the findings may be impacted by the social desirability bias, as mentioned previously in the limitations section. The intervention group surveys, and their responses about what they liked most and least about the program, showed that participants are very appreciative of the services provided, and see the value in the installation of smoke alarms and discussion of key fire safety behaviors.

Background

Program Goals

Home fires are among the greatest disaster threats to American families. Annually, home fires cause over 3,000 deaths and roughly \$7 billion in property damage. Low-income households, elderly individuals, children, minorities, and people with disabilities are more at risk of death and injury from household fires.

With the support of FEMA Fire Prevention and Safety grant funding, the Red Cross formally launched the Home Fire Campaign in October 2014 and will continue to implement the program as an on-going and lasting preparedness service for at-risk communities throughout the United States, Territories, and Tribes (in partnership with tribal leadership).

The Home Fire Campaign aims to build the capacity of at-risk households to respond effectively to home fires and other disasters. A critical activity of the program is to conduct smoke alarm installation in-home visits in at-risk neighborhoods and to assist households in developing fire escape plans.

In order to implement the Home Fire Campaign, the Red Cross enlisted the support of a broad coalition of national stakeholders, including the following: International Association of Fire Chiefs (IAFC); Vision 20/20; United States Fire Administration (USFA); National Volunteer Firefighter Council (NVFC); *Hope worldwide*; Rebuilding Together; Meals on Wheels; Habitat for Humanity International; Catholic Charities USA; Buddhist Tzu Chi; and many others.

Additionally, the Red Cross has partnered with local fire departments and established local coalitions of community stakeholders (volunteers, houses of worship, businesses, schools, public health departments, social service agencies, neighborhood leaders, and others) to implement the program and extend its reach.

During smoke alarm installation in-home visits, the Red Cross and its coalition partners conduct the following activities:

1. **Test and Install:** Test existing smoke alarms and install new smoke alarms as needed.
2. **Educate:** Review how to test and maintain smoke alarms, conduct fire safety and prevention education, including fire escape planning.
3. **Document:** Record the outputs of the visit and have residents sign a service acknowledgment form.

The following objectives were committed to in the 2014 FEMA FP&S Grant in support of the Home Fire Campaign (Grant No. EMW-2014-FP-00662). These objectives fall within the scope of this program evaluation:

- 85,000 smoke alarms installed, located in at-risk and vulnerable neighborhoods, including 500 for individuals who are deaf or hard of hearing;
- 42,500 households educated and trained in testing and maintenance of smoke alarms;
- 42,500 households educated on fire prevention and safety information;
- 42,500 households educated and trained in how to make and practice a home fire escape plan; and
- The completion of rigorous evaluation to determine impact, behavior change adoption, and continuous learning.

Program Implementation

The Red Cross and its coalition partners across the United States and its territories are conducting smoke alarm installation in-home visits in at-risk neighborhoods. The following has been accomplished between August 1, 2015 and March 31, 2016, the in-home visit data utilized by NORC for purposes of this evaluation.

- In-Home Visits: 89,262 (Households educated in fire safety, prevention, escape planning, and alarm testing and maintenance)
- Fire Escape Plans Made: 76,221
- States and Territories Visited: 54 (including District of Columbia, Puerto Rico, U.S. Virgin Islands, and Guam)

- Cities and Towns Visited: 3,596
- People Served: 244,145
- Smoke Alarms Installed: 214,353

The Red Cross targets its implementation efforts towards at-risk and vulnerable populations with a heavy emphasis on low-income families. Also considered were other demographic factors such as families with elderly residents or children, racial/ethnic minorities, and people with disabilities. Research has shown that these populations tend to have greater incidence of deaths from home fires, so the program focused its program intervention accordingly.

Evaluation

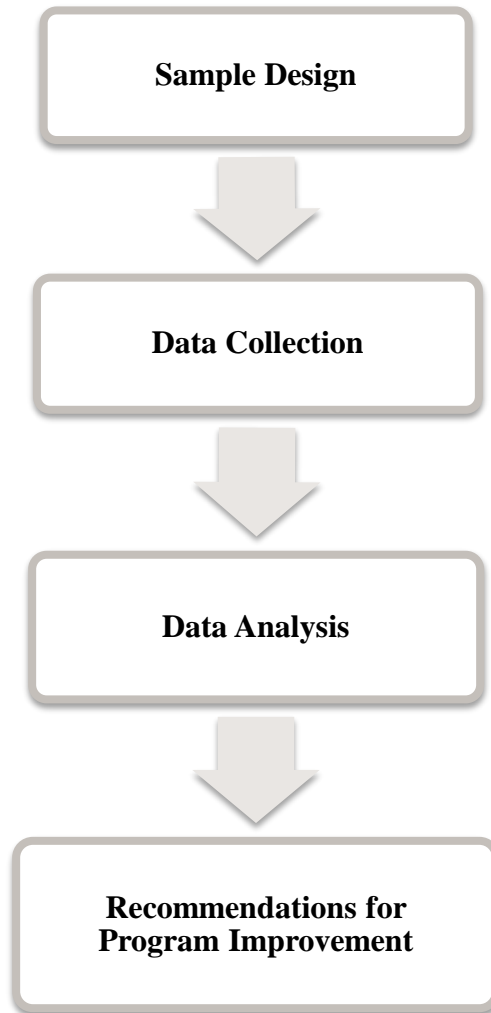
The Red Cross Community Preparedness and Resilience Services department required an evaluation of its FEMA-funded grant supporting the Home Fire Campaign (Grant No. EMW-2014-FP-00662). The purpose of the evaluation was to measure the effectiveness of the program and to make recommendations for continuous improvement. The Red Cross contracted with an external program evaluator, NORC at the University of Chicago, to assess the ability of the program to reach the target population, provide the intended services and information, and to determine participants' fire safety behavior and knowledge after receiving an in-home visit⁷. The evaluation was primarily based on data collection through a mail survey sent to a simple random sample of participants that had received in-home visits and a comparison group of households with similar characteristics to the program participants. The comparison group was included in order to show the impact of the Home Fire Campaign compared to demographically similar U.S. households. The survey measured residents' knowledge of fire prevention and safety practices, and their behavior regarding fire safety practices. Additionally, the survey asked whether the intervention household still had working smoke alarms in place, whether the resident had tested their smoke alarm(s) since installation, whether residents have a fire escape plan, whether they have practiced that escape plan, whether they have taken additional actions to make their home more fire safe, and whether the household has experienced a home fire in the past year. The following sections explain in further detail the data collection, methods of analysis, and the findings.

⁷ We are unable to determine if behavior or knowledge changed as a result of the program intervention because baseline data measuring behavior and knowledge was not collected.

Methodology

From the list of homes that were visited by the Red Cross and its affiliates, NORC devised a simple random sample of 3,000 participants as the intervention group. From a random sample of census tracts where the average income is below 200 percent of the federal poverty level, a simple random sample of 3,500 individuals was drawn to serve as a comparison group. NORC worked in collaboration with the Red Cross to implement a methodological approach that included quantitative and qualitative data collection, data analysis and synthesis, and drafting of recommendations for program improvement. Exhibit 1 presents a visual representation of the project phases.

Exhibit 1. Methodological Approach



Sampling

Intervention Group. The Red Cross and its coalition partners conducted 89,262 in-home visits in at-risk communities between August 1, 2015 and March 31, 2016 to implement the Home Fire Campaign. For the intervention group, NORC generated a random sample of 3,000 households where one or more smoke alarms were installed between August 1, 2015 and March 31, 2016 (n=84,310). These households were mailed the paper-based survey in both English and Spanish with a \$2 incentive. NORC projected a response rate for this survey of 25 percent, or 750 respondents, given the mode of distribution (mail) and the target population (at-risk). Respondents were asked whether they received an in-home visit, and those who indicated they had not were excluded from analysis. The minimum number of responses needed in order to generalize the findings of the evaluation to all program participants with a 95 percent confidence and 5 percent margin of error was 384 responses.

Comparison Group. The goal of the comparison group was to establish a sample similar to households receiving in-home visits, in order to compare their fire prevention and safety habits and knowledge to the intervention group. As with the intervention group, these households were mailed a paper-based survey in both English and Spanish with a \$2 incentive. NORC limited the comparison sample population to households residing in census tracts where no fewer than 50 percent of households are at 200 percent of poverty or lower, according to the American Community Survey (ACS) 5 Year Summary File. The address file was geocoded in order to determine tract of residence. Then, a simple random sample of 3,500 addresses was drawn. Based on past experience, NORC expected the address sample to result in approximately 560 completed surveys with an overall yield of 16 percent. The anticipated response rate and yield is lower for the comparison group because these addresses are not all known to contain households in addition to not being necessarily familiar with the Red Cross program. The number of responses needed in order to generalize the findings of the evaluation to the target population with a 95 percent confidence and a 5 percent margin of error was 538 responses.

For both the intervention and comparison groups, due to the abbreviated data collection period, it was not feasible to identify alternate households in the event that the surveys were returned as undeliverable from the initial sample.

Data Collection

Survey Instrument. Appendix A presents the intervention group survey instrument. Appendix B presents the control group survey instrument. Data collection consisted of a paper-based survey mailed to both samples. Both English and Spanish versions of the survey were included in the mailing. The survey was

designed to gather information about fire safety knowledge and behavior, satisfaction with the Home Fire Campaign in-home visit (for the intervention group), and demographic information. The survey included 29 questions for the intervention group, and 22 questions for the comparison group, including multiple choice, open-ended (free-response), and Likert-scale questions. The survey was organized into seven parts:

- In-Home visit details (for intervention group);
 - Smoke alarms;
 - Fire escape plans;
 - Fire safety practices;
 - Fire safety knowledge;
 - Program satisfaction (for intervention group); and
 - Household demographic information.
1. The **first section** included questions on whether the respondent recalled the in-home visit completed by a Red Cross volunteer or coalition partner. Only the intervention group was asked these questions.
 2. The **second section** requested the following information from both the intervention and comparison groups:
 - ▶ Information about smoke alarms installed during the in-home visit (intervention group only) and those that were already installed at the time of the visit, and the functioning of smoke alarms, both installed and pre-existing, at the time of the survey;
 - ▶ Information about the respondent’s testing and silencing of alarms and the presence of a fire in the home.
 3. The **third** section requested information on the household fire escape plan and associated behaviors. Both the intervention and comparison groups were asked these questions.
 4. The **fourth** section presented questions about the respondents’ likeliness to adhere to fire safety practices and knowledge of fire safety practices and procedures. Both the intervention and comparison groups were asked these questions.
 5. The **fifth** section asked questions about respondents’ knowledge of fire safety practices and procedures. Both the intervention and comparison groups were asked these questions.
 6. The **sixth** section consisted solely of open-ended responses that sought to capture respondents’ program satisfaction. Only the intervention group was asked these questions.

7. The **seventh** section requested household demographic information, such as race, income, and presence of children, seniors, or a person with a physical disability or who is deaf or hard of hearing in the household. Both the intervention and comparison groups were asked these questions.

Survey Mailing Schedule. Data collection consisted of three mailings: an initial mailing of the survey; a reminder/thank you postcard; and a second mailing of the survey.

Initial Survey Mailing. To recruit survey participants, NORC mailed the survey (in English and Spanish) to the sample of 3,000 intervention households and 3,500 comparison group households. The initial mailing, which occurred on June 3, 2016 to the intervention group and on June 6, 2016 to the comparison group, included a cover letter containing both English and Spanish translations of the study intent and description, instructions for completing and returning the survey, information on respondent privacy protections, and a toll-free number for respondents to call in the event that they had questions about the survey. The survey cover letters can be found in Appendix C and Appendix D. Additionally, the mailing included a \$2 incentive to improve response rate and a prepaid, preaddressed envelope in which to return the completed survey.

Postcard Mailing. On June 10, 2016 and June 13, 2016, approximately one week after initial survey dissemination, NORC sent a follow-up postcard to all 3,000 intervention group and 3,500 comparison group addresses to remind them to complete the survey if they had not done so and thank those that had already completed the survey (Appendix E). The follow-up postcard contained both English and Spanish language versions of the text.

Second Survey Mailing. On June 24, 2016, and June 27, 2016, approximately three weeks after initial survey dissemination, a second survey mailing occurred. All participants who had already returned their survey and all undeliverable addresses were removed from the second mailing, so that they did not receive a duplicate survey. Only participants who had not returned the first mailing were sent another copy of the same survey for them to complete. This mailing included a cover letter similar to the initial mailing⁸ and the same English and Spanish versions of the survey. This mailing did not include a \$2 incentive.

⁸ The cover letter in the second mailing was similar to the first mailing with two exceptions: 1) a sentence was added that stated that the respondent did not need to fill the survey out again if he/she had already done so, and 2) the sentence about the \$2 incentive was removed, as the incentive was not included in the second mailing.

Data Analysis

Data analysis was conducted on both quantitative and qualitative data gathered through the survey. NORC used Statistical Analysis System (SAS) and NVivo software to perform analyses.

Survey Response Rate. The response rate was calculated for all respondents who completed the survey by dividing the total number of responses by the total number of mailed surveys. Some respondents did not answer every question on the survey. Survey results from partially complete surveys were included in analyses for only those questions answered, and the number of respondents per question is reported accordingly.

Baseline Data. Using the data provided by the Red Cross for home visits between August 1, 2015 and March 31, 2016, NORC was able to determine the average number of alarms installed, batteries replaced, and fire escape plans made with program participants during the in-home visit. Additionally, NORC determined the distribution of in-home visits across the U.S. and territories.

Quantitative Data. Following data collection, quantitative data were cleaned and prepared for analysis. NORC then used descriptive statistics (counts, frequencies, percentages) to summarize the respondent population, describe respondents' fire safety behavior and knowledge, and compare smoke alarm and fire escape plan information to the baseline data collected during the in-home visits. NORC analyzed the respondent population demographics to determine the program's ability to reach at-risk populations. U.S. Census data were used to compare the distribution of demographic characteristics of intervention and comparison group respondents to that of the U.S. population. The number of individuals served during the in-home visit was used as a proxy for number of household members in the calculation of respondents' 200 percent poverty level for the intervention group. A corresponding survey codebook was created with an index of variables, frequency of responses, and number of missing responses. In order to compare the intervention to the comparison group sample, a number of statistical tests were performed.

Researchers are often interested in differences between groups due to factors beyond random change, as these differences are described as being "statistically significant." Statistical tests use a p-value to describe the probability that random chance could explain a result. Statistically significant results are classified as a p-value of 5 percent ($p < 0.05$). In interpreting statistically significant differences, the reader can conclude that they are most likely due to characteristics of the data themselves rather than random chance. If differences are not statistically significant, then it can be concluded that the differences between the two groups could be due to random chance.

Two main statistical tests were utilized in the analysis. First, the chi-square test is used to compare counts of categorical variables to see if they differ significantly. For example, the chi-square test is used to compare a distribution of categorical respondent data in the intervention group vs. the comparison group. Note that while the chi-square test will indicate if two distributions differ significantly, the user will need to interpret the data to understand why they may be different. Second, the Mann-Whitney test is used to compare medians or means. The median is the value lying at the midpoint of a frequency distribution, and the mean is the average value. The Mann-Whitney test⁹ is used to see if the mean or median value of the intervention group is significantly different from the comparison group.

Qualitative Data. Verbatim text from open-ended survey questions were coded and analyzed using NVivo software. Specifically, the responses for the question asking, “If your household has a fire escape plan, what is your family meeting place?” were reviewed for any answers that made sense (e.g., by the mailbox, at the neighbor’s house, etc.). For the open-ended responses to the questions regarding program satisfaction/dissatisfaction and suggestions for improvement, NORC identified common themes and calculated frequencies of responses under each theme. To draft the recommendations for program improvement, NORC relied heavily on responses to the program satisfaction questions in the survey. NORC identified commonly suggested recommendations for program improvement, as well as solutions to program issues identified by respondents.

IRB Review

The NORC Institutional Review Board (IRB) reviewed all study instruments and associated materials. The NORC IRB determined the study to be exempt from full review (Protocol No. 16.05.03).

Findings

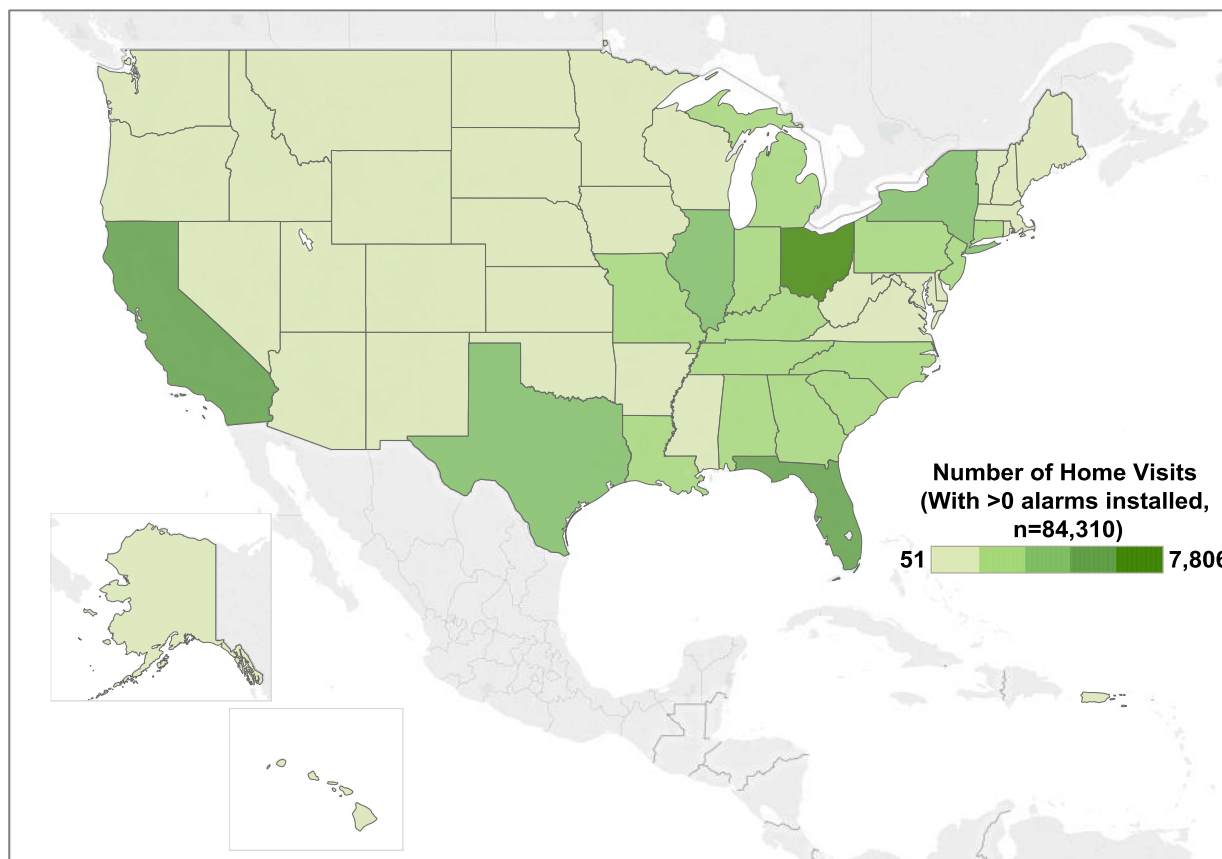
Data Collected at In-Home Visits

There were 89,262 households visited, and 84,310 households that had at least one smoke alarm installed during the in-home visit. Homes were visited in all 50 states, Washington, D.C., Puerto Rico, the U.S. Virgin Islands, and Guam. Exhibit 2 shows the frequency of the visits in each state/territory that had at least one alarm installed. At the in-home visits that included installing at least one smoke alarm, there was a mean of 2.7 (SD=1.74) people served per household, 2.5 (SD=1.34) smoke alarms installed, and 0.1

⁹ The Mann-Whitney test is a non-parametric test that is used as an alternative to the student T test where the underlying distribution is unknown. The test requires fewer assumptions regarding the distribution of the data. Non-parametric tests are less powerful than parametric tests.

(SD=0.49) batteries replaced. Approximately 85 percent of households made a fire escape plan during the in-home visit.

Exhibit 2. Locations of Households Visited with at Least One Smoke Alarm Installed (n=84,310)



Survey Response Rate

Of the 84,310 households visited that had at least one smoke alarm installed, a simple random sample of 3,000 participants were mailed a survey. For the comparison group, we selected a random sample of 3,500 addresses in Census tracts where the average household income is at 200 percent of the poverty level or less. Of the intervention group, 878 surveys were returned completed, 421 were returned undeliverable, and 6 were returned as refusals. Thirty-one Spanish surveys were returned. The response rate for the intervention group was 29 percent. The response rate among households that received the survey¹⁰ was 34 percent. Of the comparison group, 566 surveys were returned completed, 439 were

¹⁰ Calculated as the total sample size minus the number of returned undeliverable (n=2,579)

returned undeliverable, and 8 were returned as refusals. Thirty-two Spanish surveys were returned. The response rate for the comparison group was 16 percent. The response rate among households that received the survey¹¹ was 18 percent.

Exhibit 3. Survey Response Rate – Intervention Group

Returned Surveys	Number (%) ¹²
Completed	878 (29%)
Undeliverable	421 (14%)
Refusal ¹³	6 (0.2%)

Exhibit 4. Survey Response Rate – Comparison Group

Returned Surveys	Number (%) ¹⁴
Completed	566 (16%)
Undeliverable	439 (13%)
Refusal	8 (0.2%)

In-Home Visits

Among the intervention group, 692 (79 percent) participants indicated that they had received an in-home visit from someone at their home to talk about fire safety, 165 (19 percent) respondents indicated that they did not receive a visit, and 21 respondents (2 percent) did not respond to the question on the survey. For this analysis, only participants who indicated having received an in-home visit are included (n=692). With 692 respondents included in the analysis, we are able to conclude that, 95 percent of the time, the true response values are within +/- 4 percent of the values we found in our sample. Although surveys were mailed to homes that had received an in-home visit, it is possible that the respondents did not recognize the visit to be associated with the Red Cross. Additionally, addresses, and not names, were collected at the in-home visit, so it is possible that the person visited had moved since the visit. Since the comparison group did not receive an in-home visit, all 566 respondents were included in the analyses. We are able to conclude that, 95 percent of the time, the true response values are within +/- 5 percent of the values we found in our sample.

¹¹ Calculated as the total sample size minus the number of returned undeliverable (n=3,061)

¹² Percent calculated from total sample size (n=3,000)

¹³ Refusals include surveys that were sent back by the recipient without any responses.

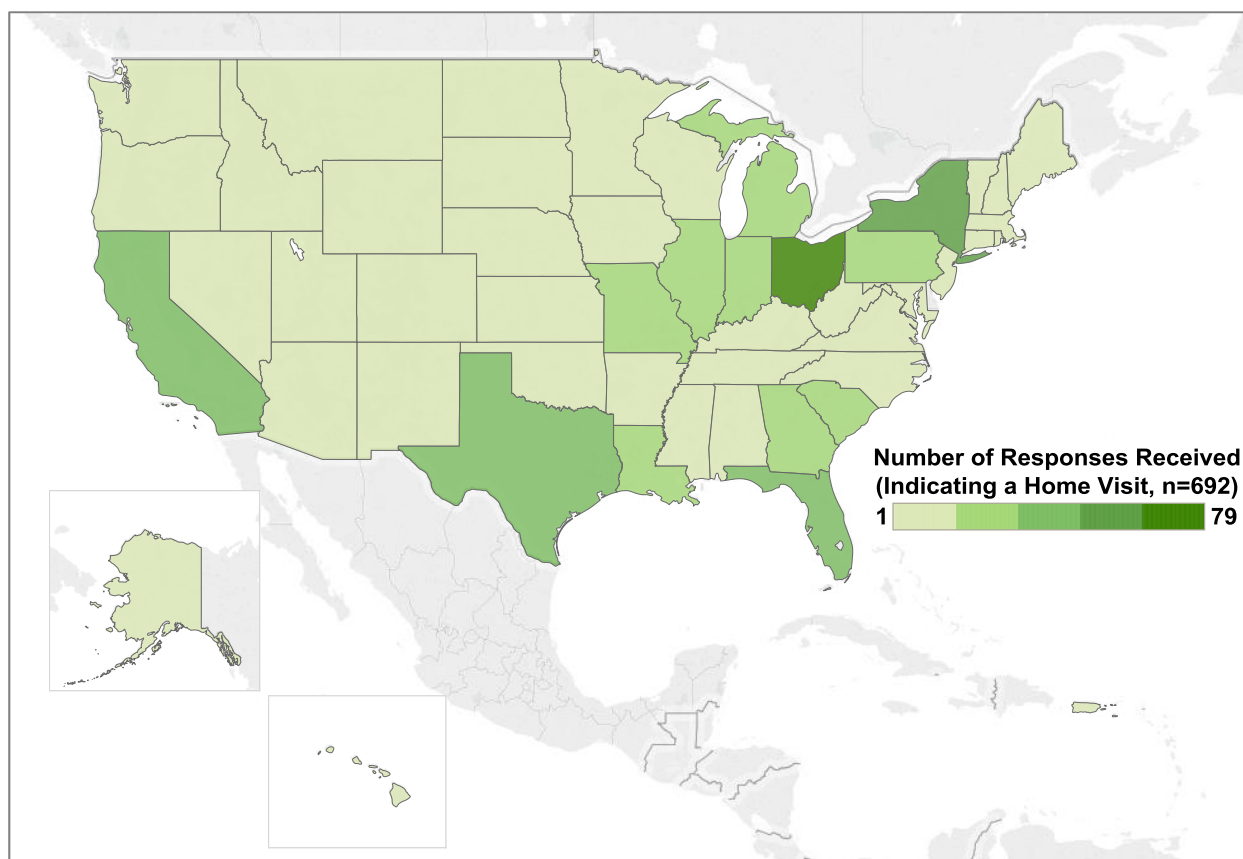
¹⁴ Percent calculated from total sample size (n=3,500)

Respondent Demographics

Respondent Location

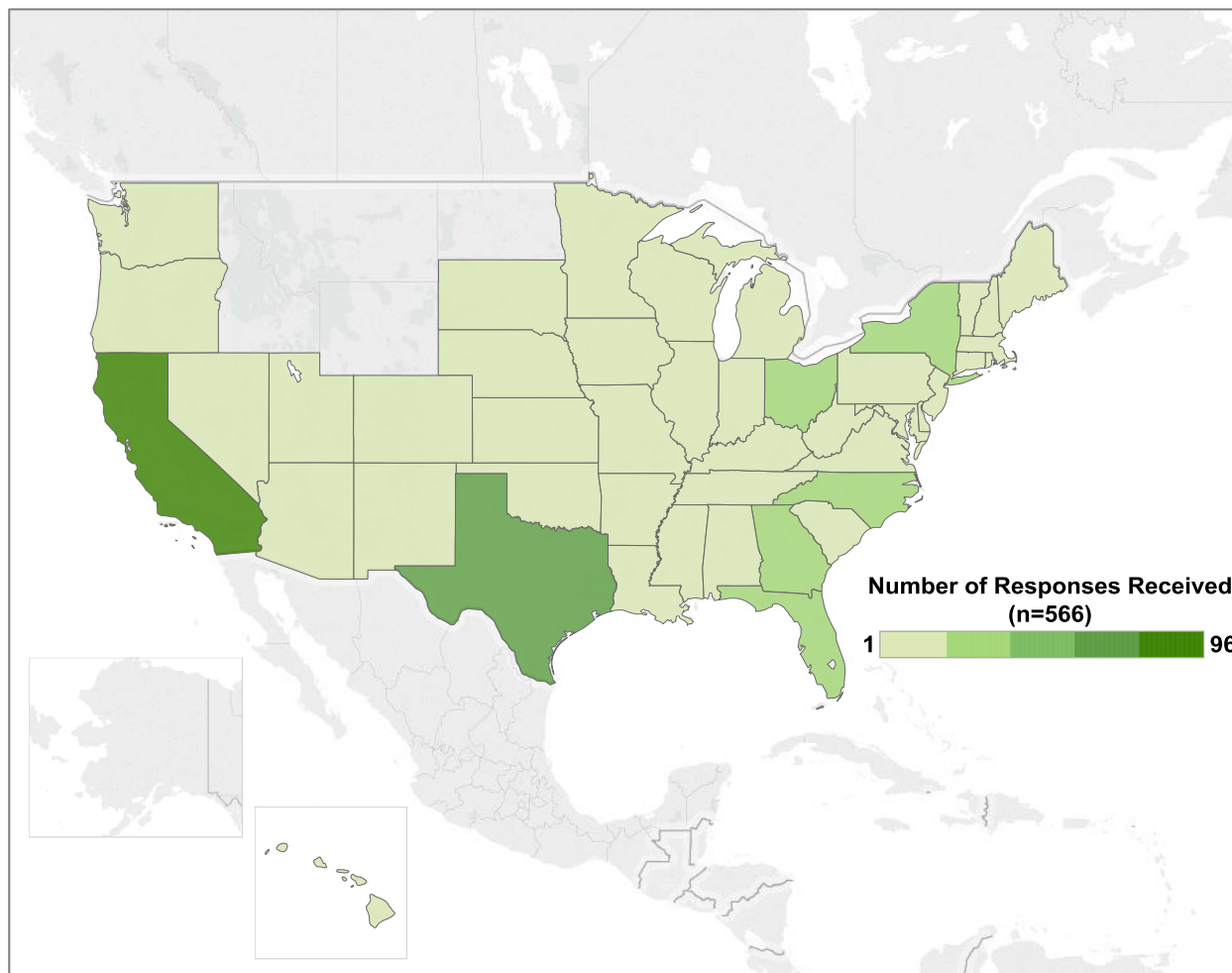
The 692 respondents who indicated that they had an in-home visit represented 49 states (excluding Delaware), Puerto Rico, the U.S. Virgin Islands, and the District of Columbia. Exhibit 5 shows a map of the frequency of responses received from each state/territory. The distribution of the responses received is similar to the distribution of homes visited as shown in the map in Exhibit 2, above.

Exhibit 5. Locations of Received Responses – Intervention Group



The 566 respondents in the comparison group respondents represented 45 states (excluding Alaska, Idaho, Montana, North Dakota, and Wyoming) and the District of Columbia. Exhibit 6 shows a map of the frequency of responses received from each state/territory.

Exhibit 6. Locations of Received Responses – Comparison Group

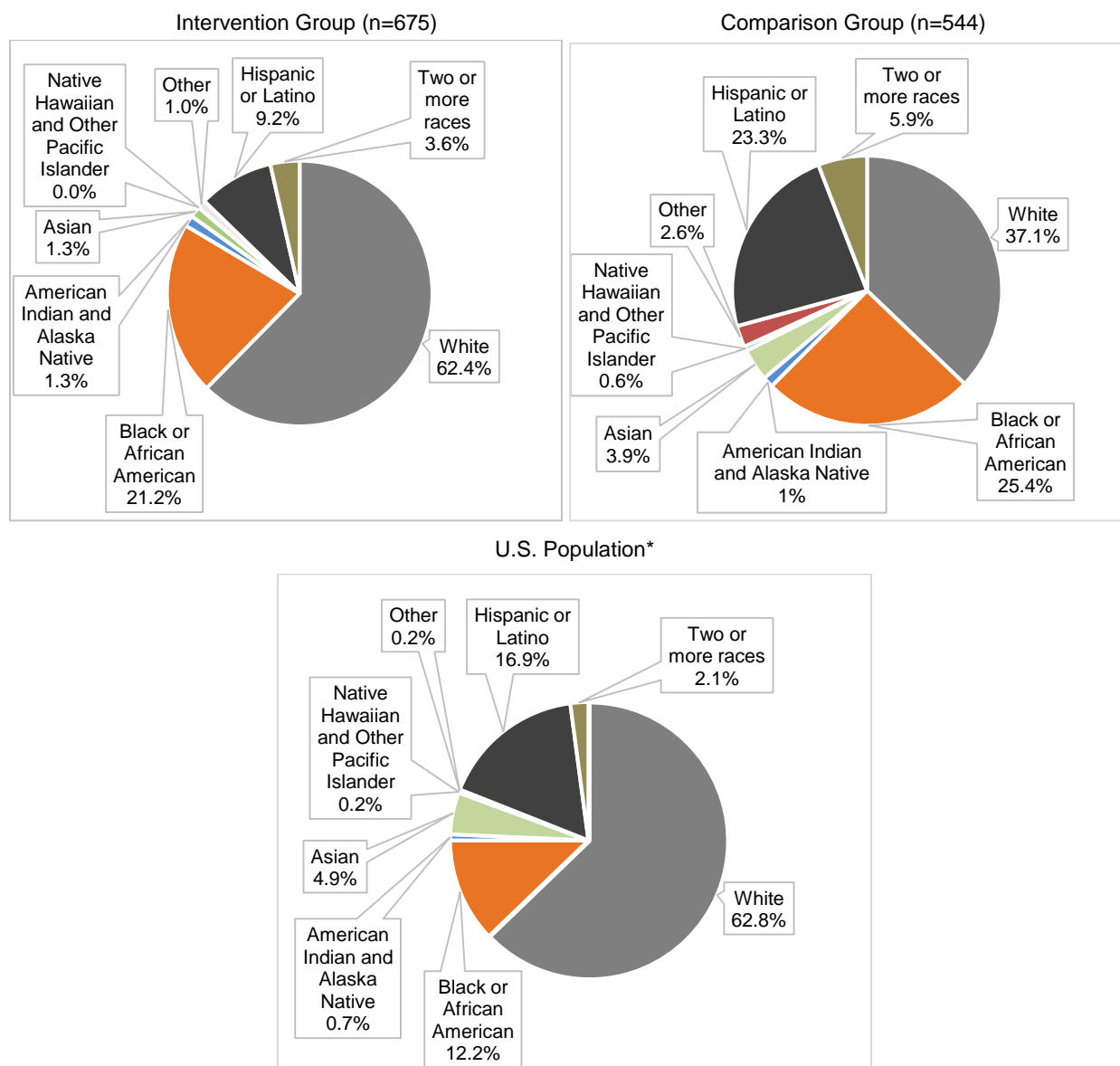


Race

Among the intervention group, 675 (98 percent) respondents reported their race. The most frequently identified race of the intervention group respondents was white (62 percent), followed by Black/African American (21 percent). Nine percent identified as Hispanic or Latino, 4 percent selected multiple races, and 1 percent identified as American Indian or Alaska Native, Asian, and other. Among the comparison group, 544 (96 percent) respondents reported their race. The most frequently identified race of the comparison group was white (37 percent), followed by Black/African American (25 percent) and Hispanic or Latino (23 percent). Six percent selected multiple races, 4 percent identified as Asian, 3 percent identified as other, and approximately 1 percent identified as American Indian or Alaska Native and Native Hawaiian or Other Pacific Islander. Exhibit 7 shows the race distribution among both intervention and comparison group respondents and the U.S. population. The intervention group race ethnicity distribution shows that the program successfully targeted Black/African American households;

however, other minority groups were under-represented, including Hispanic or Latino and Asian. While 62 percent of the intervention group identified as white, only 37 percent of the comparison group identified as white, indicating a larger proportion of minority populations in the comparison group.

Exhibit 7. Respondents' Race/Ethnicity Compared to the U.S. Population



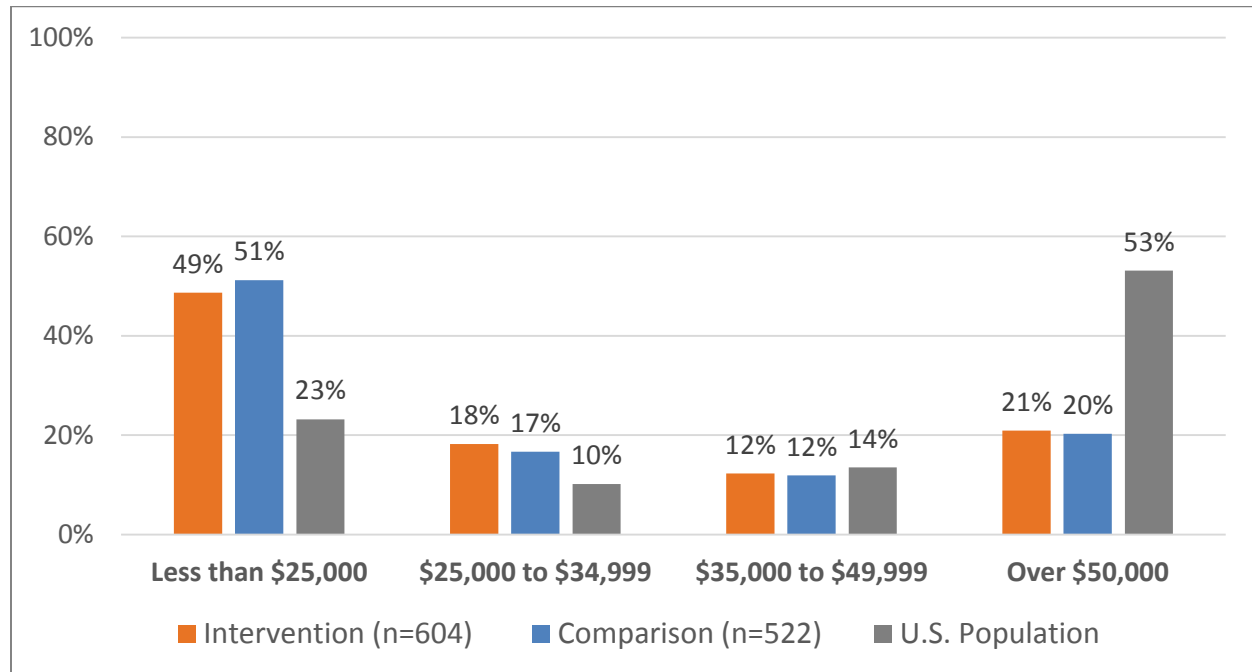
*Source: U.S. Census Bureau, 2010-2014 5-Year American Community Survey. Provides percentages for Hispanic or Latino (of any race) and races for those not Hispanic or Latino.

Household Income

Among the intervention group, 604 (87 percent) respondents reported their total annual household income. Among the comparison group, 522 (9 percent) respondents reported their total annual household

income. The intervention and comparison groups were similar in their income distribution, which indicates that the comparison group is similar in terms of income-level to the individuals receiving the in-home visits. Compared to the U.S. population, the program was able to reach a larger proportion of lower-income households. Exhibit 8 shows the distribution of household income among both intervention and comparison group respondents compared to the U.S. population.

Exhibit 8. Respondents' Total Annual Household Income Compared to the U.S. Population



U.S. Population Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Note: Income responses from the survey were collapsed to create these categories.

Exhibit 9 shows the 200 percent poverty levels based on household size that are published each year by the U.S. Census Bureau. For the intervention group, we calculated the 200 percent poverty level status for each household by using the number of people served during each in-home visit as a proxy for number of people residing in the household and comparing that to the household income reported in the survey. For the comparison group, a question on the survey asked for the number of people living in the household, and the 200 percent poverty status was calculated based on this response. Among the 604 intervention group respondents who indicated their annual household income, approximately 58 percent of the households were below 200 percent poverty. This is higher than the proportion of households in the U.S. that are below 200 percent poverty (33 percent), indicating that the program reached its target

population¹⁵. Among the comparison group sample, 62 percent of the respondents who provided their annual household income and a number of individuals in the household were below 200 percent poverty.

Exhibit 9. 200 Percent Poverty Levels for the 48 Contiguous States and the District of Columbia, 2015

Persons in Household	200% Poverty Level
1	\$23,540
2	\$31,860
3	\$40,180
4	\$48,500
5	\$56,820
6	\$65,140

Note: For households with more than 6 persons, add \$8,320 for each additional person.

Source: <http://aspe.hhs.gov/2015-poverty-guidelines#thresholds>

Household Member Characteristics

Of the 688 intervention group respondents that provided a response, 96 (14 percent) indicated that there is a child less than 5 years old who lives or stays in the household. Of the 688 intervention group respondents that provided a response, 363 (53 percent) indicated that there is a person 65 years or older living or staying in the household. Six hundred eighty one intervention group respondents answered the question, “Is there a person living or staying in your household who would need help escaping a home fire? For example, someone who cannot see or hear, who uses a wheelchair or a cane, or who needs help with daily activities.” Of those respondents, 124 (18 percent) indicated there is a person that matches the description provided that lives or stays in the household. The intervention group, comparison group, and national data on household member characteristics are provided in Exhibit 10.

¹⁵ U.S. Census Bureau, Current Population Survey, 2015 Annual Social and Economic Supplement. http://www2.census.gov/programs-surveys/demo/tables/p60/252/pov_table5.pdf

Exhibit 10. Household Member Characteristics of Respondents Compared to the U.S. Population

Household Member Characteristics	Intervention	Comparison	National
Child under 5 years old	14% (n=96)	16% (n=87)	6%
Senior 65 and older	53% (n=363)	35% (n=193)	14%
Person who would need help escaping from a home fire (Cannot see, hear, uses a wheelchair or a cane, or who needs help with daily activities) ¹⁶	18% (n=124)	13% (n=75)	13%

Source (National): 2010-2014 American Housing Survey 5 year estimates (child under 5 years old and senior 65 years and older); 2015 American Community Survey 1 year estimates (disability)

Compared to the U.S. population, the program reached a higher proportion of households with seniors 65 years or older and children under 5 years old. Additionally, the program reached a higher proportion of households with a person who would need help escaping a fire than the percent of disabled individuals in the U.S. population. It is important to note that the disabled population is used to compare the U.S. population to the intervention group, but these two measures may not align exactly. These household member characteristics show that the Red Cross program is reaching its high-risk target populations.

Poverty Status by Household Member Characteristics

Exhibit 11 shows the percentage of respondents that have at least two risk factors – poverty and child, senior, or person who would need help escaping from a home fire. For each household member characteristic, the percent of households under 200 percent poverty was calculated based on the number of respondents with data for the income variable. Among the intervention group, 72 percent of households with a child under 5 years old, 56 percent of households with a senior 65 years and older, and 61 percent of households with a person who would need help escaping from a home fire were below 200 percent of the poverty level. Among the comparison group, 74 percent of households with a child under 5 years old, 56 percent of households with a senior 65 years and older, and 73 percent of households with a person who would need help escaping from a home fire were below 200 percent of the poverty level.

¹⁶ Compared to the percent with a disability among the total civilian noninstitutionalized U.S. population. Disability includes hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty.

Exhibit 11. Poverty Status by Household Member Characteristics (Under 200% Poverty Level) – Intervention Group

Household Member Characteristics	Percent of Households Under 200% Poverty
Intervention Group	
Child under 5 years old (n=91)	72% (n=66)
Senior 65 and older (n=308)	56% (n=172)
Person who would need help escaping from a home fire (n=111)	61% (n=68)
Comparison Group	
Child under 5 years old (n=81)	74% (n=60)
Senior 65 and older (n=167)	56% (n=94)
Person who would need help escaping from a home fire (n=66)	73% (n=48)

Note: If poverty is missing for the respondent, they are not included in the n for each household member characteristic.

Households with No Risk Factors

Only 69 intervention group respondents (10 percent) did not report any risk factors (low-income, racial/ethnic minorities, child under 5 years old, senior 65 years and older, and person who would need help escaping a home fire). Similarly, 52 comparison group respondents (9 percent) did not report any risk factors. The program was successful at providing services to high-risk target populations, and a similar proportion of both intervention and comparison group respondents had at least one risk factor.

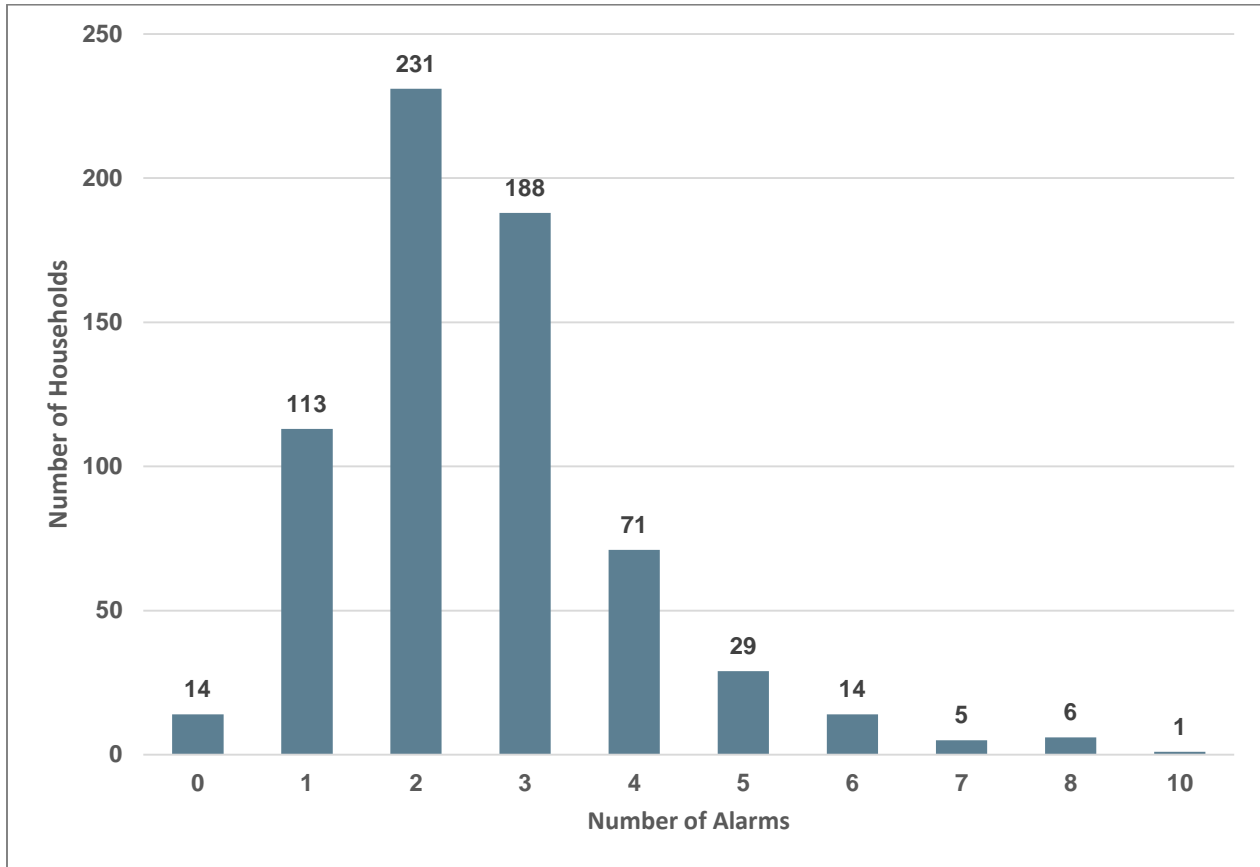
Smoke Alarms

Both the intervention and comparison groups were asked questions regarding smoke alarms in their home. However, because the comparison group did not receive an in-home visit, they were only asked about the number of smoke alarms currently in their home, and the number of alarms working in their home.

Alarms Installed (Intervention Group)

Among the intervention group respondents, 672 (97 percent) people reported the number of smoke alarms installed during the in-home visit. Exhibit 12 shows the distribution of the number of alarms installed during the in-home visit. The average number of smoke alarms installed during the in-home visit was 2.6 (SD=1.39). The range of reported number of smoke alarms installed during the home visit was 0-10, with the majority of respondents (79 percent) reporting that 1 to 3 smoke alarms were installed during the visit.

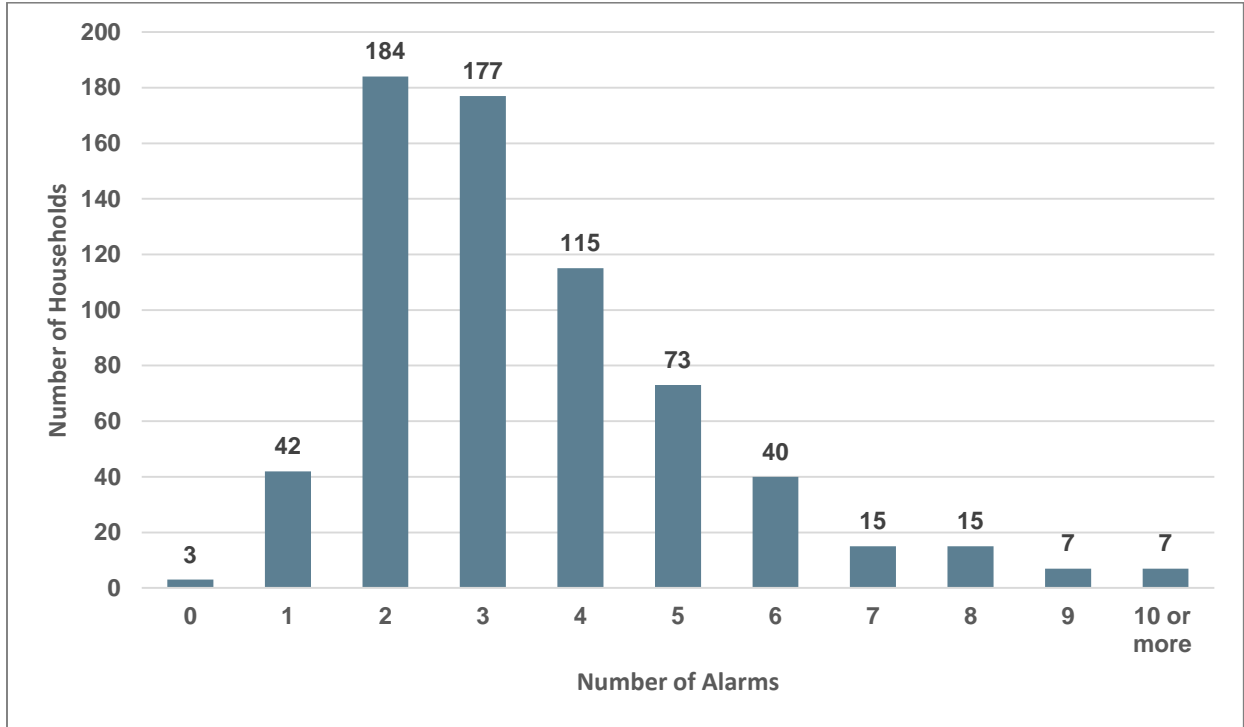
Exhibit 12. Number of Alarms Installed During In-home Visit (n=672)



Total Number of Alarms

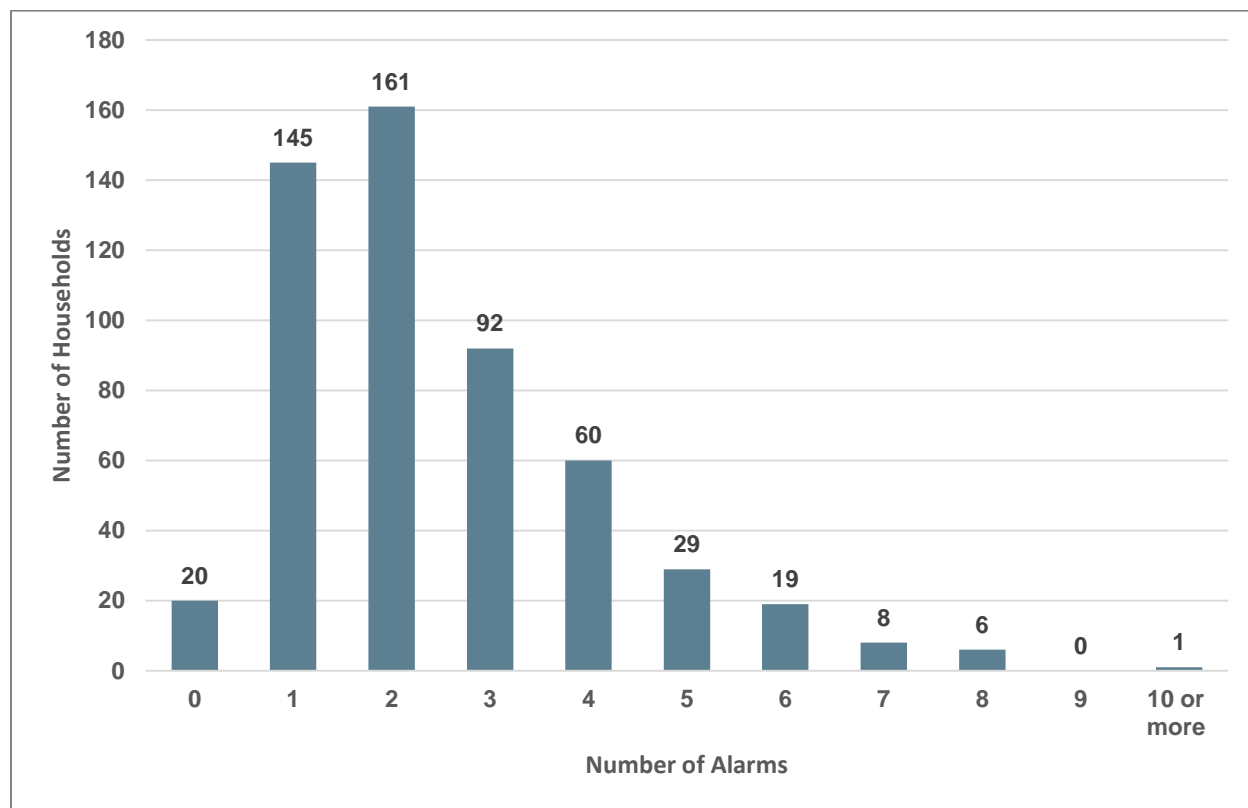
Among the intervention group, 678 (98 percent) respondents answered the question asking about the number of total smoke alarms they have in their house, both those installed during the in-home visit and those that were already in the home. Over 99 percent of households had at least one smoke alarm. The average number of smoke alarms reported in the household was 3.5 (SD=1.84). The range of responses was 0-13, with the majority of responses (81 percent) between 2 and 5. Exhibit 13 shows the distribution of the number of total smoke alarms in the home.

Exhibit 13. Total Number of Alarms in the Home – Intervention Group (n=678)



The comparison group was asked the total number of smoke alarms they have in their home, and 541 (96 percent) respondents answered the question. Compared to over 99 percent for the intervention group, 96 percent of comparison group households have at least one smoke alarm. The average number of smoke alarms reported in the household was 2.5 (SD=1.65). The range of responses was 0-10, with the majority of responses (85 percent) between 1 and 4, which is a lower range than the intervention group, where the majority of households had a total of 2 to 5 smoke alarms. Exhibit 14 shows the distribution of the number of total smoke alarms in the home. For the intervention group, the median number of total smoke alarms was 3, and for the comparison group, the median number of smoke alarms was 2. The difference in medians between these two groups is statistically significant (Mann-Whitney test; $p < 0.0001$). These results suggest that the intervention group households have more smoke alarms than the comparison group households.

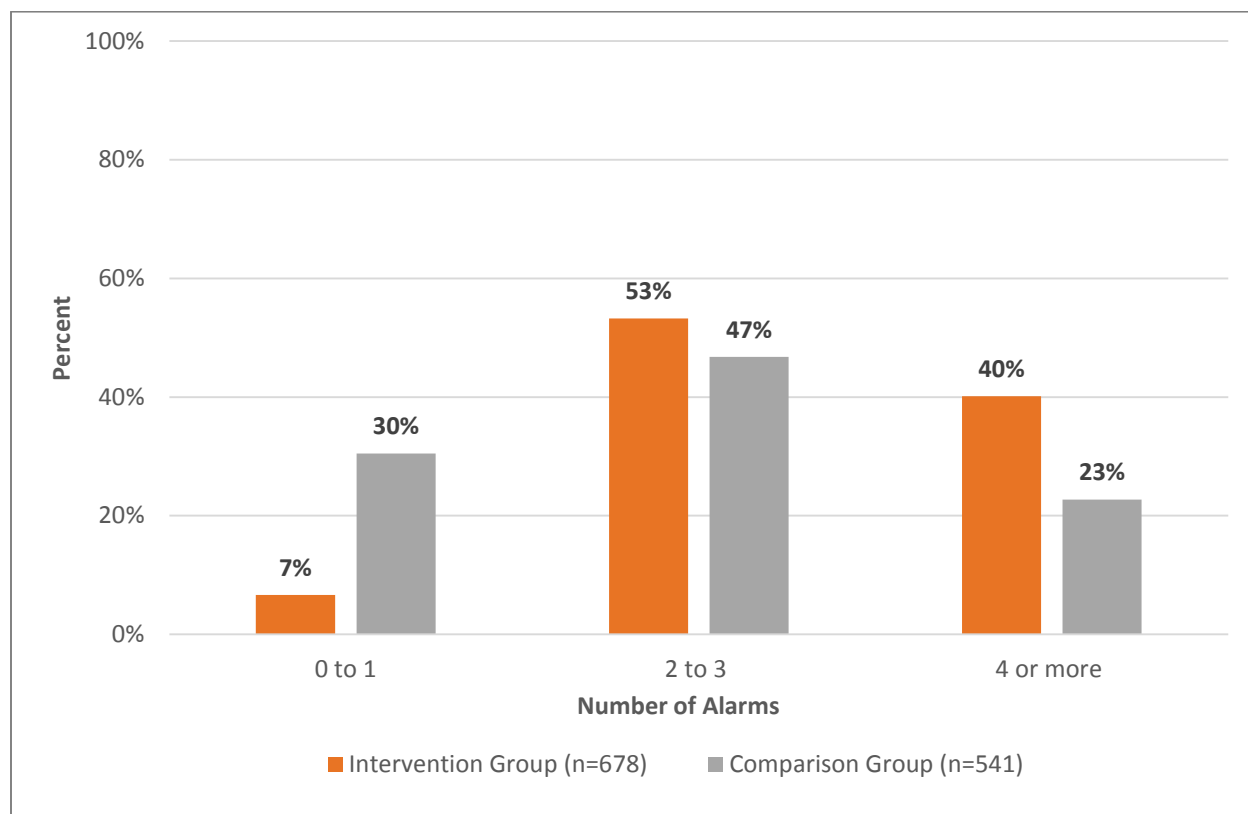
Exhibit 14. Total Number of Alarms in the Home – Comparison Group (n=541)



In order to compare the total number of smoke alarms in the intervention and comparison group households more closely, we compared the proportion of each sample that fell into three categories: 0 to 1, 2 to 3, and 4 or more. We analyzed the association between group (intervention or comparison sample) and response categories, and the results suggest that the number of smoke alarms is associated with group (Chi-square test; $p < 0.0001$). Additionally, separate chi-square tests were performed to compare each subcategory between the intervention and comparison group. Among the intervention group respondents, only 7 percent had 0 to 1 smoke alarms in their household, compared to 30 percent of comparison group respondents. This difference was statistically significant (Chi-square test; $p < 0.0001$). Fifty-three percent of intervention group respondents have 2 to 3 alarms in their household, compared to 47 percent of comparison group respondents. This difference was statistically significant (Chi-square test; $p < 0.05$). Forty percent of intervention group respondents indicated they have 4 or more smoke alarms in their home, compared to 23 percent of comparison group households. This difference was statistically significant (Chi-square test; $p < 0.0001$). These findings suggest that households that have received the Red Cross intervention are more likely than households that have not to have 4 or more smoke alarms in their home. Similarly, households that have not received an in-home visit are more likely to have 0 to 1 smoke

alarms in their household. Exhibit 15 shows the distribution of both intervention and comparison group households into these categories.

Exhibit 15. Number of Total Alarms in the Home



Smoke Alarm Functioning

We were able to determine the percentage of smoke alarms installed during in-home visits that were still functioning at the time of the survey for 598 (89 percent) of the 672 respondents who answered the question on the number of smoke alarms installed during the in-home visit. Respondents who provided a number of working alarms that was larger than the number of alarms installed were excluded from the analysis. Among those respondents, 98.5 percent of smoke alarms installed during the in-home visits were still working.

For both the intervention and comparison groups, we were able to determine the percentage of all smoke alarms in the household that were still functioning at the time of the survey. For the smoke alarm functioning data, respondents who indicated they were unsure or did not know how many alarms were functioning were not included in the analysis. Among the intervention group respondents who responded to the question regarding the total number of alarms in their household, we were able to determine the

percentage of functioning smoke alarms for 660 (97 percent) respondents. Those respondents indicated that 98.2 percent of the total number of smoke alarms in their household were functioning. For the comparison group, we were able to determine the percentage of working smoke alarms in the household for 507 (94 percent) of the respondents who provided data for the total number of smoke alarms. Those respondents indicated that 96.1 percent of the total number of smoke alarms in their household were functioning.

Home Fires

Both the intervention and comparison groups were asked, “In the past year, have any of your smoke alarms alerted you to a home fire?” The next question asked, “If so, were people in the home able to escape safely?” Among the 686 intervention group respondents who answered the question, 27 (4 percent) said one of their smoke alarms alerted them to a home fire in the past year. Of those, 24 respondents answered the question about whether people in the home were able to escape safely, and 22 (92 percent) said “Yes.” Among the 527 comparison group respondents who answered the question, 34 (6 percent) said one of their smoke alarms alerted them to a home fire in the past year. Of the 31 respondents who answered the next question, 28 (90 percent) said people in the home were able to escape safely.

We had originally planned to interview intervention group respondents who said someone in their house was able to escape a home fire in order to explore how the Red Cross program contributed to their ability to escape safely. However, in the process of calling individuals who provided their contact information on the survey, we learned that respondents may have misinterpreted the question regarding a home fire. Several respondents said their smoke alarm has gone off, but they did not have a home fire. Therefore, the results regarding the number of intervention and comparison group households that have experienced a home fire should be considered with caution.

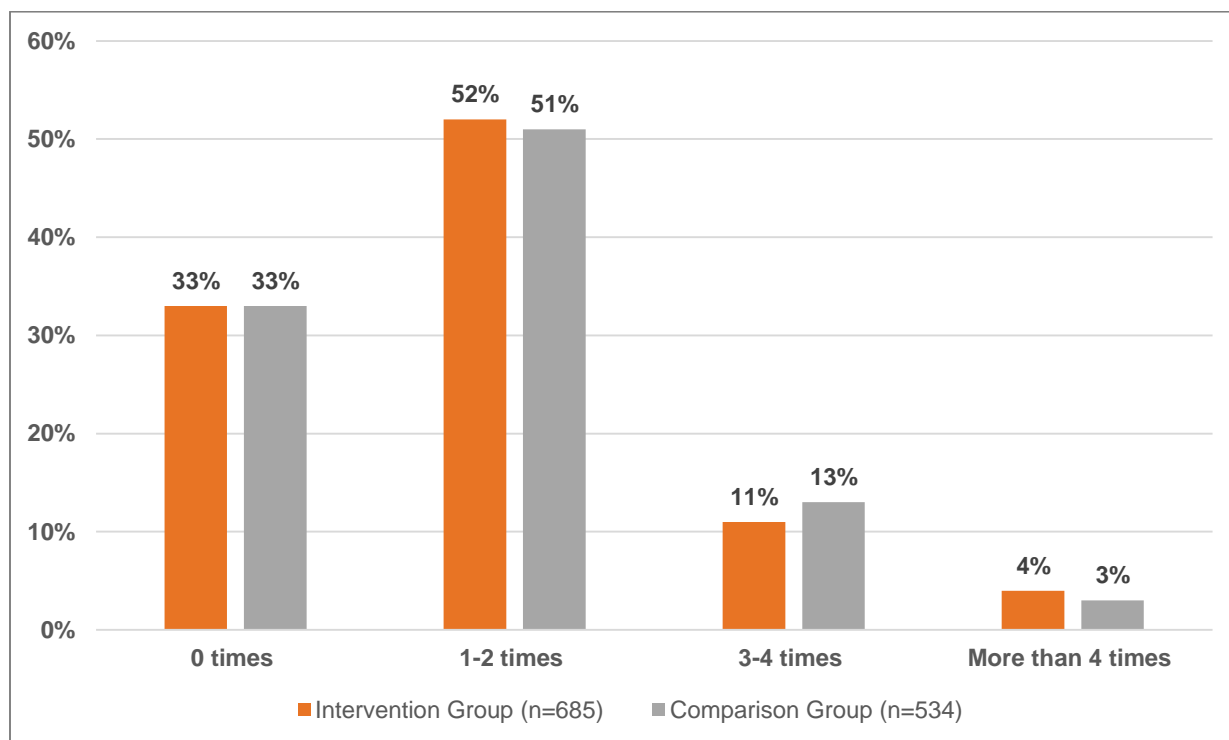
Fire Safety Practices

Smoke Alarm Testing

Among the intervention group, 685 (99 percent) respondents indicated whether they tested their smoke alarms in the last three months. Among the comparison group, 534 (94 percent) respondents indicated whether they tested their smoke alarms in the last three months. There were not major differences between the intervention and comparison group in terms of how frequently respondents test their smoke alarms. For both groups, 67 percent tested their smoke alarms at least once in the past three months. Approximately one-third of both intervention and comparison group respondents did not test their smoke alarms in the past three months. Fifty-two percent of intervention group and 51 percent of comparison

group respondents tested their smoke alarms one to two times. Exhibit 16 shows the number of times respondents tested their smoke alarms in the past three months.

Exhibit 16. Number of Times Respondents Tested Their Smoke Alarms in the Past 3 Months



Smoke Alarm Silencing

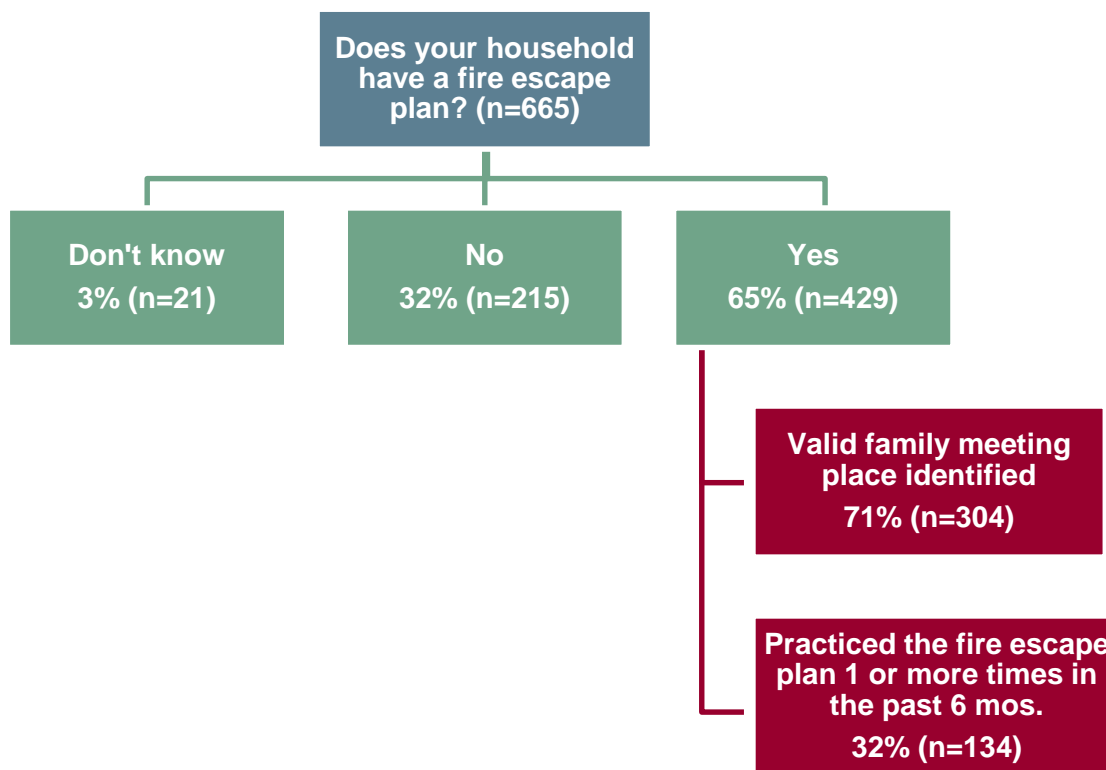
The majority of both intervention (74 percent) and comparison group (73 percent) respondents did not have to silence their smoke alarms in the last three months. Approximately 20 percent of both intervention (19 percent) and comparison (20 percent) respondents silenced their smoke alarms 1 to 2 times in the last 3 months.

Fire Escape Plans

Both intervention and comparison group respondents were asked whether they have a fire escape plan, and if so, to provide their family meeting place. We reviewed the responses for the family meeting places, and classified them as either valid or not valid responses. Among the intervention group, 665 (96 percent) provided a response, and of those, 429 (65 percent) said their household has a family escape plan. Of those with a family escape plan, 304 (71 percent) provided a valid meeting place, 43 (10 percent) provided an invalid meeting place, 14 (3 percent) said they live alone and therefore do not have a family

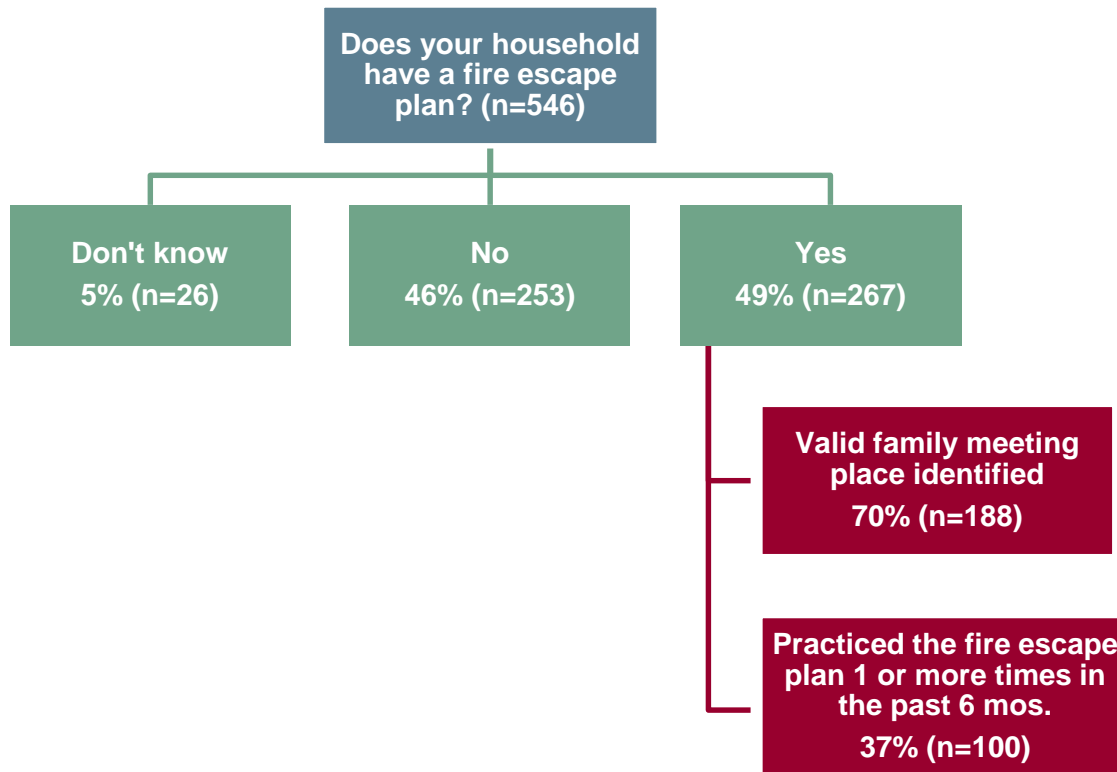
meeting place, and 68 (16 percent) did not provide a written response. Of those who indicated they have a fire escape plan, 134 (32 percent) said they have practiced the fire escape plan one or more times in the past six months.

Exhibit 17. Number of Respondents (Intervention Group) with a Fire Escape Plan and Valid Family Meeting Place



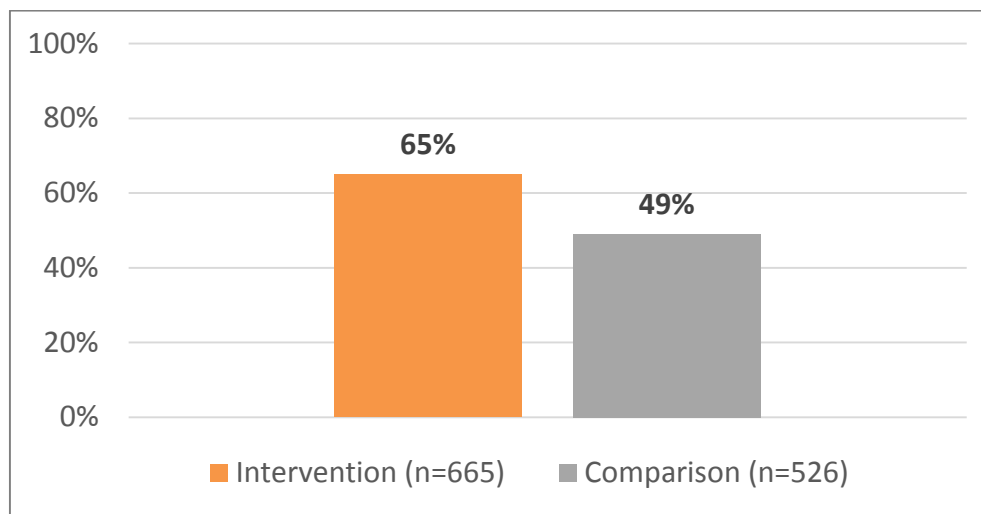
Among the comparison group, 546 (96 percent) provided a response, and of those, 267 (49 percent) said their household has a family escape plan. Of those with a family escape plan, 188 (70 percent) provided a valid meeting place, 28 (10 percent) provided an invalid meeting place, 7 (3 percent) said they live alone, and therefore do not have a family meeting place, and 44 (16 percent) did not provide a written response. Of those who indicated they have a fire escape plan, 100 (37 percent) said they have practiced the fire escape plan one or more times in the past six months.

Exhibit 18. Number of Respondents (Comparison Group) with a Fire Escape Plan and Valid Family Meeting Place



The intervention group households were more likely than the comparison group households to have a fire escape plan, and this difference was statically significant (Chi-square; $p < 0.0001$); however, there was no difference in the percentage of households with a family escape plan that identified a valid meeting place or the percentage of households that indicated they had practiced their fire escape plan at least once in the last six months.

Exhibit 19. Percent of Respondents with a Fire Escape Plan



The following meeting place codes were considered valid meeting places: at or across street; distinguished location or landmark; driveway; front of house; mailbox; specific house or street corner; and yard. Examples of a distinguished location or landmark includes “at the river”, “flag pole”, and “fire hydrant across street.” Exhibit 20 provides the percent of respondents listing each type of family meeting place.

Exhibit 20. Percent of Respondents for Each Valid Meeting Place

Meeting Place Code	Intervention Group (n=304)	Comparison Group (n=189)
At or across street	23% (n=70)	26% (n=48)
Specific house or street corner	20% (n=62)	18% (n=33)
Yard	19% (n=59)	16% (n=31)
Distinguished location or landmark	13% (n=40)	15% (n=29)
Front of house	13% (n=39)	11% (n=21)
Driveway	6% (n=18)	8% (n=15)
Mailbox	5% (n=15)	1% (n=1)
Other (including detached garage)	0.3% (n=1)	1% (n=1)

Meeting places that were not considered valid included: garage (unless specified as detached); multiple locations; porch; a non-descript outside location; and providing an exit plan rather than a specific location. Exhibit 21 provides the percent of respondents listing each type of invalid family meeting place.

Exhibit 21. Percent of Respondents for Each Invalid Meeting Place

Meeting Place Code	Intervention Group (n=43)	Comparison Group (n=28)
Outside non-descript	51% (n=22)	25% (n=7)
Multiple locations	16% (n=7)	11% (n=3)
Exit plan, not location	7% (n=3)	18% (n=5)
Garage	5% (n=2)	N/A
Porch	5% (n=2)	N/A
Other (including rooms in the house)	16% (n=7)	25% (n=7)

General Fire Safety Practices

Both intervention and comparison group respondents were asked to indicate how likely/unlikely they are to do certain fire safety practices (Exhibit 22). The majority of both intervention and comparison group respondents indicated that they were very likely to stay in the kitchen when frying, grilling, or using an open flame (Intervention = 73 percent, Comparison = 70 percent); avoid smoking in bed (Intervention = 72 percent, Comparison = 73 percent); keep matches and lighters locked away from children (Intervention = 78 percent, Comparison = 80 percent); and keep furniture, curtains, dish towels, and anything that could catch fire at least 3 feet away from any heat source (Intervention = 78 percent, Comparison = 75 percent). Among the intervention group, 58 percent of respondents said they are either likely or very likely to practice their household’s fire escape plan, compared to 52 percent of comparison group respondents. None of these differences were statistically significant.

Exhibit 22. Respondents’ Likelihood of Practicing Fire Safety Behaviors

Item		Very Unlikely to do	Unlikely to do	Likely to do	Very Likely to do
Stay in kitchen when frying, grilling, or using an open flame.	Intervention (n=669)	55 (8%)	16 (2%)	108 (16%)	490 (73%)
	Comparison (n=544)	51 (9%)	17 (3%)	96 (18%)	380 (70%)
Avoid smoking in bed.	Intervention (n=595)	119 (20%)	20 (3%)	28 (5%)	428 (72%)
	Comparison (n=510)	87 (17%)	18 (4%)	34 (7%)	371 (73%)
Keep matches and lighters locked away from children.	Intervention (n=645)	67 (10%)	10 (2%)	68 (11%)	500 (78%)
	Comparison (n=530)	41 (9%)	14 (3%)	47 (9%)	422 (80%)
Keep furniture, curtains, dish towels, and anything	Intervention (n=662)	48 (7%)	13 (2%)	86 (13%)	515 (78%)

Item		Very Unlikely to do	Unlikely to do	Likely to do	Very Likely to do
that could catch fire at least 3 feet from any heat source.	Comparison (n=537)	36 (7%)	20 (4%)	79 (15%)	402 (75%)
Practice your household's fire escape plan.	Intervention (n=628)	116 (18%)	149 (24%)	193 (31%)	170 (27%)
	Comparison (n=511)	109 (21%)	134 (26%)	132 (26%)	136 (27%)

Fire Safety Knowledge

Respondents were asked four true/false questions and one multiple-choice question that tested their knowledge of fire safety. In the intervention group, between 97.5 and 99.6 percent of respondents correctly answered the four true/false questions. In the comparison group, between 96.7 and 99.3 percent of respondents correctly answered the four true/false questions. Exhibit 23 shows the percent of respondents correctly answering each question for both the intervention and comparison groups.

Exhibit 23. Percent of Respondents Correctly Answering Each Question

Question	Intervention	Comparison
Matches and lighters should be locked away from children.	98.6% (n=682)	98.9% (n=556)
Anything that could catch fire (for example, furniture or curtains) should be kept at least 3 feet away from any heat source.	99.3% (n=685)	98.4% (n=551)
One should never smoke in bed.	99.6% (n=688)	99.3% (n=555)
You should stay in the kitchen when frying, grilling, or using an open flame.	97.5% (n=671)	96.7% (n=543)

Only 24 percent (n=161) of intervention group respondents and 23 percent (n=125) of comparison group respondents answered the multiple choice question correctly, which asked, “How long do you think it takes before a home is fully engulfed in flames and becomes inescapable?” (The correct answer is 2 minutes.) For both groups, approximately 20 percent of respondents chose 7 or 10 minutes, indicating that they believe they have significantly more time to escape a fire than they actually do. Exhibit 24 shows the distribution of answers respondents provided for the time it takes for a home to become fully engulfed in flames. Among intervention group respondents, 74 percent correctly answered four of the five knowledge questions, and 22 percent correctly answered all five. For the comparison group, 73 percent correctly answered four of the five questions, and 21 percent correctly answered all five.

Exhibit 24. Respondents’ Selected Answers for Time it takes for a Home to become Fully Engulfed in Flames

Answer Choices	Intervention (n=661)	Comparison (n=546)
2 minutes	24%	23%
3 minutes	22%	21%
5 minutes	33%	31%
7 minutes	8%	8%
10 minutes	11%	12%
Longer than 10 minutes	3%	5%

Program Satisfaction

Respondents in the intervention group were asked to provide free-response answers for what they liked most and least about the program, as well as suggestions they had for improving the program.

Like Most about the Program

There were 618 respondents who commented on what they liked most about the program. These responses were classified into key themes, and examples of each are provided in Exhibit 25. Forty-four percent of respondents noted that the visit was informative or helpful and the staff was knowledgeable. Additionally, over one-third of respondents said they most liked how professional, respectful, nice, and friendly the staff were, and the fact smoke alarms were installed, checked, and replaced. Another 10 percent mentioned the promotion of safety as what they liked most about the visit. Other responses were classified into the following codes: efficient (7 percent); free services (7 percent); and great visit (4 percent).

A word cloud was created to show the 50 most frequently used words by respondents when describing what they liked about the program (Exhibit 26). The word cloud captures many of the themes described above that were found in the responses.

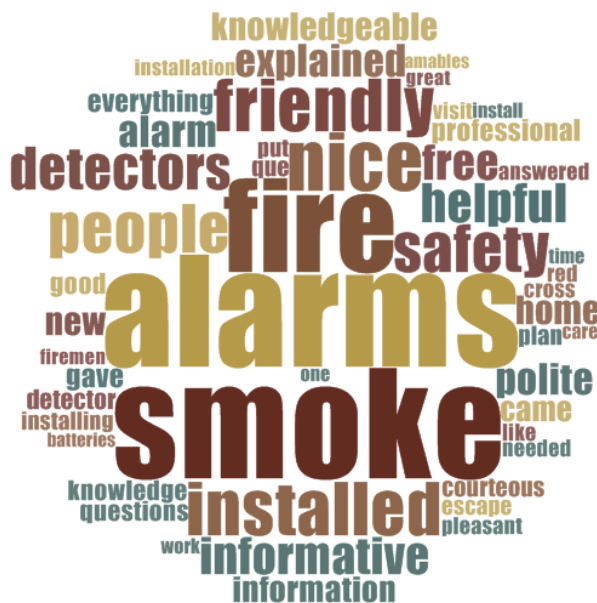
Exhibit 25. Frequencies of What Respondents Liked Most About the Program (n=618)

Theme	Example	Percent of Respondents ¹⁷
Visit Informative or Helpful, and Staff Knowledgeable	“I liked the way that they informed us the correct procedures in case if there was a fire.” “Everyone was polite and helpful.”	44.0%

¹⁷ Percentages do not add up to 100 because responses could have been coded into more than one theme.

Theme	Example	Percent of Respondents ¹⁷
	"How they educated us about safety first and routes to get out the house."	
Staff Professional, Respectful, Nice, and Friendly	"They were thorough, professional, and engaging" "Friendly and courteous service"	37.7%
Installed, Replaced, or Checked Smoke Alarms	"I was given smoke alarms that I really needed. I am very appreciative." "I am grateful they helped install detectors as we had just moved into our home and forgot to check."	34.8%
Promote Safety	"I was so happy knowing my home was protected with the 3 smoke alarms." "They talk to us w/our 3 kids about fire safety and if my kids had any question they answered us like people" "I love the program because it helps you to keep your home safe."	10.2%
Efficient	"They were fast in installing the smoke detectors. They were thorough and friendly" "The visit was short and to the point. It made me realize the importance of fire alarms in home and I encouraged my children to install and check on regular basis."	7.0%
Free Services	"Receiving free fire prevention material." "I received 2 new fire alarms at no cost and installed"	6.8%
Great Visit	"They were outstanding." "I liked everything about the home safety visit"	3.7%
Other	"I wasn't at home at the time only my grandson."	4.4%

Exhibit 26. Top 50 Most Frequently Used Words Respondents’ Used in their Responses to What They Liked Most about the Program (n=503)



Like Least about the Program

There were 483 respondents who provided comments on what they liked least about the program (Exhibit 27); however, the majority of respondents (82 percent) said that there was nothing they liked least or “I liked everything.” Five percent of respondents said that they did not appreciate the unplanned nature of the visit, for example, one respondent said, “I did not know what was going on when they pulled up in my yard.” Four percent of respondents reported an alarm issue, such as, “One of the 10 year smoke alarms didn’t last a week!” Less than 2 percent of respondents said some people got missed, or they did not receive a visit, and less than 2 percent of respondents said there were not enough alarms. Six percent of respondents reported various other concerns, such as “it would be nice if they demonstrated how to use a fire extinguisher” or “too many people entering the home.”

Exhibit 27. Frequencies of What Respondents Liked Least About the Program (n=483)

Theme	Example	Percent of Respondents
Everything was good	"I liked everything" "The visit when very well. There was nothing I didn't like."	82.4%
Unscheduled	"I did not know what was going on when they pulled up in my yard" "They showed up unannounced"	4.8%
Alarm Issue	"I discovered that the alarm needed battery" "One of the 10 year smoke alarms didn't last a week!"	3.7%

Theme	Example	Percent of Respondents
No Visit	“Did not come over and see me” “Living in a mobile home park, it would have been nice to know what was going on. Some people got missed.”	1.9%
Not Enough Alarms	“I need two more alarms to be installed in the room, I only received two” “Put in 2, said I should get 3”	1.4%
Other Responses	“It would be nice if they demonstrated how to use a fire extinguisher” “Too many people entering the home”	6.2%

Respondents’ Suggestions for Program Improvement

There were 473 participants who provided comments on suggestions for program improvement (Exhibit 28); however, 75 percent said they did not have any suggestions, or “everything was great.”

Approximately 9 percent of respondents suggested that the Red Cross expand the program, and 7 percent said they should provide additional services and education. Approximately 4 percent of respondents said they would appreciate advance notification, such as “would like next time if the whole family could have been present so that our kids could have listened and asked questions.” Three percent of respondents mentioned something regarding the installation and equipment, for example, “The tape didn’t work on one, it fell down.”

Exhibit 28. Frequencies of Respondents’ Suggestions for Program Improvement (n=473)

Theme	Example	Percent of Respondents
No Suggestions/ Everything Was Good	“It was great, I would not change a thing.” “Keep up the great work!”	75.0%
Expand Program	“Come back every 5 years.” “Extend the program to more low income neighborhoods.”	8.7%
Additional Services and Education	“Provide a little more education re: how to change batteries for smoke alarms.” “Leave written material or something of the nature to help educate one on fire safety.”	6.8%
Advance Notification	“Inform residence before visit.” “Would like next time if the whole family could have been present so that our kids could have listened and asked questions.”	3.8%
Installation and Equipment	“Program should provide fire extinguishers to homes that have been part of the program. I need one since I have small children.” “The tape didn’t work on one, it fell down.”	3.0%
Other	“Install, not rush.” “They should wear identification, like a patch.”	4.4%

Key Findings

Overall, the Home Fire Campaign was successful at reaching the targeted at-risk population, installing smoke alarms in the home, and promoting household fire escape plans. Listed below are the key findings from the evaluation:

- The program was successful in reaching several at-risk populations. The program reached a larger proportion of Black or African American and low-income households, compared to the distribution of the U.S. population. However, minority populations, including Hispanic or Latino households and Asian households, were under-represented when compared to both the comparison group and the U.S. population. The Home Fire Campaign reached a higher proportion of households with a child under 5 years old, seniors over 65 years old, or individuals who would need help escaping a home fire, than the U.S. population. Findings show that at-risk populations are being served by the program as intended, but that increased focus should be placed on outreach to minority populations.
- Intervention group respondents reported having an average of 2.6 smoke alarms installed during the in-home visit, resulting in an average of 3.5 total smoke alarms in their home. The comparison group reported having an average of 2.5 total smoke alarms in their home. The households that have received an in-home visit had a median number of 3 smoke alarms total in their home, compared to 2 for the comparison group, and this difference was statistically significant ($p < 0.0001$). This finding suggests that the Home Fire Campaign was successful in increasing the number of smoke alarms in at-risk households.
- Almost three-quarters of intervention group respondents reported having a fire escape plan, which was significantly higher ($p < 0.0001$) than the approximately 50 percent of comparison group respondents who had a fire escape plan. For both groups, about two-thirds of those with an escape plan reported having a valid family meeting place. The comparison group was more likely to have practiced their fire escape plan in the past six months (37 percent) than the intervention group (32 percent), although this difference was not statistically significant. This finding suggests that the in-home visit was successful in encouraging households to have a family escape plan, but could be more effective in communicating the importance of practicing the plan.
- Two-thirds of respondents had tested their smoke alarms at least once in the past three months among both intervention and comparison group respondents.
- Approximately three-fourths of both intervention and comparison group respondents reported that they have not had to silence their smoke alarms, suggesting that the alarms were installed in the

correct locations (e.g., not too close to the stove) and that respondents are not doing activities that may set off the smoke alarms.

- Both intervention and comparison group respondents had a high level of fire safety knowledge and reported being likely to practice fire safety behaviors. However, only a third of both respondent types knew that it only takes two minutes for a home to become fully engulfed in flames, suggesting that respondents believe that they have more time than they actually do to escape a home fire. There were not major differences between the two groups in terms of their fire safety knowledge and fire safety behaviors, indicating that a certain level of fire safety knowledge may be known among the U.S. population prior to receiving a visit from the Red Cross.
- Respondents who received an in-home visit were grateful for the services provided by the Home Fire Campaign, reporting that the in-home visit staff were friendly, caring, and knowledgeable, and that they appreciated that their smoke alarms were checked, replaced, or installed.

Limitations

Unable to measure pre/post intervention change. Most of the data collected in the survey was not collected during the in-home visit, so we were not able to measure changes in knowledge and behavior that occurred from pre- to post-intervention. Because of this, we cannot attribute the knowledge and behavior exhibited by the respondents to receiving the intervention.

Social desirability bias. Because respondents were asked to self-report their fire safety behaviors, it is possible that they chose the answers that are viewed as most favorable by others. This may lead to over-reporting of “good” behaviors (e.g., testing smoke alarms) or characteristics (e.g., income) and under-reporting of “bad” behaviors (e.g., smoking in bed) or characteristics.

Language barriers. At the request of the Red Cross, all survey materials were translated into Spanish, and both English and Spanish language copies were disseminated to respondents. However, the survey instrument was not pretested to ensure consistency in meaning across English and Spanish versions. So, while the Spanish language version likely reduced the number of nonresponses that would have been received had an English-only survey been mailed to Spanish speakers, it is possible that interpretation of questions differed based on language received. Further, program participants who were neither English nor Spanish speakers were not able to respond to the survey. This creates the possibility of under-representing individuals in communities where neither English nor Spanish is the predominant language,

as well as those who reside in English or Spanish speaking communities but speak a third language. Additionally, survey questions are presented at a sixth grade reading level, and it is possible that the reading level was higher than that of some respondents. This would have the effect of excluding from the respondent pool those who did not respond due to their inability to comprehend the survey materials, as well as creating interpretation errors among respondents who did not fully understand the material.

Participant characteristics. Another limitation that should be considered in the interpretation of findings is the nature of the target population as at-risk. While a simple random sample was generated based on the list of program participants, those who responded to the survey may be different than those who did not respond, and therefore not a fully accurate representation of the population of program participants. However, it is not possible to analyze differences between respondents and those sampled due to lack of participant demographic information collected at baseline. Additionally, the at-risk nature of the program population poses inherent challenges in data collection, especially when follow-up is limited to a single attempt and the mode of survey instrument administration is by mail rather than in-person. Due to the transient nature of the population of focus, it is likely that some surveys were mailed to and/or completed by people who did not receive an in-home visit from the Red Cross and its partners.

Undeliverable mail. Because the Red Cross visited the homes of participants, they have a record of the physical addresses, which in some cases is not the mailing address (e.g., the participant may use a P.O. Box). If this is the case, the mail would be returned as undeliverable and these participants would be ultimately unreachable. Additionally, some respondents may have moved, or addresses may have been captured incorrectly, also leading to undeliverable surveys. We are unable to assess the extent to which respondents whose surveys were undeliverable may be different from those for whom we received survey responses.

Home Fire Identification. We intended to conduct qualitative interviews with individuals who had escaped a home fire; however, in the process we learned that individuals may have misinterpreted the question regarding a home fire. In the interviews, several respondents said their smoke alarm has gone off, but they did not have a home fire. Therefore, this question should be considered with caution.

Recommendations

Several of the recommendations made after the first evaluation of the Home Fire Campaign were successfully implemented into the second evaluation. Most notably, a comparison group was used in this evaluation to allow for comparisons between participants who received an in-home visit and demographically similar individuals who did not. In addition, the wording of the escape plan/meeting place question was clarified, which led to more appropriate responses that accurately answered the question. Based on the information received from the quantitative and qualitative survey questions, NORC makes the following recommendations:

Evaluation Recommendations

- Clarify the wording of the home fire question. Some respondents appeared to respond in the affirmative to having had a home fire, when upon further discussion during interviews only their smoke alarm had been activated.
- Collect baseline data during in-home visits for comparison. This would allow analysis of pre-/post-data to measure behavior change and knowledge gained.
- Continue use of a comparison group in order to identify key differences between the two groups. Several findings in this round of evaluation would not have been possible without the inclusion of a comparison group. For example, the comparison group showed the larger total number of smoke alarms in intervention group households and the greater proportion of intervention group households with a family escape plan. Additionally, the comparison group showed that while the population served was generally reflective of the U.S. population as a whole, analysis of comparison group information demonstrated under-representation of minority populations.
- The Red Cross should consider maintaining continuity of key survey questions (such as number of smoke alarms installed, number of smoke alarms in the household, whether the household has a fire escape plan) for long-term analysis. This will enable evaluators to assess program changes and impacts over time.
- Given that there appears to be little difference between the comparison group and the intervention group on certain knowledge and behavior questions, or the questions are unable to detect any significant differences, we suggest deleting those questions and adding other topics that could lead to valuable information. There may be additional questions that would be more sensitive to differences between the intervention and comparison groups. Questions could also potentially be restructured to

further minimize the potential of social desirability bias. Given the space limitations of any survey instrument, replacing questions that yield limited results will increase overall utility of the instrument.

- Consider re-surveying a subset of respondents to assess long term outcomes. This may prove challenging, however, in that it would be difficult to ensure that the person completing the second round of the survey was the same as the first, which would be a key limitation of this design.

Program Recommendations

- The Red Cross and its partners should explore strategies to increase outreach to minority populations, with a focus on Hispanic or Latino and Asian neighborhoods in order to increase the reach to this population. For example, recruiting more bi-lingual volunteers may be one helpful strategy to enhance program reach.
- During the in-home visit, the family should verbally walk through the fire escape plan if one is made. This way the family can see how it only takes a few minutes and it provides an opportunity for the home visitor to explain how the family may only have as little as two minutes to escape. Additionally, this would provide an opportunity for the home visitor to explain the importance of practicing the fire escape plan with their family.
- During the in-home visit, the visitor should stress the importance of testing smoke alarms in the household. There was no difference between the intervention group and comparison group in the proportion of households that tested their smoke alarms at least once in the last three months, and one-third of households did not test their smoke alarms.
- The Red Cross and its partners should consider providing more advance notice of the visit so that participants can be sure to be home. If possible, an option should be provided to allow participants to make an appointment for someone to come at a certain time.
- The Red Cross should consider collecting the name(s) of the adult(s) spoken to during the in-home visits so that when mailing surveys, they would likely be forwarded to the new address if the recipient had moved. Also, this may increase the likelihood that the person spoken with during the in-home visit would be the one completing the survey.
- The Red Cross and its partners should verify that in-home visitors, while speaking with households, clarify that the services are sponsored by the Red Cross to avoid any misunderstanding if the household is contacted in the future about the services.

Appendix A. Intervention Group Survey Instrument in English and Spanish



**American
Red Cross**

American Red Cross Fire Safety Services Survey

Cruz Roja Americana Encuesta Sobre Servicios de Seguridad Contra Incendios

The following survey should only take 10 minutes to complete. English and Spanish versions are enclosed. Please complete the version in the language that is most comfortable for you. We will keep all information about you private and confidential. All information collected will only be used for the purposes of improving the program. Please be honest in your responses so that we can improve our program. If you have questions or need assistance, please call us toll-free at 1-877-393-9734.

Englishpage 1

Spanish.....page 5

La siguiente encuesta debería llevar solamente 10 minutos completarla. Se adjuntan las versiones en inglés y español. Complete la versión en el idioma que a usted le resulte más cómodo. Mantendremos toda su información a cerca de usted de manera privada y confidencial. Toda la información recopilada será usada únicamente con fines de mejorar el programa. Sea sincero al responder las preguntas, de manera que podamos mejorar nuestro programa. Si tiene alguna duda o necesita asistencia, llámenos de forma gratuita al 1-877-393-9734.

Inglés..... página 1

Español..... página 5

Instructions: Please fill out the survey below to the best of your ability.

PART 1: HOME VISIT DETAILS

Some questions contain instructions to skip to a different question based on your response. These instructions appear inside (parentheses) next to the response. Please follow them if they apply.

1. Within the last year, did someone visit you at your home to talk about fire safety?
 - Yes
 - No (Go to question 5)

2. If yes, did that visitor associate themselves with the American Red Cross or leave behind any American Red Cross materials?
 - Yes
 - No

PART 2: HOME VISIT (SMOKE ALARMS)

Please tell us about the smoke alarms that you have in your home. Some questions contain instructions to skip to a different question based on your response. These instructions appear inside (parentheses) next to the response. Please follow them if they apply.

3. How many smoke alarms did the person who visited you install in your home?
_____ (If zero, then go to question 5)

4. How many of these smoke alarms are still installed and working?

5. How many total smoke alarms (alarms installed by the visitor and other smoke alarms) do you have in your home?
_____ (If zero, then go to question 12)

6. How many of these smoke alarms are working?

7. How many times in the **last 3 months** have you **tested** your smoke alarms?
 - 0 times
 - 1-2 times
 - 3-4 times
 - More than 4 times

8. How many times in the **last 3 months** have you **silenced** a false smoke alarm?
 - 0 times
 - 1-2 times
 - 3-4 times
 - More than 4 times

9. In the past year, have any of your smoke alarms alerted you to a home fire?
 - Yes
 - No (Go to question 12)

10. If so, were people in the home able to escape safely?

- Yes
- No (Go to question 12)

11. Would you be willing to discuss your experience in a telephone interview?

- Yes, please provide your name and phone number where we can reach you.

Name: _____

Phone number: _____

- No

PART 3: HOME VISIT (FIRE ESCAPE PLANS)

Please tell us about the fire escape plan that you may have in your home. Some questions contain instructions to skip to a different question based on your response. These instructions appear inside (parentheses) next to the response. Please follow them if they apply.

12. Does your household have a fire escape plan? For example, a plan for how family members will exit the home and where they will meet away from the home if there is a fire.

- Yes
- No (Go to question 15)
- Don't know (Go to question 15)

13. What is your family meeting place (after you have escaped the fire)?

14. If your household has a fire escape plan, how many times, in the **last 6 months**, have you practiced the fire escape plan with the members of your household?

- 0 times
- 1-2 times
- 3-4 times
- More than 4 times

PART 4: FIRE SAFETY PRACTICES

Please complete the chart below to help us understand your current fire safety practices.

15. Please rate how likely you are to do each item in the table below by putting an “X” or “✓” in the box under Very Unlikely, Unlikely, Likely, or Very Likely.

Item	Very Unlikely to do (1)	Unlikely to do (2)	Likely to do (3)	Very Likely to do (4)
Stay in kitchen when frying, grilling, or using an open flame.				
Avoid smoking in bed.				
Keep matches and lighters locked away from children.				
Keep furniture, curtains, dish towels, and anything that could catch fire at least 3 feet from any heat source.				
Practice your household's fire escape plan.				

PART 5: FIRE SAFETY KNOWLEDGE

Questions 16 through 20 ask about your fire safety knowledge. For Questions 16 through 19, please select “True” or “False.” For Question 20, please select the best answer.

16. Matches and lighters should be locked away from children.

- True
- False

17. Anything that could catch fire (for example, furniture or curtains) should be kept at least 3 feet from any heat source.

- True
- False

18. One should never smoke in bed.

- True
- False

19. You should stay in the kitchen when frying, grilling, or using an open flame.

- True
- False

20. How long do you think it takes before a home is fully engulfed in flames and becomes inescapable?

- 2 minutes
- 3 minutes
- 5 minutes
- 7 minutes
- 10 minutes
- Longer than 10 minutes

PART 6: PROGRAM SATISFACTION

Please share your thoughts and opinions about your experience with the American Red Cross’s Fire Prevention and Safety Program.

21. What did you **like most** about the Home Safety Visit? Please use the space below to write your answer.

22. What did you **like least** about the Home Safety Visit? Please use the space below to write your answer.

23. Do you have any suggestions to **improve** the Home Safety Visit? Please use the space below to write your answer.

PART 7: YOU AND YOUR FAMILY

Please answer the following questions about you and your family.

24. Please select one or more of the following categories to describe your race.

- White
- Black or African American
- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander
- Other, please describe: _____

25. What is your total annual household income?

- Less than \$20,000
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$54,999
- \$55,000 - \$59,999
- \$60,000 or more

26. Is there a child less than 5 years old living or staying in your household?

- Yes
- No

27. Is there a person 65 years old or older living or staying in your household?

- Yes
- No

28. Is there a person living or staying in your household who would need help escaping a home fire? For example, someone who cannot see or hear, who uses a wheelchair or a cane, or who needs help with daily activities.

- Yes
- No

29. If there is a person in your household who is deaf or hard of hearing, does that person have a bedside smoke alarm?

- Yes
- No
- Don't know
- There is no deaf or hard of hearing person living in my household

***Thank you for completing the survey!
Please mail us your completed survey using
the pre-paid envelope enclosed in your survey packet.***

Instrucciones: complete la siguiente encuesta lo mejor que pueda.

PARTE 1: DATOS DE LA VISITA AL HOGAR

Algunas preguntas contienen instrucciones para saltar a una pregunta diferente según su respuesta. Estas instrucciones aparecen entre (paréntesis) al lado de la respuesta. Sígalas si corresponde.

1. Durante el último año, ¿alguien lo visitó en su vivienda para hablar sobre seguridad contra incendios?
 Sí
 No (Vaya a la pregunta 5)
2. Si respondió que sí, ¿ese visitante se vinculó con la Cruz Roja Americana o dejó algún material relacionado con esta organización?
 Sí
 No

PARTE 2: VISITA AL HOGAR (DETECTORES DE HUMO)

Cuéntenos acerca de los detectores de humo que tiene en su vivienda. Algunas preguntas contienen instrucciones para saltar a una pregunta diferente según su respuesta. Estas instrucciones aparecen entre (paréntesis) al lado de la respuesta. Sígalas si corresponde.

3. ¿Cuántos detectores de humo instaló la persona que visitó su vivienda?
_____ (Si no instaló ninguno, vaya a la pregunta 5).
4. ¿Cuántos de estos detectores de humo están aún instalados y funcionando?

5. ¿Cuántos detectores de humo (alarmas instaladas por el visitante y otros detectores de humo) tiene en su vivienda?
_____ (Si no tiene ninguno, vaya a la pregunta 12).
6. ¿Cuántos de estos detectores de humo están funcionando?

7. ¿Cuántas veces durante los **últimos 3 meses** ha **probado** sus detectores de humo?
 Nunca
 1-2 veces
 3-4 veces
 Más de 4 veces
8. ¿Cuántas veces durante los **últimos 3 meses** ha **silenciado** un aviso falso de humo?
 Nunca
 1-2 veces
 3-4 veces
 Más de 4 veces
9. En el último año, ¿alguno de sus detectores de humo lo ha puesto sobre aviso de un incendio en su vivienda?
 Sí
 No (Vaya a la pregunta 12)

10. De ser así, ¿las personas que estaban en la vivienda pudieron escapar de forma segura?

- Sí
- No (Vaya a la pregunta 12)

11. ¿Estaría dispuesto a hablar de su experiencia en una entrevista telefónica?

- Sí, por favor indique su nombre y un número de teléfono en el que podemos contactarlo.

Nombre: _____

Número de teléfono: _____

- No

PARTE 3: VISITA AL HOGAR (PLANES DE ESCAPE EN CASO DE INCENDIO)

Cuéntenos sobre el plan de escape en caso de incendio que pueda usted tener en su hogar. Algunas preguntas contienen instrucciones para saltar a una pregunta diferente según su respuesta. Estas instrucciones aparecen entre (paréntesis) al lado de la respuesta. Sígalas si corresponde.

12. ¿Su familia cuenta con un plan de escape en caso de incendio? Por ejemplo, un plan que detalle el modo en el que los miembros de la familia saldrán de la vivienda y el lugar en el que se reunirán fuera de la casa en caso de incendio.

- Sí
- No (Vaya a la pregunta 15)
- No lo sé (Vaya a la pregunta 15)

13. ¿Cuál es el lugar de reunión de su familia (después de haber escapado del incendio)?

14. Si su familia tiene un plan de escape en caso de incendio, ¿cuántas veces en los últimos 6 meses ha practicado el plan de escape de incendio con los miembros de su familia?

- Nunca
- 1-2 veces
- 3-4 veces
- Más de 4 veces

PARTE 4: PRÁCTICAS DE SEGURIDAD CONTRA INCENDIOS

Complete el siguiente cuadro para ayudarnos a entender sus prácticas de seguridad actuales contra incendios.

15. Califique qué probabilidades tiene de llevar a cabo cada actividad de la siguiente tabla; para ello, coloque una “X” o “✓” en la casilla correspondiente a “Muy improbable”, “Improbable”, “Probable” o “Muy probable”.

Actividad	Muy improbable (1)	Improbable (2)	Probable (3)	Muy Probable (4)
Permanecer en la cocina al freír, asar o utilizar una llama expuesta.				
Evitar fumar en la cama.				
Mantener los fósforos y encendedores bajo llave, lejos de los niños.				
Mantener los muebles, las cortinas, los paños de cocina y cualquier elemento que pueda prenderse fuego por lo menos a 3 pies de toda fuente de calor.				
Practicar su plan de escape familiar para casos de incendio.				

PARTE 5: CONOCIMIENTOS SOBRE SEGURIDAD CONTRA INCENDIOS

Las preguntas 16 a 20 indagan acerca de sus conocimientos sobre seguridad contra incendios. Para las preguntas 16 a 19, seleccione “Verdadero” o “Falso”. Para la pregunta 20, seleccione la mejor respuesta.

16. Los fósforos y encendedores deben estar bajo llave y lejos de los niños.
- Verdadero
 - Falso
17. Todo elemento que pueda prenderse fuego (por ej., muebles o cortinas) debe mantenerse por lo menos a 3 pies de toda fuente de calor.
- Verdadero
 - Falso
18. Nunca se debe fumar en la cama.
- Verdadero
 - Falso
19. Usted debe permanecer en la cocina mientras fríe, asa o utiliza una llama expuesta.
- Verdadero
 - Falso
20. ¿Cuánto tiempo cree que transcurre antes de que una casa quede totalmente envuelta en llamas y sea imposible escapar del fuego?
- 2 minutos
 - 3 minutos
 - 5 minutos
 - 7 minutos
 - 10 minutos
 - Más de 10 minutos

PARTE 6: SATISFACCIÓN CON EL PROGRAMA

Comparta sus ideas y opiniones sobre la experiencia con el Programa de Prevención y Seguridad contra Incendios de la Cruz Roja Americana.

21. ¿Qué fue lo que **más le gustó** de la Visita de Seguridad al Hogar? Utilice el espacio siguiente para escribir su respuesta.

22. ¿Qué fue lo que **menos le gustó** de la Visita de Seguridad al Hogar? Utilice el espacio siguiente para escribir su respuesta.

23. ¿Tiene sugerencias para **mejorar** la Visita de Seguridad al Hogar? Utilice el espacio siguiente para escribir su respuesta.

PARTE 7: USTED Y SU FAMILIA

Responda las siguientes preguntas acerca de usted y su familia.

24. Seleccione una o más de las siguientes categorías para describir su raza.

- Blanco
- Negro o afroamericano
- Hispano o latino
- India americano o nativa de Alaska
- Asiático
- Nativa de Hawaii o otra de las islas del Pacifico
- Otro (por favor, describa): _____

25. ¿Cuál es el ingreso total anual de su familia?

- Menos de \$20,000
- \$20,000 - \$25,000
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$54,999
- \$55,000 - \$59,999
- \$60,000 o más

26. ¿Hay algún niño menor de 5 años que esté viviendo o se aloje en su hogar?

- Sí
- No

27. ¿Hay alguna persona de 65 años de edad o mayor que esté viviendo o se aloje en su hogar?

- Sí
- No

28. ¿Hay alguna persona que esté viviendo o se aloje en su hogar que necesitaría ayuda para escapar de un incendio en la vivienda? Por ejemplo, alguien que no puede ver u oír, que utiliza una silla de ruedas o un bastón, o que necesita ayuda con las actividades diarias.

- Sí
- No

29. Si en su grupo familiar hay alguna persona que sea sorda o tenga dificultades auditivas, ¿tiene esa persona un detector de humo al lado de la cama?

- Sí
- No
- No lo sé
- En mi grupo familiar no hay ninguna persona sorda o con dificultades auditivas

Gracias por completar la encuesta.

Envíenos por correo su encuesta completa; utilice el sobre de franqueo pagado adjunto en su paquete de la encuesta.

Appendix B. Comparison Group Survey Instrument in English and Spanish



American Red Cross Fire Safety Services Survey

Cruz Roja Americana Encuesta Sobre Servicios de Seguridad Contra Incendios

The following survey should only take 10 minutes to complete. English and Spanish versions are enclosed. Please complete the version in the language that is most comfortable for you. We will keep all information about you private and confidential. All information collected will only be used for the purposes of improving the program. Please be honest in your responses so that we can improve our program. If you have questions or need assistance, please call us toll-free at 1-877-393-9734.

Englishpage 1

Spanishpage 5

La siguiente encuesta debería llevar solamente 10 minutos completarla. Se adjuntan las versiones en inglés y español. Complete la versión en el idioma que a usted le resulte más cómodo. Mantendremos toda su información a cerca de usted de manera privada y confidencial. Toda la información recopilada será usada únicamente con fines de mejorar el programa. Sea sincero al responder las preguntas, de manera que podamos mejorar nuestro programa. Si tiene alguna duda o necesita asistencia, llámenos de forma gratuita al 1-877-393-9734.

Inglés página 1

Español página 5

Instructions: Please fill out the survey below to the best of your ability.

PART 1: SMOKE ALARMS

Please tell us about the smoke alarms that you have in your home. Some questions contain instructions to skip to a different question based on your response. These instructions appear inside (parentheses) next to the response. Please follow them if they apply.

1. How many total smoke alarms do you have in your home?
_____ (If zero, then go to question 7)
2. How many of these smoke alarms are working?

3. How many times in the **last 3 months** have you **tested** your smoke alarms?
 - 0 times
 - 1-2 times
 - 3-4 times
 - More than 4 times
4. How many times in the **last 3 months** have you **silenced** a false smoke alarm?
 - 0 times
 - 1-2 times
 - 3-4 times
 - More than 4 times
5. In the past year, have any of your smoke alarms alerted you to a home fire?
 - Yes
 - No (Go to question 7)
6. If so, were people in the home able to escape safely?
 - Yes
 - No

PART 2: FIRE ESCAPE PLANS

Please tell us about the fire escape plan that you may have in your home. Some questions contain instructions to skip to a different question based on your response. These instructions appear inside (parentheses) next to the response. Please follow them if they apply.

7. Does your household have a fire escape plan? For example, a plan for how family members will exit the home and where they will meet away from the home if there is a fire.
 - Yes
 - No (Go to question 10)
 - Don't know (Go to question 10)
8. What is your family meeting place (after you have escaped the fire)?

9. If your household has a fire escape plan, how many times, in the **last 6 months**, have you practiced the fire escape plan with the members of your household?
 - 0 times
 - 1-2 times
 - 3-4 times
 - More than 4 times

PART 3: FIRE SAFETY PRACTICES

Please complete the chart below to help us understand your current fire safety practices.

10. Please rate how likely you are to do each item in the table below by putting an “X” or “✓” in the box under Very Unlikely, Unlikely, Likely, or Very Likely.

Item	Very Unlikely to do (1)	Unlikely to do (2)	Likely to do (3)	Very Likely to do (4)
Stay in kitchen when frying, grilling, or using an open flame.				
Avoid smoking in bed.				
Keep matches and lighters locked away from children.				
Keep furniture, curtains, dish towels, and anything that could catch fire at least 3 feet from any heat source.				
Practice your household’s fire escape plan.				

PART 4: FIRE SAFETY KNOWLEDGE

Questions 11 through 15 ask about your fire safety knowledge. For Questions 11 through 14, please select “True” or “False.” For Question 15, please select the best answer.

11. Matches and lighters should be locked away from children.

- True
- False

12. Anything that could catch fire (for example, furniture or curtains) should be kept at least 3 feet from any heat source.

- True
- False

13. One should never smoke in bed.

- True
- False

14. You should stay in the kitchen when frying, grilling, or using an open flame.

- True
- False

15. How long do you think it takes before a home is fully engulfed in flames and becomes inescapable?

- 2 minutes
- 3 minutes
- 5 minutes
- 7 minutes
- 10 minutes
- Longer than 10 minutes

PART 5: YOU AND YOUR FAMILY

Please answer the following questions about you and your family.

16. Please select one or more of the following categories to describe your race.

- White
- Black or African American
- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander
- Other, please describe: _____

17. What is your total annual household income?

- Less than \$20,000
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$54,999
- \$55,000 - \$59,999
- \$60,000 or more

18. How many people currently live or stay in your household? _____ people

19. Is there a child less than 5 years old living or staying in your household?

- Yes
- No

20. Is there a person 65 years old or older living or staying in your household?

- Yes
- No

21. Is there a person living or staying in your household who would need help escaping a home fire? For example, someone who cannot see or hear, who uses a wheelchair or a cane, or who needs help with daily activities.

- Yes
- No

22. If there is a person in your household who is deaf or hard of hearing, does that person have a bedside smoke alarm?

- Yes
- No
- Don't know
- There is no deaf or hard of hearing person living in my household

*For more information on Fire Safety and Prevention, please visit
www.redcross.org/homefires*

*Thank you for completing the survey!
Please mail us your completed survey using
the pre-paid envelope enclosed in your survey packet.*

Instrucciones: complete la siguiente encuesta lo mejor que pueda.

PARTE 1: DETECTORES DE HUMO

Cuéntenos acerca de los detectores de humo que tiene en su vivienda. Algunas preguntas contienen instrucciones para saltar a una pregunta diferente según su respuesta. Estas instrucciones aparecen entre (paréntesis) al lado de la respuesta. Sígalas si corresponde.

1. ¿Cuántos detectores de humo tiene en su hogar en total?
_____ (Si no tiene ninguno, vaya a la pregunta 7).

2. ¿Cuántos de estos detectores de humo están funcionando?

3. ¿Cuántas veces durante los **últimos 3 meses** ha **probado** sus detectores de humo?
 - Nunca
 - 1-2 veces
 - 3-4 veces
 - Más de 4 veces

4. ¿Cuántas veces durante los **últimos 3 meses** ha **silenciado** un aviso falso de humo?
 - Nunca
 - 1-2 veces
 - 3-4 veces
 - Más de 4 veces

5. En el último año, ¿alguno de sus detectores de humo lo ha puesto sobre aviso de un incendio en su vivienda?
 - Sí
 - No (Vaya a la pregunta 7)

6. De ser así, ¿las personas que estaban en la vivienda pudieron escapar de forma segura?
 - Sí
 - No

PARTE 2: PLANES DE ESCAPE EN CASO DE INCENDIO

Cuéntenos sobre el plan de escape en caso de incendio que pueda usted tener en su hogar. Algunas preguntas contienen instrucciones para saltar a una pregunta diferente según su respuesta. Estas instrucciones aparecen entre (paréntesis) al lado de la respuesta. Sígalas si corresponde.

7. ¿Su familia cuenta con un plan de escape en caso de incendio? Por ejemplo, un plan que detalle el modo en el que los miembros de la familia saldrán de la vivienda y el lugar en el que se reunirán fuera de la casa en caso de incendio.
 - Sí
 - No (Vaya a la pregunta 10)
 - No lo sé (Vaya a la pregunta 10)

8. ¿Cuál es el lugar de reunión de su familia (después de haber escapado del incendio)?

9. Si su familia tiene un plan de escape en caso de incendio, ¿cuántas veces en los **últimos 6 meses** ha practicado el plan de escape de incendio con los miembros de su familia?

- Nunca
- 1-2 veces
- 3-4 veces
- Más de 4 veces

PARTE 3: PRÁCTICAS DE SEGURIDAD CONTRA INCENDIOS

Complete el siguiente cuadro para ayudarnos a entender sus prácticas de seguridad actuales contra incendios.

10. Califique qué probabilidades tiene de llevar a cabo cada actividad de la siguiente tabla; para ello, coloque una “X” o “✓” en la casilla correspondiente a “Muy improbable”, “Improbable”, “Probable” o “Muy probable”.

Actividad	Muy improbable (1)	Improbable (2)	Probable (3)	Muy Probable (4)
Permanecer en la cocina al freír, asar o utilizar una llama expuesta.				
Evitar fumar en la cama.				
Mantener los fósforos y encendedores bajo llave, lejos de los niños.				
Mantener los muebles, las cortinas, los paños de cocina y cualquier elemento que pueda prenderse fuego por lo menos a 3 pies de toda fuente de calor.				
Practicar su plan de escape familiar para casos de incendio.				

PARTE 4: CONOCIMIENTOS SOBRE SEGURIDAD CONTRA INCENDIOS

Las preguntas 11 a 15 indagan acerca de sus conocimientos sobre seguridad contra incendios. Para las preguntas 11 a 14, seleccione “Verdadero” o “Falso”. Para la pregunta 15, seleccione la mejor respuesta.

11. Los fósforos y encendedores deben estar bajo llave y lejos de los niños.

- Verdadero
- Falso

12. Todo elemento que pueda prenderse fuego (por ej., muebles o cortinas) debe mantenerse por lo menos a 3 pies de toda fuente de calor.

- Verdadero
- Falso

13. Nunca se debe fumar en la cama.

- Verdadero
- Falso

14. Usted debe permanecer en la cocina mientras fríe, asa o utiliza una llama expuesta.

- Verdadero
- Falso

15. ¿Cuánto tiempo cree que transcurre antes de que una casa quede totalmente envuelta en llamas y sea imposible escapar del fuego?
- 2 minutos
 - 3 minutos
 - 5 minutos
 - 7 minutos
 - 10 minutos
 - Más de 10 minutos

PARTE 5: USTED Y SU FAMILIA

Responda las siguientes preguntas acerca de usted y su familia.

16. Seleccione una o más de las siguientes categorías para describir su raza.

- Blanco
- Negro o afroamericano
- Hispano o latino
- India americano o nativa de Alaska
- Asiático
- Nativa de Hawaii o otra de las islas del Pacífico
- Otro (por favor, describa): _____

17. ¿Cuál es el ingreso total anual de su familia?

- Menos de \$20,000
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 - \$54,999
- \$55,000 - \$59,999
- \$60,000 o más

18. ¿Cuántas personas viven o se alojan actualmente en su vivienda? _____ personas

19. ¿Hay algún niño menor de 5 años que esté viviendo o se aloje en su hogar?

- Sí
- No

20. ¿Hay alguna persona de 65 años de edad o mayor que esté viviendo o se aloje en su hogar?

- Sí
- No

21. ¿Hay alguna persona que esté viviendo o se aloje en su hogar que necesitaría ayuda para escapar de un incendio en la vivienda? Por ejemplo, alguien que no puede ver u oír, que utiliza una silla de ruedas o un bastón, o que necesita ayuda con las actividades diarias.

- Sí
- No

22. Si en su grupo familiar hay alguna persona que sea sorda o tenga dificultades auditivas, ¿tiene esa persona un detector de humo al lado de la cama?

- Sí
- No
- No lo sé
- En mi grupo familiar no hay ninguna persona sorda o con dificultades auditivas

Para obtener más información sobre prevención y seguridad contra incendios, visite www.redcross.org/homefires.

*Gracias por completar la encuesta.
Envíenos por correo su encuesta completa; utilice el sobre de franqueo pagado adjunto en su paquete de la encuesta.*

Appendix C. Intervention Group Survey Cover Letter



National Headquarters
2025 E ST NW
Washington, DC 20006
Redcross.org

Ver reverso para texto en español →

Dear Resident,

You are invited to be a part of a very important survey conducted by the American Red Cross. You may recall that in the last year, you received fire safety services either from the Red Cross or one of its partners. These services may have included testing smoke alarms, installing new smoke alarms, and talking about fire safety. NORC at the University of Chicago, a non-profit research institution, has been contracted to evaluate the Red Cross's Fire Safety Program.

Your household was chosen as a part of this study because of those services. Your answers to this survey will help us improve those services in the future.

Please fill out the enclosed survey and mail it back in the included pre-paid envelope. It should take approximately 10 minutes to fill out the survey. We have provided both English and Spanish versions of the survey. Please complete it in the language that is most comfortable for you. Please respond to all questions in the survey if you can, although that is not required.

All information about you will be kept private. We will put your responses together with other people's responses and use those only for the purposes of improving our fire safety program. Your honest responses will help us improve our program for thousands of future participants.

We need your help to make this program a success.

We have enclosed \$2 as a token of our appreciation for your participation. If you have questions or need assistance with the survey, please call us toll-free at 1-877-393-9734. If you have questions about your rights and privacy with this survey, you can contact the NORC IRB toll-free at 1-866-309-0542 (Please reference NORC project #7780).

We care about you and your family. We understand and appreciate that people have many demands on their time, and we are very grateful for your generous cooperation. Thank you for your help.

Sincerely,

American Red Cross

Please see reverse side for English →

Estimado Residente:

Usted está invitado a participar en una encuesta muy importante efectuada por la Cruz Roja Americana. Recordará que el año pasado usted recibió servicios de seguridad contra incendios de la Cruz Roja o de alguno de sus asociados. Estos servicios pueden haber incluido pruebas de detectores de humo, la instalación de nuevos detectores de humo y charlas sobre seguridad contra incendios. NORC at the University of Chicago, una institución de investigación sin fines de lucro, ha sido contratada para evaluar el Programa de Seguridad contra Incendios de la Cruz Roja.

Se eligió a su familia como parte de este estudio debido a esos servicios. Sus respuestas a esta encuesta nos ayudarán a mejorar esos servicios en el futuro.

Complete la encuesta adjunta y envíela por correo en el sobre con porte pagado que se ha incluido.

Completar la encuesta debería llevarle aproximadamente 10 minutos. Hemos incluido las versiones en inglés y español de la encuesta. Complétela en el idioma que a usted le resulte más cómodo. Por favor, si puede, responda todas las preguntas de la encuesta, aunque no sea obligatorio.

Se mantendrá la confidencialidad de toda su información. Juntaremos sus respuestas con las de otras personas y las usaremos únicamente para los fines de mejorar nuestro programa de seguridad contra incendios. Sus respuestas sinceras nos permitirán mejorar nuestro programa para miles de futuros participantes.

Necesitamos su ayuda para hacer de este programa un éxito.

Hemos adjuntado \$2 como muestra de nuestro agradecimiento por su participación. Si tiene alguna duda o necesita asistencia, llámenos gratis al 1-877-393-9734. Si tiene alguna pregunta sobre sus derechos y la confidencialidad de esta encuesta, llame el IRB de NORC al número gratuito 1-866-309-0542 (por favor, indique como referencia el proyecto de NORC número 7780).

Usted y su familia nos importan. Estamos muy agradecidos por su generosa cooperación. Gracias por su ayuda.

Cordialmente,

Cruz Roja Americana

Appendix D. Comparison Group Survey Cover Letter



National Headquarters
2025 E ST NW
Washington, DC 20006
Redcross.org

Ver reverso para texto en español →

Dear Resident,

You are invited to be a part of a very important survey conducted by the American Red Cross. The Red Cross would like to learn about your fire safety and prevention knowledge and practices.

Your household was chosen as a part of this study, and your answers to this survey will help us improve our fire safety and prevention services. NORC at the University of Chicago, a non-profit research institution, has been contracted to evaluate the Red Cross's Fire Safety Program.

Please fill out the enclosed survey and mail it back in the included pre-paid envelope. It should take approximately 10 minutes to fill out the survey. We have provided both English and Spanish versions of the survey. Please complete it in the language that is most comfortable for you. Please respond to all questions in the survey if you can, although that is not required.

All information about you will be kept private. We will put your responses together with other people's responses and use those only for the purposes of improving our fire safety program. Your honest responses will help us understand current behaviors and knowledge about fire safety across the country.

We have enclosed \$2 as a token of our appreciation for your participation. If you have questions or need assistance with the survey, please call us toll-free at 1-877-393-9734. If you have questions about your rights and privacy with this survey, you can contact the NORC IRB toll-free at 1-866-309-0542 (Please reference NORC project #7780).

We care about you and your family. We understand and appreciate that people have many demands on their time, and we are very grateful for your generous cooperation. Thank you for your help.

Sincerely,

American Red Cross

Please see the reverse side for English →

Estimado Residente:

Usted está invitado a participar en una encuesta muy importante efectuada por la Cruz Roja Americana. A la Cruz Roja le gustaría saber cuáles son sus conocimientos y prácticas acerca de la prevención y seguridad contra incendios.

Su familia ha sido elegida para formar parte de este estudio, y sus respuestas a esta encuesta nos permitirán mejorar nuestros servicios de prevención y seguridad contra incendios. NORC at the University of Chicago, una institución de investigación sin fines de lucro, ha sido contratada para evaluar el Programa de Seguridad contra Incendios de la Cruz Roja.

Complete la encuesta adjunta y envíela por correo en el sobre con porte pagado que se ha incluido.

Completar la encuesta debería llevarle aproximadamente 10 minutos. Hemos incluido las versiones en inglés y español de la encuesta. Complétela en el idioma que a usted le resulte más cómodo. Por favor, si puede, responda a todas las preguntas de la encuesta, aunque no sea obligatorio.

Se mantendrá la confidencialidad de toda su información. Juntaremos sus respuestas con las de otras personas y las usaremos únicamente para los fines de mejorar nuestro programa de seguridad contra incendios. Sus respuestas sinceras nos permitirán entender las actividades y conocimientos actuales acerca de la seguridad contra incendios en los Estados Unidos.

Hemos adjuntado \$2 como muestra de nuestro agradecimiento por su participación. Si tiene alguna duda o necesita asistencia con la encuesta, llámenos gratis al 1-877-393-9734. Si tiene alguna pregunta sobre sus derechos y la confidencialidad de esta encuesta, llame el IRB de NORC al número gratuito 1-866-309-0542 (por favor, indique como referencia el proyecto de NORC número 7780).


Usted y su familia nos importan. Estamos muy agradecidos por su generosa cooperación. Gracias por su ayuda.

Cordialmente,

Cruz Roja Americana



Appendix E. Reminder Post Card, Both Groups

 **American Red Cross**

Reminder from the American Red Cross


A survey packet was recently sent to you from the American Red Cross asking for your participation in a short survey to help to improve their fire safety services. If you have not yet done so, please complete this survey as soon as possible and mail it back in the pre-paid envelope included in the packet you received. We greatly appreciate your time and look forward to your participation. Your responses are very important and will help the American Red Cross improve their programs.

If you have already completed this survey, we thank you for your participation!

Recordatorio de la Cruz Roja Americana

Recientemente, se le ha enviado un paquete con una encuesta de la Cruz Roja Americana para solicitarle su participación en un breve cuestionario para ayudar a mejorar sus servicios de seguridad contra incendios. Si todavía no lo ha hecho, le solicitamos que complete la encuesta lo más pronto posible y la envíe en el sobre de franqueo pagado incluido en el paquete que recibió. Agradecemos enormemente su tiempo y esperamos su participación. Sus respuestas son muy importantes y ayudarán a la Cruz Roja Americana a mejorar sus programas.

Si ya completó esta encuesta, ¡le damos las gracias por su participación!

 **American Red Cross**

American Red Cross Fire Prevention and Safety Program
c/o NORC at the University of Chicago
1 North State Street, 16th Floor | Chicago, IL 60602

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