



| Targeting

Targeting our Resources Effectively and Meeting the Needs of the Vulnerable in Our Communities is something that we have adopted in SWFRS since 2009. With the introduction of the Wellbeing of Future Generations (Wales) Act 2015, the Social Services and Wellbeing Act (Wales) 2014 and the wider public health agenda SWFRS has proactively sought a targeted approach for engagement through data sharing partnerships with “Health” organisations and utility companies who have a data rich picture of the vulnerable in our communities.

SWFRS use a number of datasets to engage with the right people in the right way.

- [Mosaic UK](#)

Mosaic UK is used to target, acquire and manage customer relationships. It enables us to profile customers, better understand behaviour, analyse the demographic characteristics of local areas, identify potential risk and initiatives, increase performance and target communications more effectively. In practical terms it is a tool to aid Station Personnel to understand and engage with individuals in their communities.

- [Welsh Index of Multiple Deprivation \(WIMD\)](#)

WIMD is the official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas where there are the highest concentrations of deprivation

- [Casualty Rate from the Fire Service Emergency Cover \(FSEC\) model.](#)

FSEC is a toolkit that enables Fire and Rescue Services to assess the risks from fires and other incidents, allocate responses appropriate to that risk and predict the effectiveness of risk reduction strategies. FSEC provides a casualty rate that is ranked in 5 categories from Very High to Very Low

- [Exeter Data](#)

The Exeter system manages more than 60 million patient records, which include the name, address, date of birth and registered GP for each patient. It is linked electronically to the National Health Service Central Register. It holds details of when and with which GP a patient registers.

- [Western Power Priority Register](#)

Customers who depend on electricity for home medical care, or who have special communication needs, can find power cuts particularly worrying. If customers depend on electricity for medical reasons, or have special communication needs (such as being Blind or Deaf, for example) they can join Western Power’s Priority Service Register.

- [Post Fire Data – enhanced HSC](#)

Following an accidental fire in a domestic property a full HSC is offered and carried out as soon as is practically possible. Station Personnel and Community Safety Personnel deliver an enhanced visit looking at reassurance, risk, and collecting information on household makeup and casualty to complement projects like LIFE BID and improve campaign messages.

The end result of the filtering and cross referencing processes is twofold resulting in:

- a) A list of those properties in the most deprived areas of South Wales and the geographic and demographic areas most likely to suffer fire casualties based on the data analysed.
- b) Campaign messages that are relevant and dynamic that reflect the needs of the community on a local level.

- [Burns Data](#)

SWFRS have recently negotiated data from Cardiff UHB that anonymously highlights patterns and trends of historic burns admissions.

The intention is to build on this Partnership so that referrals LIFE BID and data sharing can become part of the hospital admission form.

This will give SWFRS vital information on unreported incidents and near misses and form the building blocks of tailored public education.