False Alarm Reduction Strategies
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Speaker Bio

- Technician
- Project Manager
- Service Supervisor
- Product Manager
- Sales Development
- Marketing Manager
AGENDA

• Introduction
• Presentation / Discussion
  – False Alarms – definition – social media examples –
• Workshop

Technical

Communication

Measurement

20 min

15 min + 4 min per group
False Alarm

Definition:

“A false alarm, also called a nuisance alarm, is the deceptive or erroneous report of an emergency, causing unnecessary panic and/or bringing resources (such as emergency services) to a place where they are not needed. False alarms may occur with residential burglary alarms, smoke detectors, industrial alarms, and in signal detection theory. False alarms have the potential to divert emergency responders away from legitimate emergencies, which could ultimately lead to loss of life. In some cases, repeated false alarms in a certain area may cause occupants to start to ignore all alarms, knowing that each time it will probably be false.”

Wikipedia
False Alarm

Two Types

Alarm where we know the cause

- Pull station
- Smoke sensor
- Flow switch
- Heat detector – smashed, water, etc.

Alarm where we don’t know the cause

- Zone 5 – no activated devices
- Smoke sensor – no evidence of smoke
- Phantom alarm
Typical False Alarms

Linkedin Results
Typical False Alarms

Frank Kurz  – Leaks in Roofs causing false alarms.
Brad Pope  – Water leaks, opening suite doors.
Karl Cuthbert  – Water Leaks, poorly maintained smoke detectors
  smoke from cooking, mischievous / tampering,
  damage to detectors from moving.
Steve Clemens  – maintenance not being respectful of the
  system / wiring.
Martin Archibald  – water, poorly maintained smoke detectors,
  tampering with existing wire.
Jere Riberdy  – Steam from shower setting off heat detectors.
Steve Dickie  – opening suite door after burning something,
  sprinkler system (dry system).
Technical Solutions

Problem

Solution

Heat detector with an LED
Technical Solutions

Problem

ION

Solution

Photo
Communication

- Opening suite doors to let the smoke out.
- Not respecting the wiring.
- Damage to detectors from moving.
- Smoke from welding.
- Steam from shower alarming heat detector.
Communication

- Can you segment the target group?

- What type of MARCOM plan will ensure the message is received, understood and practiced?
  
  - Consider:
    - Their mother tongue?
    - Where in the building are they / do the congregate?
    - How can you get their attention?
    - Does your audience need to be taught something or just a reminder?
    - When and how often is it best to convey your message?
    - Are there existing events/avenues/social media that can reinforce or launch your message?

- For all communication plans, what measurement can you use?
Measurement

Action / Communication

No / reduction of false alarms
Issue:
Steam from show setting of the heat detector outside the bathroom.

Target group: - All tenants – specific floors are worse.
Action:
- Need to be taught / informed about how steam can alarm heat detectors inside their suites.
Plan:
- Immediate need – Door to door, have occupant sign they have understood
- Reminder type Comm - In-suites
  - Video to demonstrate
  - Socialize through existing avenues / meetings
- Social media
Example of getting someone’s attention
Workshop

- Pick a building type:
  - College Campus
  - Residential high-rise
  - High-Rise office tower
  - Manufacturing facility

- Provide 2 - 3 technical solutions to reduce false alarms applicable to your building type.

- Provide a communication plan to solve 2 – 3 false alarm problems in your facility, with measurement (pick from list I provided or own examples).

- 15 minutes to document and 4 minutes each to present.
Workshop

- **Building Type:** XXXXX
  - Brief description of building: floors, occupants, assume some details
- **Technical solutions** – 2 or 3.
- **Communication Plan** for 2 – 3 problems with measurement.
Workshop

- In your group:
  - Pick a lead – corral your team to ensure completion.
  - Some work on the technical solutions
  - Some work on communication with measurement
  - More than one can present.
  - Have 4 minutes to present using flip charts.
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