



Analytics and Intelligence Tools & Resources January 2021



- [National Fire Incident Reporting System Guide](#)
- [National Fire Incident Reporting System \(NFIRS\) Pocket Guide](#)
- [National Fire Incident Reporting System Field Notes Form](#)
- [NFIRS Complete Reference Guide](#)
- [National Fire Incident Reporting System \(NFIRS\) Self-Study Course](#)
- [Coffee Break Bulletin – When should you update your NFIRS reports?](#)
- [Coffee Break Bulletin – Where’s the data?](#)
- [ImageTrend Elite How-to-Guides & NFIRS Resources](#)

Oregon State Fire Marshal

Fire Cause Trends - All Fires

Excludes Cooking, Heating, & Smoking

Data contained in this list was compiled using the NFIRS Fire Causal Matrix. Accurate causal data is not available prior to 2012. Additionally, a significant change in how fire causes are classified occurred in 2015 creating a disparity in trends.

Consequently, unless otherwise indicated, some trend periods are for five years (2015-2019), while others are for eight years (2012-2019).

Cause Type	Period	Value
Air Conditioning	8 yr	+26%
Appliances	5 yr	-34%
Electrical Distribution	8 yr	-11%
Ember, Rekindle	5 yr	-9%
Equipment Failure, Malfunction	5 yr	-13%
Explosives	8 yr	-27%
Fireworks	8 yr	+6%
Friction, Hot Material	8 yr	+24%
Matches, Candles	5 yr	+15%
Natural	8 yr	+38%
Other Hot Object	5 yr	+11%
Other Open Flame, Spark	5 yr	+64%
Playing w/Heat Source, Children Playing	8 yr	+57%
Processing Equipment	8 yr	-27%
Service Equipment	5 yr	+76%
Special Equipment	8 yr	-2%
Torches	8 yr	+113%
Trash, Rubbish	5 yr	+134%
Unclassified Electrical Malfunction	5 yr	-6%
Unclassified Equipment w/Unknown Fuel Source	5 yr	+77%
Vehicle Engine	5 yr	-19%

Cause Types Trending Up	
Trash, Rubbish	+134%
Torches	+113%
Unclassified Equipment w/Unknown Fuel Source	+77%
Service Equipment	+76%
Other Open Flame, Spark	+64%
Playing w/Heat Source, Children Playing	+57%
Natural	+38%
Air Conditioning	+26%
Friction, Hot Material	+24%
Matches, Candles	+15%
Other Hot Object	+11%
Fireworks	+6%

Cause Types Trending Down	
Appliances	-34%
Explosives	-27%
Processing Equipment	-27%
Vehicle Engine	-19%
Equipment Failure, Malfunction	-13%
Electrical Distribution	-11%
Ember, Rekindle	-9%
Unclassified Electrical Malfunction	-6%
Special Equipment	-2%

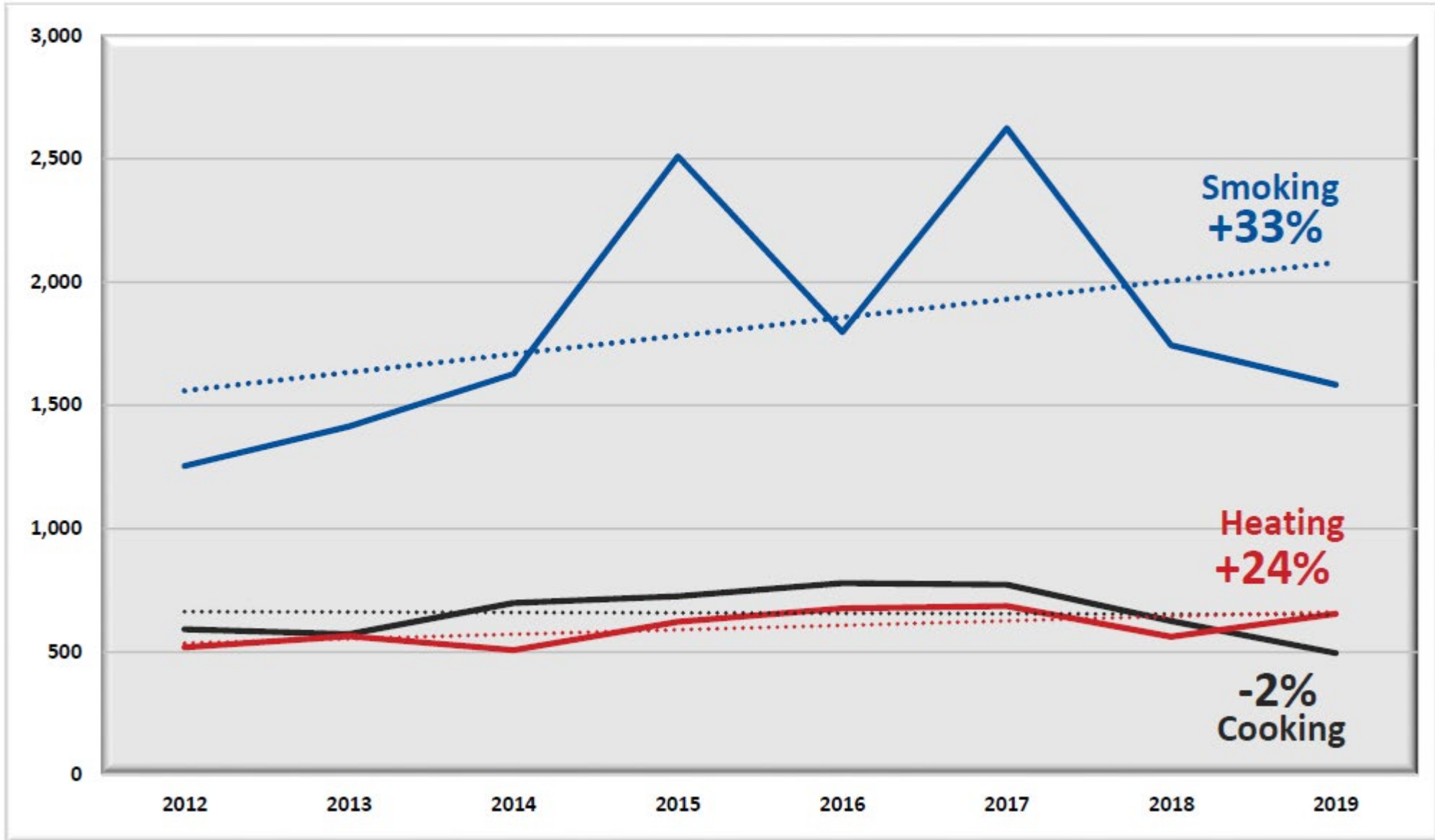
Cause Category Trends 2010 - 2019	
Intentional	+5%
Unintentional	+30%
Failure of Equipment or Heat Source	+3%



Accurate trend data could not be ascertained for the following cause types: Cause under investigation, equipment operation deficiency, exposure, heat source or product misuse, investigation w/arson module, open fire, other unintentional, and unclassified fuel powered equipment

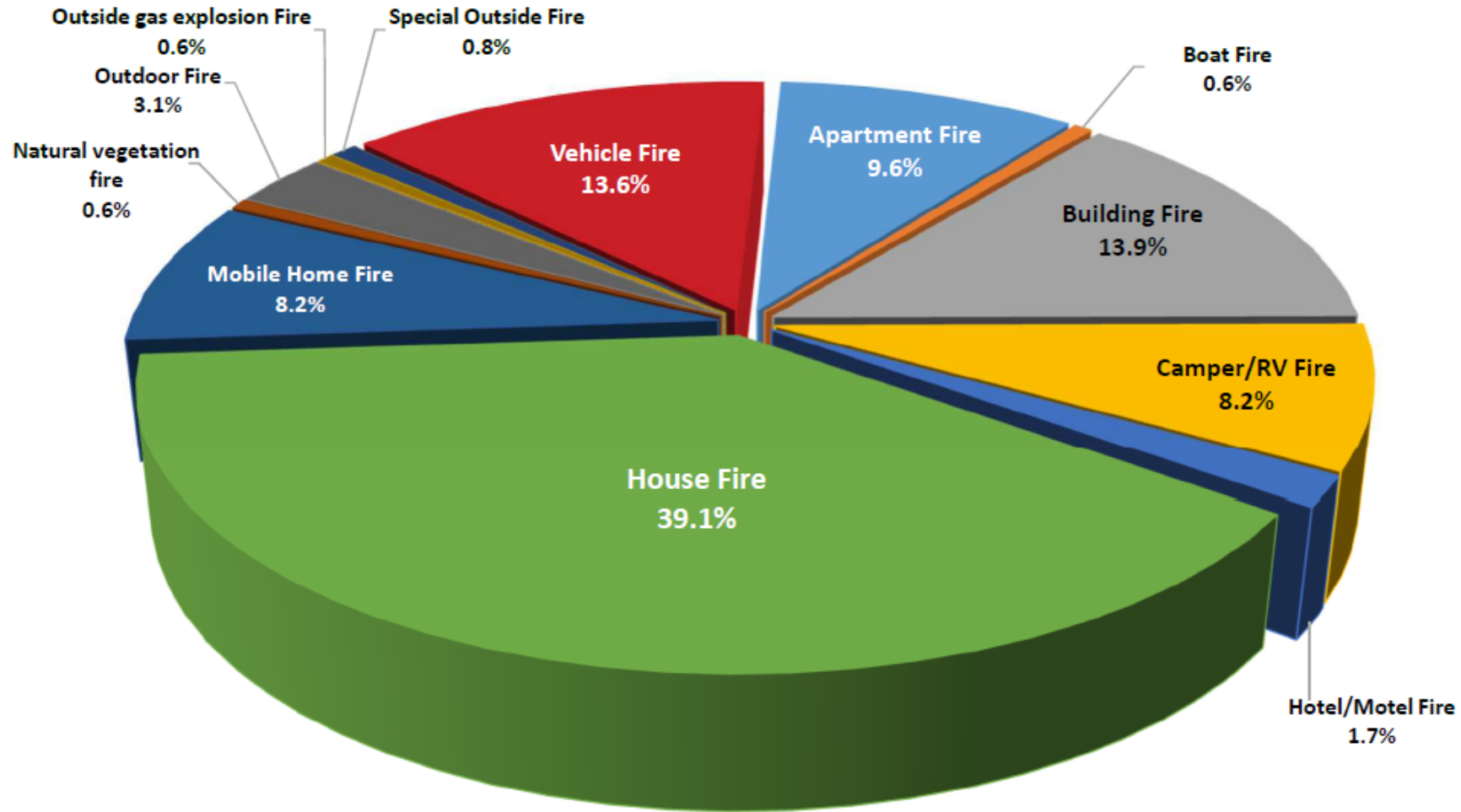
Oregon State Fire Marshal

Eight Year Trend - All Fires Caused by Cooking, Heating, & Smoking



Oregon State Fire Marshal

Confirmed* Fire Related Fatalities 2010 – 2019 by Type**



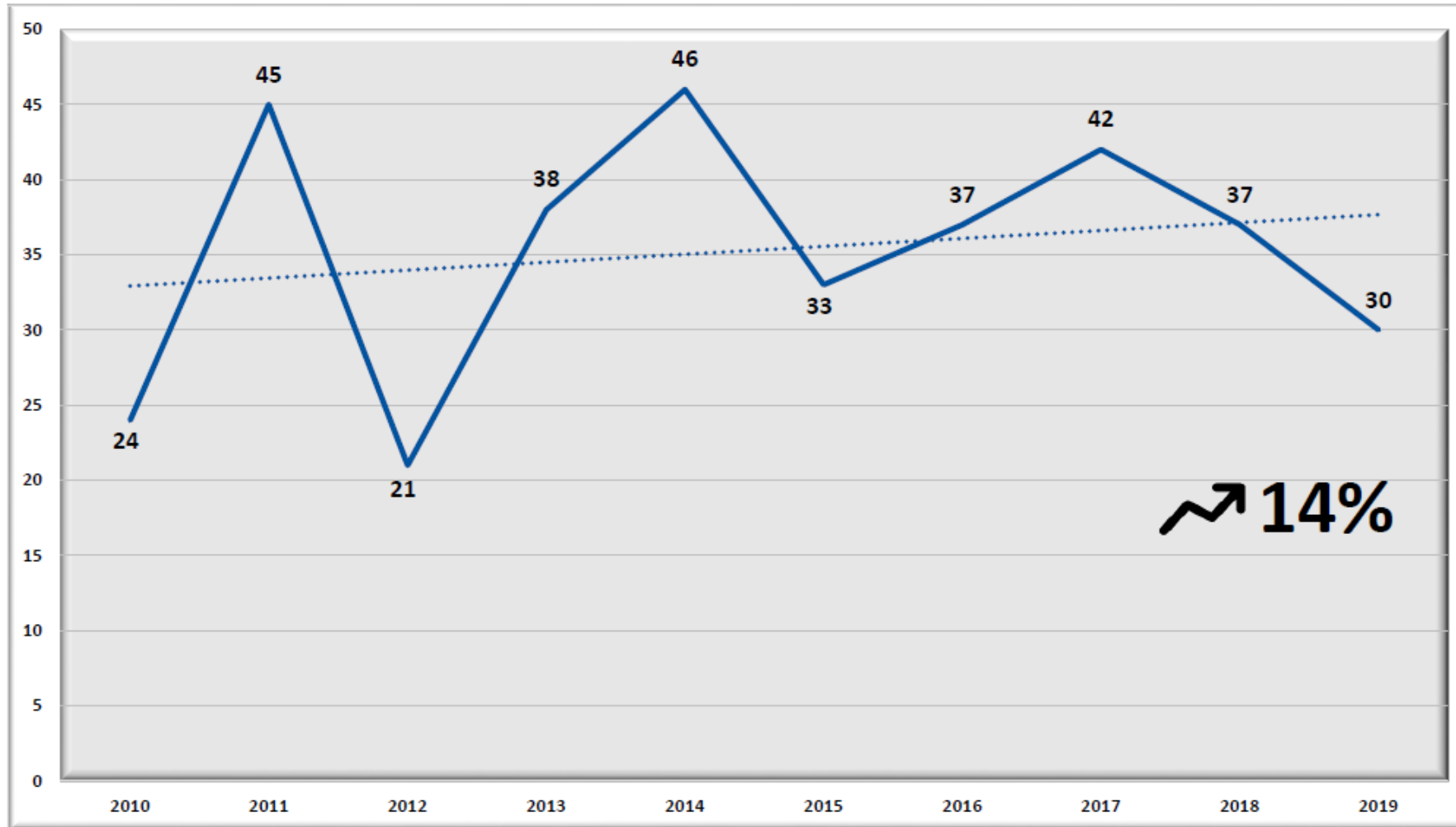
*Medical Examiner's Report Received

**Logical types - not NFIRS

Source: NFIRS Reports & Related Media Publications

Oregon State Fire Marshal

Confirmed* Fire Related Fatalities 2010 – 2019



2010 - 2014
Up 54%

2015 - 2019
Down 6%

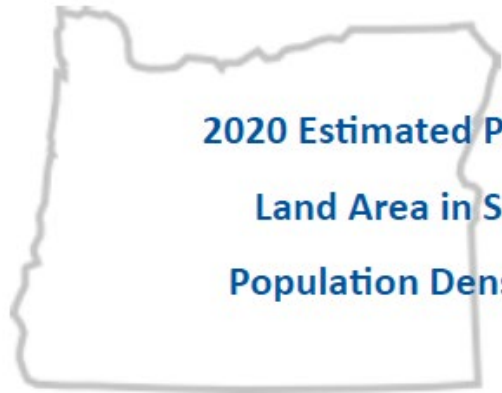
14%

*Medical Examiner's Report Received

Source: NFIRS Reports & Related Media Publications

Oregon State Fire Marshal

Structural Firefighting Agency Coverage



2020 Estimated Population: 4,268,000
Land Area in Square Miles: 98,400
Population Density (Persons Per Square Mile): 43



Population Covered by a Structural Firefighting Agency: 3,927,000
Land Area Covered by a Structural Firefighting Agency: 19,800 square miles
Coverage Area Population Density (Persons Per Square Mile): 200

Percentage Land Area Covered by
Structural Firefighting Agency

20%

Percentage Population Covered by
Structural Firefighting Agency

92%

Oregon Life Safety Team

January 21, 2021



Smoke Alarms & Time Change Messaging

40+ OLSST members
19 responses

Top 3:

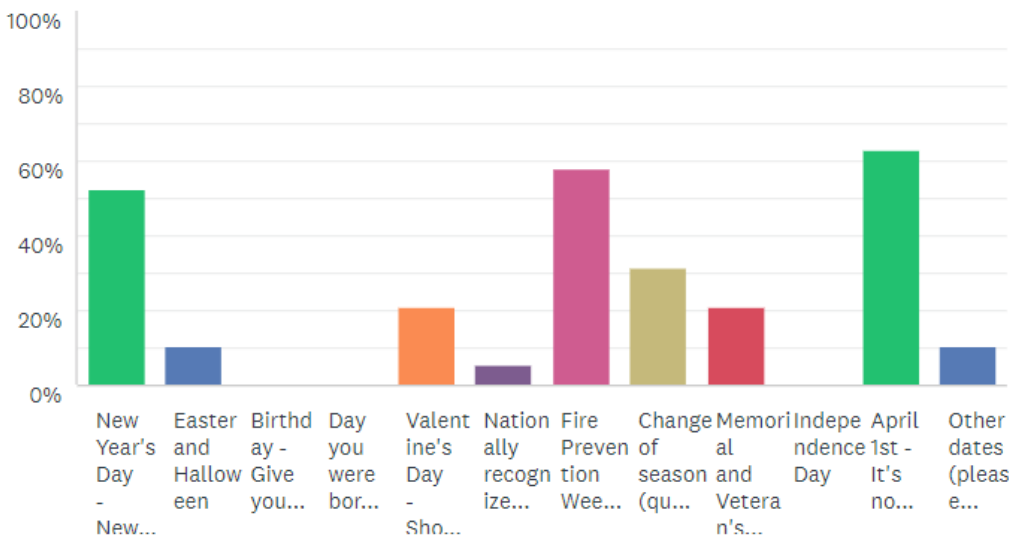
April 1st

Fire Prevention Week/Month

New Year's Day

Please select your top three (3) preferred dates for Smoke Alarm messaging. This messaging would replace the smoke alarm/time change messaging.

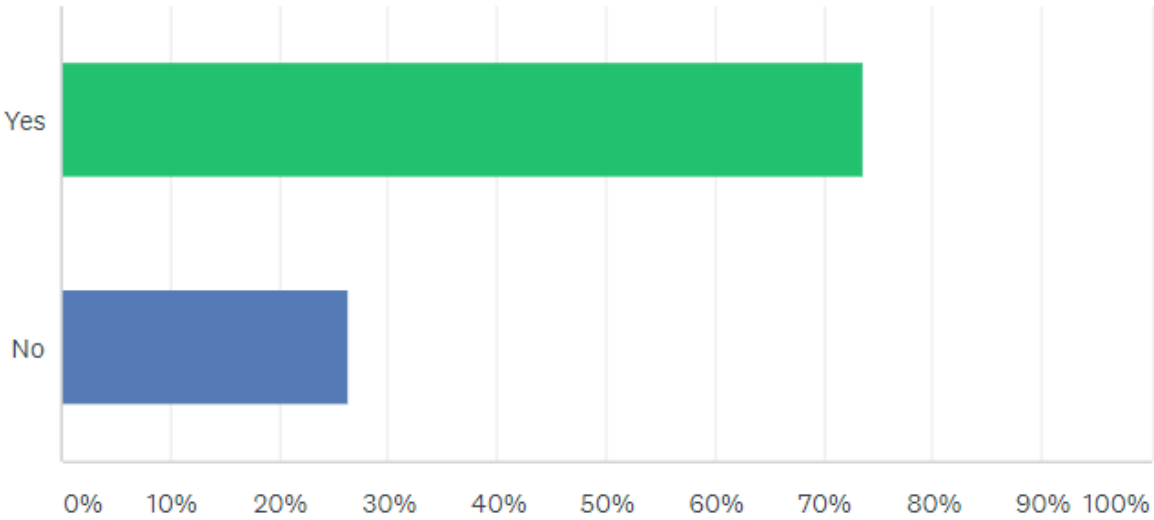
Answered: 19 Skipped: 0



Smoke Alarms & Time Change Messaging

Do you think this survey should be sent to a broader group of public educators?

Answered: 19 Skipped: 0



Bigfoot – Feedback & Development



We would like your feedback!

If you have any comments or
new ideas, please email:
stephanie.stafford@osp.oregon.gov



Carlee Justis
Graphic Designer
State of Oregon
Publishing & Distribution



Bigfoot – Feedback Received

- Social media & technology based resources
- Stickers & bumper sticker
- Coasters (placemat/coffee sleeve)
- Paper doll – additional outfits
- Micro-fiber cleaning cloths
- T-shirt
- Billboards/airport ads
- Spanish resources
- Games, puzzles
- Playing cards, hunting tag pouch, face mask, bandanas, license plate frame, coffee cup, cup sleeve/cozies, key chain, grocery bag & hand sanitizer holders
- Bigfoot resource library & co-branding option for fire agencies



Creation of materials will be determined by feedback, budget & COVID-19.

Bigfoot – Behavior Change

Faced with increasingly severe wildfires, we refuse to change our behavior – Jim Pauley, NFPA President

NFPA Journal - November/December 2020, page 6

*Why people don't change their behavior?

Temptation, short term vs. long term reward, forgetful, lazy, confidence to change, big challenge, lack of follow through, social environment (that supports change).

*Messages to change behavior.

Clear, simple, professional. 1-2 sound bites at a time.

*Messages - not so good.

Clever, *cute*, surprising

*Leaders on the same page.

National and state.

*Storytelling. Humanizing.

*Temporal landmark. Fresh start effect. Life in chapters. Renewed optimism.

*If you don't experience a rare negative event – risk averse.

*We are engaged in the world's largest behavior change with COVID-19.

Right set of tools at the time for success: Mail everyone a mask!



Source: *Knowable Magazine* webinar

<https://knowablemagazine.org/article/mind/2020/how-change-behavior-during-pandemic-personal-habits-public-health>

Bigfoot – New “Draft” Images



Bigfoot – New Messages

Wildfire prevention, outdoor fire causes

+Defensible Space

+Home hardening, ignition-resistant

*** Roofs, decks, fences, siding, vents, windows**


+Evacuation

+Fire Adapted Communities

*** *A human community consisting of informed and prepared (residents) collaboratively planning and taking action to safely coexist with wildland fire through preparation.***



Bigfoot – Spanish



DURING A WILDFIRE BE READY, BE SET, GO!



Your local law enforcement agency orders evacuations. If you feel threatened by a wildfire, do not wait for an official evacuation order. There are three levels of evacuation:

LEVEL 1 BE READY: Prepare, monitor, and pack your valuables.	LEVEL 2 BE SET: Be set to evacuate at a moment's notice.	LEVEL 3 GO: Leave immediately!
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#BelieveInFireSafety



DURANTE UN INCENDIO FORESTAL PREPÁRESE, ESTÉ LISTO, FUERA!



Su agencia de policía da órdenes de evacuación. Si se siente amenazado por un incendio forestal, no espere la orden oficial de evacuar. Hay tres niveles de evacuación:

Primer Nivel Prepárese: Prepárese, monitoree, y empaque sus pertenencias.	Segundo Nivel Esté listo: Este listo para evacuar en cualquier momento.	Tercer Nivel Fuera: ¡Salga de ahí inmediatamente!
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Bigfoot – Holidays



Bigfoot – Virtual Classroom

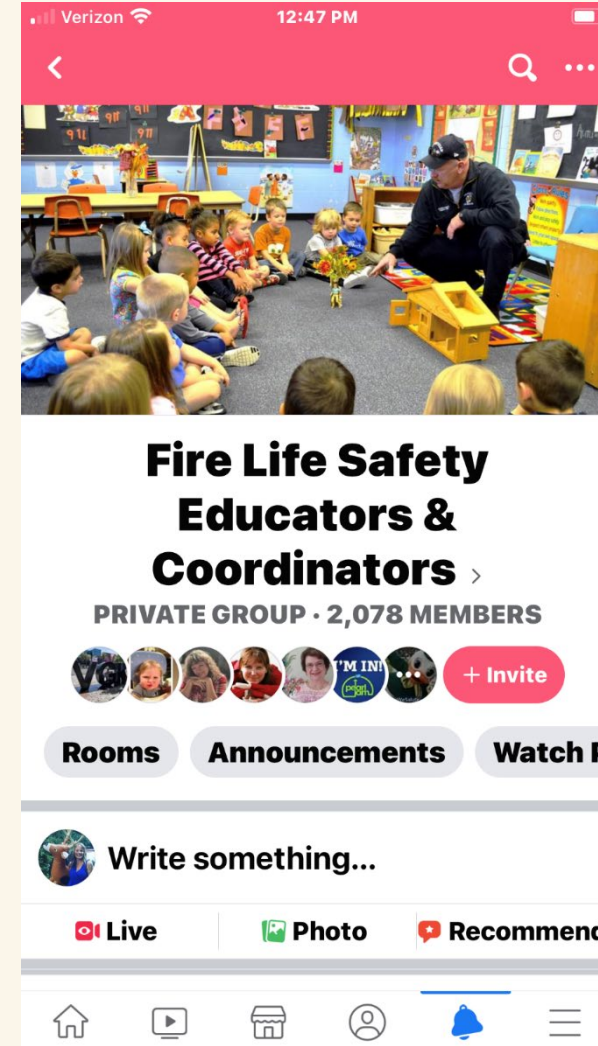


Adult-focused virtual classroom.
Link to a crossword, video, OSFM webpage with resources, etc.



<http://www.wsfr.us/wp-content/uploads/Rebecca-Classroom.pdf>

<https://www.facebook.com/groups/1458954677756843/?ref=share>



Bigfoot – Augmented Reality

Scan the QR Code to view **BIGFOOT**

Requires an iOS device that supports Quick Look for AR.



Scan, tap **VIEW**, tap **3D icon**.

Place **BIGFOOT** - scale and rotate the image. Then take turns taking photos with your friend in wildfire prevention - bigfoot!

OREGON OFFICE OF STATE FIRE MARSHAL



Discussion / Questions



Call, text or email:

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