



Fire Prevention and Life Safety Education in Oregon Fire Agencies

Survey Report

Prepared by the Oregon Office of State Fire Marshal

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Fire Prevention & Life Safety Education Survey Report

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Fire Prevention & Life Safety Education Survey Report

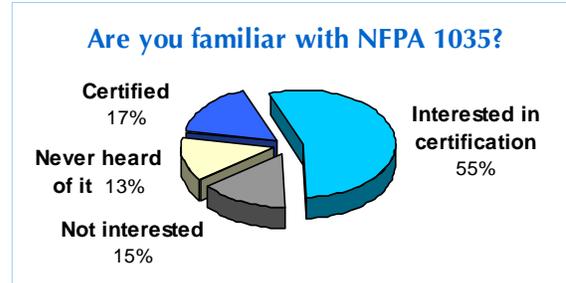
Executive Summary

One hundred fire service professionals throughout Oregon responded to the *Fire Prevention & Life Safety Education* survey, representing a 51% response rate. The respondents are individuals responsible for fire prevention and life safety education in volunteer, career, and combination agencies, and make up a sample fairly representative of Oregon's fire agencies. More than half of all respondents have at least ten years of experience as public educators.

Nearly all respondents reported they currently participate in or provide public education activities. The most common activities are: elementary school presentations (87%), preschool/kindergarten presentations (81%), station tours (80%), smoke alarm installation programs (67%), Fire Prevention Week / Fire Safety Month activities (65%), and juvenile firesetter intervention programs (62%). The respondents reported their agencies frequently partner with schools/teachers, senior organizations, businesses, and community coalitions/agencies such as Safe Kids and American Red Cross.

The respondents suggested 128 potential topics for the Office of State Fire Marshal's (OSFM) public education training. The majority of the topics involve education directed at target populations (youth, senior, ethnic, bilingual, low-income, and people with disabilities). Several home/family safety topics were also suggested. Respondents expressed a preference for in-person training over internet classes or printed materials.

Respondents also expressed interest in professional development topics, particularly certification. When asked about their familiarity with the *NFPA 1035: Standard for Professional Qualifications for Public Fire and Life Safety Educator*, 17% of respondents indicated they are already certified. However, more than half of all respondents (55%) expressed interest in becoming certified.



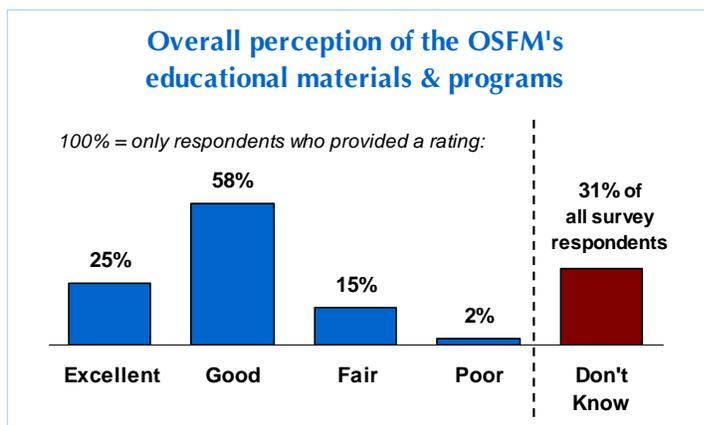
The survey revealed critical lackings in the use of data for planning public fire education and in program evaluation:

- ➔ One out of two (49%) do not use local or state fire incident data to support their public education activities.
- ➔ The majority (70%) of respondents are not using the USFA's five-step process for public fire education planning.
- ➔ One out of six respondents indicated they currently do not evaluate their public education activities. Those who do evaluate their activities typically do so by tracking the number of participants (79%) and relying on informal feedback (78%).

At the same time, however, several respondents requested data-related topics for OSFM public education training, such as how to determine specific prevention education needs for their coverage area and how to evaluate program effectiveness. The interest expressed in data-related

and professional development topics show a strong commitment of respondents to learning how to do more and better data-driven fire prevention and life safety education.

The most common sources for the educational materials the respondents use are: Office of State Fire Marshal (85%) and National Fire Protection Association (72%). More than half of the respondents said they also develop their own materials.



The OSFM's materials and programs were rated 'Good' or 'Excellent' by the majority of those who were familiar with them (80%-87%).

However, between 22% and 47% of all respondents indicated they 'Don't Know' about a particular material or program, indicating a need for increased awareness and use.

Many respondents requested the OSFM produce materials in multi-media formats (videos, e-mail, web, and interactive).

Roughly half of all respondents access resources on the OSFM website once a month or more, and the remainder use the website only a few times a year or less. As with the OSFM materials and programs, more marketing of the website may help boost its use. Twenty respondents commented the OSFM website is difficult to navigate. They would like it to be more user-friendly, with a more direct way to find what they are looking for.

The majority of respondents felt their agencies' public education efforts are currently impeded by a lack of resources (time, staff, and funds). However, most indicated their agency's management recognizes the importance of prevention efforts and are committed to conducting public education.

Based on the results of this survey, the OSFM has determined specific action items to improve the services it provides Oregon fire agencies. The action items are presented within the *Survey Results and Action Items* section of this report.

Fire Prevention & Life Safety Education Survey Report

Introduction

In January 2011, the Office of State Fire Marshal (OSFM) completed a 'Fire Prevention and Life Safety Education' survey of Oregon's fire agencies. The purpose of the survey was to identify resource and training needs of fire prevention and life safety educators.

The survey questions were organized into seven categories:

1. Public Education Activities
2. Community Partners
3. Public Education Materials
4. Website
5. Barriers to Conducting Public Education
6. Public Educator Training
7. Evaluation and Data

Demographic information was also collected to quantify the agency type, jurisdiction size, and educator experience of the response sample.

This report summarizes the survey results and presents specific action items prompted by the survey results. The OSFM will use the findings to augment and improve services it provides Oregon fire departments and districts.

Methodology

The OSFM's Fire & Life Safety Education section staff developed the survey, modeling it after a national survey by the Home Safety Council.¹ A copy of the survey instrument is in the Appendix of this report.

The survey was administered online, via an e-mailed link, to public educators representing fire agencies throughout the state. To compile a list of survey recipients, an e-mail was sent to the OSFM's list of the state's fire chiefs and fire marshals asking them to identify persons responsible for public education in their agencies. The resulting list of contacts was merged with two more lists: an OSFM list of previously identified educators and a list of educators who are members of the Oregon Life Safety Team. Consequently, 198 public educators were selected to receive the survey. The survey was administered from 12/15/2010 through 1/10/2011, with three e-mail reminders sent during this period. Respondents remained anonymous, unless they chose to provide their name at the end of the survey.

¹ *Fire and Life Safety Education in U.S. Fire Departments* survey conducted for the Home Safety Council by John Hopkins Center for Injury Research and Policy, 2006.

Respondents

A total of 100 surveys were returned, representing a 51% response rate. 84 respondents finished the survey and 12 respondents started but did not finish the survey.

In total, the survey respondents make up a cross-section fairly representative of Oregon's fire service:

- 61% of respondents belong to agencies with predominantly volunteer staff, and 39% belonged to agencies with predominantly career (paid) staff.
- 86% of the respondents belonged to agencies in jurisdictions of less than 50,000 population.

More than half of all respondents had 10 or more years' experience as public educators. The following charts summarize respondent distribution by jurisdiction size and educator experience:

Jurisdiction Population	Count	Pct.
Less than 10,000	31	39%
10,000 to 49,999	38	48%
50,000 to 99,999	7	9%
100,000 and above	4	5%
<i>Total:</i>	<i>80</i>	<i>100%</i>

Educator Experience	Count	Pct.
0-2 years	8	9%
2-5 years	16	19%
5-10 years	15	18%
10 years and above	45	54%
<i>Total:</i>	<i>84</i>	<i>100%</i>

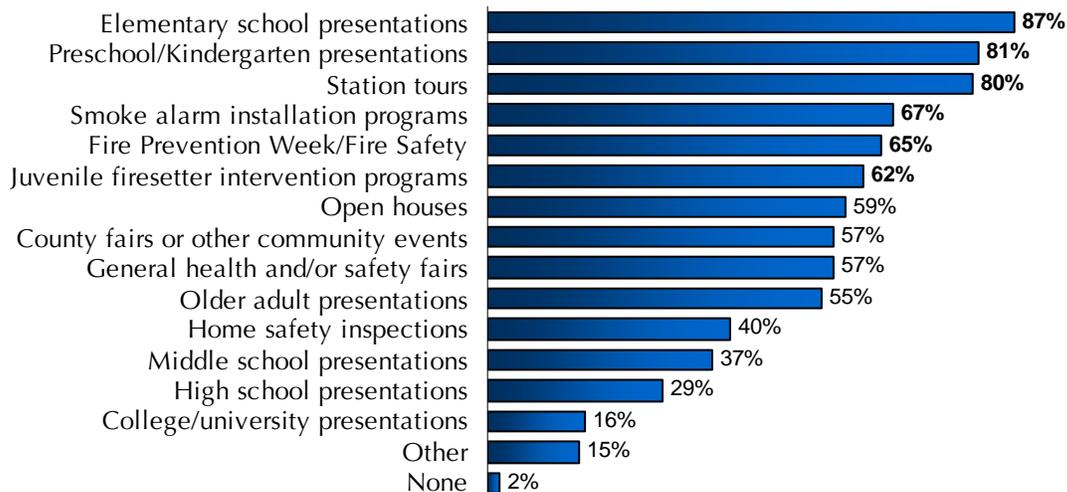
Survey Results and Action Items

On the following pages, the survey results have been summarized by each of the seven categories in the survey: 1) Public Education Activities, 2) Community Partners, 3) Public Education Materials, 4) Website, 5) Barriers to Conducting Public Education, 6) Public Educator Training, and 7) Evaluation and Data. Action items prompted by the survey results are identified in a box at the end of each category.

Public Education Activities

98% of the respondents reported participating or providing public education activities. The most common activities, each with over 60% of respondents participating, are elementary school presentations, preschool/kindergarten presentations, station tours, smoke alarm installation programs, Fire Prevention Week / Fire Safety Month activities, and juvenile firesetting intervention programs.

What public education activities does your agency participate in or provide?



Public Education Activities – Action Items

- ★ Educate fire agencies on the target audiences in their communities.
- ★ Promote the newly developed (February 2011) Station Tours guidebook to encourage consistency within agencies providing station tours.
- ★ Continue to provide materials for Fire Prevention Week/Fire Safety Month (October).
- ★ Continue to promote existing pre-school, elementary, middle-school, and youth intervention programs.
- ★ Encourage fire agencies to put more emphasis on older adult oriented fire education.
- ★ Continue to promote smoke alarm installation programs.
- ★ Support college and university fire education in jurisdictions with higher education facilities.
- ★ Consider efforts to enter the arena of high school fire education.

Community Partners

94% of the respondents reported partnering with community groups to support, deliver or promote public education activities. The most common groups are:

- Schools/classroom teachers (90%)
- Senior organizations (52%)
- Businesses/employers (48%)
- Community agencies/coalitions such as Safe Kids and American Red Cross (48%).

These results show opportunity exists for agencies to partner with the most beneficial community groups.

Community Partners – Action Items

- ★ *Seek out community partners that complement fire and life safety education needs for target populations.*
- ★ *Assist fire agencies with determining community partners to help them with educational partnerships, widening their distribution, or targeting the necessary demographic.*
- ★ *Encourage fire agencies to use age appropriate and consistent messaging.*
- ★ *Partner with pro-literacy groups to review materials.*

Public Education Materials

In total, 98% of the respondents reported distributing educational materials, such as brochures, videos, flyers, or posters. By far, the most common sources for their materials are: Office of State Fire Marshal (85%) and National Fire Protection Association (72%). Sixty percent of respondents said they develop their own materials, in addition to using materials from other sources.

Rating OSFM materials

The OSFM's materials and programs were rated 'Good' or 'Excellent' by the majority of those who were familiar with them (80%-87%). Below is a summary of their responses:

Office of State Fire Marshal materials and programs	Percentage of all respondents who provided a rating:				Pct. of all respondents: 'Don't Know'
	Excellent	Good	Fair	Poor	
Do the Drill (school evacuation planning)	28%	55%	15%	2%	31%
Home Escape Plan	33%	54%	10%	3%	23%
Home Escape Plan/Live FireSmart Bookmark/Ruler	25%	55%	16%	4%	37%
Live FireSmart Virtual Fire Safety House	33%	48%	15%	4%	47%
Where There's Smoke (smoke alarm) brochure	18%	65%	16%	1%	22%
Invasion of the Smoke Alarms (door-to-door smoke alarm installation program)	22%	59%	16%	3%	22%
Home Fire Safety Is Up To You! program	16%	67%	16%	0%	37%

Those who rated materials or programs as 'Fair' or 'Poor' offered comments on improving them:

- *Some materials are too generic and simplified that adults choose not to read or pass on.*
- *Need more visual aids. Our patrons tend to gloss over material instead of reading it.*
- *Leave room for local branding on printed materials.*
- *Rulers – print on heavier cardstock (currently a little weak/flimsy)*
- *Invasion of the Smoke Alarms –*
 - *Implemented in 2007. When ran out of materials, was told they had to have a training session in order to receive more.*
 - *Does not like the requirement to turn in unused smoke alarms from the campaign.*
 - *Wants more funding available to assist with purchasing alarms.*

'Don't Know'

Between 22% and 47% of the respondents indicated they 'Don't Know' about the material or program. The respondent may be aware of it, but have not used it. Alternately, they could not be aware of the material or program.

Suggestions for other materials or programs

Respondents were asked, in an open-ended question, what other materials or programs they would find useful. Forty-four suggestions were made, 30% of which were requests for more juvenile related materials and programs. Several requests were for multi-media formats (videos, e-mail, web, hands-on, interactive games). Other requests spanned a wide range of interests (see raw survey data in Appendix). Respondents also asked for better access to the OSFM's materials, as it is not always clear what is available and how to obtain it.

Public Education Materials – Action Items

- ★ *Improve marketing of public education materials.*
- ★ *Develop a portal where OSFM fire prevention materials are easy to find and order.*
- ★ *Continue to provide materials where local agencies can add their own contact information.*
- ★ *Develop more materials and training for parents/caregivers of children and the general population.*

Website

Fifty-four percent of respondents access resources on the OSFM website once a month or more frequently, 40% use the website only a few times a year, and 6% rarely or never use the website.

Frequency of accessing OSFM website	Count	Pct.
Daily	3	3%
At least once a week	13	15%
At least once a month	31	36%
A few times a year	35	40%
Rarely or never	5	6%
<i>Total:</i>	<i>87</i>	<i>100%</i>

Twenty respondents commented the OSFM website is difficult to navigate. They would like it to be more user-friendly, with a more direct way to find what they are looking for.

Website – Action Items

- ★ *Organize and update the OSFM website and develop a system to frequently add new materials and remove outdated items.*
- ★ *Encourage use of website as a resource for questions and answers.*
- ★ *Utilize social media to provide new medium for educational messaging.*

Barriers to Conducting Public Education

The majority of respondents indicated resource barriers (staff, time, and funding) impede their ability to conduct public education. The leading ‘significant’ barriers are:

- Not enough public education personnel in my department (46%)
- Lack of time to do public education (45%)
- Too many competing priorities in the agency (41%)
- Not enough funding for public education (32%)

In spite of these barriers, most respondents indicated that their agency’s management recognizes the importance of prevention efforts and are committed to conducting public education.

Barriers to Conducting Public Education – Action Items

- ★ *Continue to promote fire prevention and life safety education as a strong component of fire agency responsibility.*
- ★ *Support fire prevention efforts by encouraging data driven education and the development of programs with measurable results.*

Public Educator Training

NFPA 1035

Respondents were asked about their familiarity with the 'NFPA 1035: Standard for Professional Qualifications for Public Fire and Life Safety Educator'. Only one in six are certified, however the majority indicated they are interested in certification.

Familiarity with NFPA 1035	Count	Pct.
Never heard of it	11	13%
Certified	14	17%
Not certified, but interested	47	55%
Not certified and not interested	13	15%
<i>Total:</i>	<i>85</i>	<i>100%</i>

Suggested training topics

Respondents were asked in an open-ended question to suggest training topics they are interested in. Fifty-two respondents suggested 128 topics for OSFM public education training. Summarized, their responses fell into the 14 categories listed in the table below. More than one out of three (38%) suggested topics concerned training on how to educate at-risk populations, including youth, older adult, ethnic, and other. Several safety topics were suggested, especially home/family related education (14%). Respondents suggested 22 topics in the areas of professional development and teaching technique (17%).

Training Topic Categories	Count	Pct.	
Target population topics	48	38%	<i>Juvenile 25%, senior 9%, ethnic 2%, other 2%</i>
Home / Family safety topics	18	14%	
Equipment-specific topics	8	6%	<i>Smoke alarm, CO alarm, extinguisher, sprinkler</i>
General safety topics	4	3%	
Landlord topics	2	2%	
Commercial topics	3	2%	
Wildland topics	3	2%	
Data-related topics	9	7%	
Program development topics	3	2%	
Web-related topics	4	3%	
Electronic media-related topics	2	2%	
Teaching technique topics	8	6%	
Professional development topics	14	11%	
Miscellaneous	2	2%	
<i>Total:</i>	<i>128</i>	<i>100%</i>	<i>(% of topics suggested)</i>

See Appendix for the actual suggested topic within each category.

Training formats

Respondents expressed greater preference for in-person training over internet classes or printed materials (curricula, books, articles). Respondents indicated these training formats as 'Very desirable':

- Regional workshop in your county (66%)
- State or local training conference with networking opportunities (62%)
- CD or DVD (58%)
- National Fire Academy public education courses in Salem, OR (55%)

Public Educator Training – Action Items

- ★ *Continue to provide in-person training and review the OSFM's current programs for potential web class development.*
- ★ *Encourage training through iLearn, which provides classes more readily available for volunteer agencies.*
- ★ *Continue to provide National Fire Academy public education courses in Salem, Oregon.*
- ★ *Review options in developing additional state or local training conferences with networking opportunities.*
- ★ *Offer trainings and educational opportunities directed at target populations.*
- ★ *Provide NFPA 1035 training opportunities.*

Evaluation and Data

Evaluating public education activities

Among agencies who reported evaluating their public education activities, the most common types of evaluation were:

- tracking number of participants or activities (79%)
- informal feedback (78%)

These results did not vary by agency type or jurisdiction population. No other evaluation method was reported by more than 50% of the respondents. Other evaluation activities mentioned included tracking materials or products (42%), debriefing (35%), or injury/loss statistics (28%). Fewer than 1 in 5 departments reported using pre/post tests or public opinion surveys as evaluation methods.

17% of respondents indicated that they do not evaluate their public education activities.

Using fire incident data for public education activities

One out of two survey respondents (49%) do not use local or state fire incident data to support their public education activities. Approximately one out of four use it to identify neighborhoods and populations at high-risk, or to plan programs and outreach.

Familiarity with the USFA guide 'Public Fire Education Planning: A Five Step Process'.

Familiarity with USFA 5-Step Process	Count	Pct.
Never heard of it	30	35%
Aware of it, but have not used	30	35%
I have used this process, but not completely	23	27%
I am committed to this process and use it continuously	2	3%
<i>Total:</i>	<i>85</i>	<i>100%</i>

Evaluation and Data – Action Items

- ★ *Encourage the use of data for targeting populations.*
- ★ *Incorporate data and the importance of measuring results into all public education trainings and activities.*
- ★ *Create and offer training to fire agencies on how to measure their results.*

Appendix

Survey instrument

Raw survey data (counts & open-ended response)

Fire Prevention and Life Safety Education Survey

Purpose

The Oregon Office of State Fire Marshal (OSFM) is conducting a survey of the fire prevention and life safety education activities in Oregon's fire agencies. The purpose of this survey is to identify resource and training needs of fire prevention and life safety educators. The OSFM will use the findings to augment and improve the services it provides Oregon fire agencies.

This survey will take approximately five minutes to complete. Your responses are anonymous, unless you choose to provide your name at the end of the survey. Thank you for your time and input.

Public Education Activities

*** What public education activities does your agency participate in or provide? (check all that apply)**

- Preschool/Kindergarten presentations
- Elementary (Grade) school presentations
- Middle (Jr. High) school presentations
- High school presentations
- College/university presentations
- Older adult presentations (senior centers/other agencies serving older adults)
- Juvenile firesetting (youth intervention) programs
- General health and/or safety fairs
- County fairs or other community events
- Open houses
- Station tours
- Home safety inspections
- Fire Prevention Week/Fire Safety Month events
- Smoke alarm installation programs
- None
- Other (please specify):

Community Partners

Fire Prevention and Life Safety Education Survey

*** What community groups does your agency partner with to support, deliver or promote public education activities? (check all that apply)**

- Schools/classroom teachers
- Hospitals and/or burn units
- County health department
- Faith-based organizations
- Businesses/employers
- Senior (older adult) organizations
- Civic organizations (ex: Kiwanis, Rotary, etc.)
- Community agencies/coalitions (ex: Safe Kids, American Red Cross, etc.)
- Public housing authority/apartment managers
- Youth groups (ex: Scouts, Boys & Girls Club)
- Juvenile Departments
- Social Services (ex: DHS)
- None
- Other (please specify):

Public Education Materials

*** Does your agency distribute educational materials (ex: brochures, videos, flyers, posters)?**

- Yes
- No

Fire Prevention and Life Safety Education Survey

If yes, where do you obtain your educational materials? (check all that apply)

- Home Safety Council
- National Fire Protection Association
- Oregon Office of State Fire Marshal
- American Red Cross
- FEMA
- We develop our own materials
- Other (please specify):

Public Education Materials (continued)

*** Please rate the following materials and programs provided by the Office of State Fire Marshal.**

	Excellent	Good	Fair	Poor	Don't Know
Do the Drill – School Resource Guide to Evacuation Planning	<input type="radio"/>				
Home Escape Plan	<input type="radio"/>				
Home Escape Plan/Live FireSmart Bookmark/Ruler	<input type="radio"/>				
Live FireSmart Virtual Fire Safety House	<input type="radio"/>				
Where There's Smoke (smoke alarm) brochure	<input type="radio"/>				
The Invasion of the Smoke Alarms (door to door smoke alarm installation program)	<input type="radio"/>				
Home Fire Safety Is Up To You! program	<input type="radio"/>				

*** How can we improve the materials and programs listed above?**

*** What other materials or programs would you find useful?**

OSFM Website

Fire Prevention and Life Safety Education Survey

*** How frequently do you access resources on the Office of State Fire Marshal's website?**

- Daily
- At least once a week
- At least once a month
- A few times a year
- Rarely or never

*** What suggestions do you have for improving the Office of State Fire Marshal website?**

Barriers

*** Below is a list of possible barriers to conducting public education identified by other fire agencies. Please tell us how much of a barrier each would be for your agency.**

	Not a Barrier	Somewhat of a Barrier	Significant Barrier	Don't Know
Not enough public education personnel in my department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough training/expertise among personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough known about programs that work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of mandate to do public education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of time to do public education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little commitment to public education by department superiors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little commitment to public education by department personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough funding for public education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of recognition for doing public education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many competing priorities in the agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

Public Educator Training

Fire Prevention and Life Safety Education Survey

*** Are you familiar with the 'NFPA 1035: Standard for Professional Qualifications for Public Fire and Life Safety Educator'?**

- Never heard of it
- Certified
- Not certified, but interested in certification
- Not certified, but not interested in certification

Comments (please specify)

Public Educator Training (continued)

If the Office of State Fire Marshal offered public education training, please suggest three topics for training that are of most interest.

Topic 1:

Topic 2:

Topic 3:

Public Educator Training (continued)

*** Please tell us how desirable each training format would be for your department.**

	Not Desirable	Somewhat Desirable	Very Desirable	Don't Know
Printed materials (ex: curricula, books, articles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-person presentation by public educator expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional workshop in your county	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CD or DVD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
iLearn (State Government's Learning Community)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Fire Academy public education courses in Salem, OR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State or local training conference with networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Evaluation & Data

Fire Prevention and Life Safety Education Survey

*** Does your agency evaluate your public education activities in any of the following ways? (check all that apply)**

- Debriefing after public education activities
- Informal feedback from participants
- Pre-/post-tests of participants
- Public opinion surveys
- Injury/loss statistics
- Tracking number of participants or activities
- Tracking number of materials or products
- None
- Other (please specify):

Evaluation & Data (continued)

*** Does your agency use local or state fire incident data for public education activities? (check all that apply)**

- We do not currently use it
- We use it to identify neighborhoods at high-risk
- We use it to identify people/groups at high-risk
- We use it to plan programs and outreach
- We use it for evaluation purposes
- Other (please specify):

Evaluation & Data (continued)

Fire Prevention and Life Safety Education Survey

* How familiar are you with the USFA guide: 'Public Fire Education Planning: A Five Step Process'?

- Never heard of it
- Aware of it, but have not used this process
- I have used this process, but not completely
- I am committed to the five-step process and use it continuously in developing and implementing our fire and life safety public education programs

Comments:

Demographics

Finally, please tell us a little about yourself and your agency.

* Which best describes your fire agency?

- All or mostly volunteer staff
- All or mostly career (paid) staff

* What is the population of your jurisdiction (number of people)?

* How much experience do you have as a public educator?

- 0-2 years
- 2-5 years
- 5-10 years
- 10+ years

Comments:

Thank you!

The Office of State Fire Marshal appreciates your time to complete this survey. Thank you.

Fire Prevention and Life Safety Education Survey - January 2011

Q1. What public education activities does your agency participate in or provide? (check all that apply)	
Answer Options	Response Count
Preschool/Kindergarten presentations	81
Elementary (Grade) school presentations	87
Middle (Jr. High) school presentations	37
High school presentations	29
College/university presentations	16
Older adult presentations (senior centers/other agencies serving older adults)	55
Juvenile firesetting (youth intervention) programs	62
General health and/or safety fairs	57
County fairs or other community events	57
Open houses	59
Station tours	80
Home safety inspections	40
Fire Prevention Week/Fire Safety Month events	65
Smoke alarm installation programs	67
None	2
Other (please specify):	15
<i>answered question</i>	100
<i>skipped question</i>	0

Other (please specify):
Other programs as requested - ie, Civic Groups, etc. Home Safety Inspections are mostly wildland fire related
Spanish language fire safety presentations at apartments, swap meets, community events, safety fairs.
Special Events, Disaster Preparedness, Mitigation, Response and Recovery, Presentations at Civic/humanitarian and faithbased organizations
Chimney Brush Clean Out - loan program Bike and safety helmet give aways Co Monitor give away and installation program
Cadet Program, community activities, with City Council, Fire Districts, County Departments, Local Business's
Car seat safety, chimney brush loan program, safe driving education prior to prom
Classes for EMS, Hospital and industry
Door to door wildland programs, as well as each staff firefighter (approximately 12 in total) are required to have a community risk reduction project. These projects vary from car seat safety to senior fire and fall prevention. They are expected to organize and maintain the program topic of their choice.
Community events on Wildland Safety
Water Safety and Beach Safety awareness, Natural Disaster Preparedness training...
Submit Fire and Life Safety articles to the community news letter
Fire extinguisher training for businesses
EMS and Fire Service transport and care of burns, also high risk industry
Internet web site, email, twitter, facebook, you tube, media news releases, live news conferences, satellite feed to TV news networks

Fire Prevention and Life Safety Education Survey - January 2011

Q2. What community groups does your agency partner with to support, deliver or promote public education activities? (check all that apply)

Answer Options	Response Count
Schools/classroom teachers	84
Hospitals and/or burn units	21
County health department	21
Faith-based organizations	23
Businesses/employers	45
Senior (older adult) organizations	48
Civic organizations (ex: Kiwanis, Rotary, etc.)	35
Community agencies/coalitions (ex: Safe Kids, American Red Cross, etc.)	45
Public housing authority/apartment managers	19
Youth groups (ex: Scouts, Boys & Girls Club)	34
Juvenile Departments	32
Social Services (ex: DHS)	19
None	6
Other (please specify):	12
<i>answered question</i>	99
<i>skipped question</i>	1

Other (please specify):
Local Fire Agencies
State Adult Foster Care licensing agency
Southwestern Oregon Public Safety Association (Co-op)
the media for 15-30 second educational spots on TV.
Police and LCSO for water education and safety fair.
Oregon Dept. of Forestry and the Rogue Valley Fire Prevention Coop
Local Media
I plan on expanding our partnerships in the near future.
NA
Local Fire Corps
State agencies
Oregon Department of Forestry (local unit)

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Q3. Does your agency distribute educational materials (ex: brochures, videos, flyers, posters)?	
Answer Options	Response Count
Yes	96
No	2
<i>answered question</i>	98
<i>skipped question</i>	2

Q4. If yes, where do you obtain your educational materials? (check all that apply)	
Answer Options	Response Count
Home Safety Council	34
National Fire Protection Association	68
Oregon Office of State Fire Marshal	81
American Red Cross	20
FEMA	36
We develop our own materials	57
Other (please specify):	14
<i>answered question</i>	95
<i>skipped question</i>	5

Other (please specify):
Insurance company supplied
National Fire Safety Council- Fire Pup Program
NFPA is spendy. We get a lot of material from ODF and Firewise, UASI group
produces a calendar that we use. Safe Kids and Safe Communities as well
as Fire Prevention Coop...
use state materials along with own materials and go into the schools
FEMA, Oregon Life Safety Team
Different suppliers
NWCG
Stephens Publishing
Rogue Valley Fire Prevention Co Op
Beach Safety Brochures and Severe Event Training books
Commercial outlets such as plastic fire helmets, magnets, pencils, etc..
Purchased from vendors
Private vendors
Alert-All

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Q5. Please rate the following materials and programs provided by the Office of State Fire Marshal.						
Answer Options	Excellent	Good	Fair	Poor	Don't Know	Response Count
Do the Drill - School Resource Guide to Evacuation	17	33	9	1	27	87
Home Escape Plan	22	36	7	2	20	87
Home Escape Plan/Live FireSmart Bookmark/Ruler	14	30	9	2	32	87
Live FireSmart Virtual Fire Safety House	15	22	7	2	41	87
Where There's Smoke (smoke alarm) brochure	12	44	11	1	19	87
The Invasion of the Smoke Alarms (door to door smoke alarm installation program)	15	40	11	2	19	87
Home Fire Safety Is Up To You! program	9	37	9	0	32	87
<i>answered question</i>						87
<i>skipped question</i>						13

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Q6. How can we improve the materials and programs listed above?

Response Text

More visual aids. Our patrons tend to gloss over material instead of reading it.
I see no improvement necessary.
Smoke Alarm Program - I'm not impressed with the requirement to turn in unused smoke alarms from the campaign. I realize it sounds like it's a requirement of the program or grant.
Material seems to be sufficient for the need.
Leave room for local branding on printed materials
Multi-languages more DVD give a ways
Provide more incentive for rural and volunteer fire districts
I really liked the way the home escape plans looked and felt, but the paper was so slippery they caused me trouble when bringing them to events, etc. In addition - would love to see some recycled paper effort...
most good. no suggestions
I think they are fine
make them more understandable to children of all ages
update some of the material
Just keep providing information and samples.
Field test and evaluate
Not sure
I have been pleased with the materials provided. They really assist us in making our very limited rural resources go
Just continue to provide the material is a huge help.
Target Highest risk areas, and consolidate.
Provide more bilingual/multilingual materials.
Not sure. Have not used all of them.
Not sure you can
MULTI- MEDIA PROGRAMS
Nothing at this time other than continue to provide the above materials. I use the above checked items in my Fire Prevention Bags that are given to all my elementary kids (K-5th) some 1400 children.
You have done so much to improve your materials already. We love the stuff we get from OSFM.
doing a fine job
No comment
Whatever you can do to get the teachers to encourage the students to share the information with their parents (e.g. have teachers make it part of a homework assignment to come up with a home escape plan with their family). Fire safety is not a top priority for teachers but it is required 30 minutes each month. Best to have some action come out of the work rather than kids shoving the material in their backpack and then recycling it the minute they get home.
The materials you give out are beneficial to the educational program that I deliver
Everything is good/nice quality.
unsure at this time
None
Not familiar with them
Make them easy to print with the hosting agencies information on them also.
More uniformed approach, perhaps one publication developed as a in home guide book to "Life Safety"...workbooks?
unknown
DOING PRETTY GOOD
These are good materials as they are kept updated.
none
Already very good!
Well, I'm not really sure...sorry! Really, they are pretty good. The one thing that kind of bugs me is that the Invasion of Smoke Alarms MUST be a Door to Door program. I would prefer the program to have a little more "lee way!" ...such as make the smoke alarms available to a fire department to have on hand to distribute. Of the 3 fire departments I'm involved with, they get a large number of calls from people asking for a smoke alarm.

I think the materials are fine, but in house time restraints create more of the problem
?
With schools cutting back to bare bones education it is harder and harder to do fire safety education in the classroom. The Home Fire Safety Program is a great concept but all the teachers I have spoken with refuse to do it, due to lack of time in the education schedule. We need to create something that's short, sweet and to the point. I am lucky to get 30-45 minutes per classroom per year. The teachers may do a homework assignment as part of the presentation, but that only occurs 50 percent of the time.
This years "Do the Drill" offered much confusion with "Smoke Alarms, A Sound You Can Live With." In my community, we focused on The Fire Prevention Week message, and "Do The Drill" was lost in the weeds.
Most of the children that we give information to can not understand a lot of text and the comic book pictures are always a good alternative. We always like to send information home with children to give to their guardians regarding how to train the family and how to deal with small children during a fire emergency.
Maybe a more detailed description of evacuation plan.
In some cases too generic. So simplified that adults choose not to read or pass on.
let departments customize the brochures
With the smoke alarm program, having more \$\$ available to assist with purchasing alarms.
Can not think of any at this time.
Unfortunately, I am not very familiar with many of your programs. The materials that I have seen seem fine. Also, Stephanie Stafford is really good to work with.
I do not know
Provide more information
The original home escape plan needed printed on non glossy paper to make it easier to draw on. Invasion of smoke alarms - haven't used for a long time but need an element to help with rural areas. Home Fire Safety is Up to You needs some updated materials that are audience specific - not so laundry list - bullet - catchy - easy to remember.
Very hard to get safety house, make it easier to get, maybe have a few distributed regionally around the state
the progress each year seems to keep up with the most current topics. no improvements needed
Keep materials updated
.
Modernize and update
My department implemented the smoke alarm program in 2007. We were given materials for the program and smoke alarms. After three years of using the program, when I requested more materials, I was told I had to have a training session in order to receive smoke alarms. There have been no trainings offered in my area since I was given that information and it is not cost effective for me to drive to Salem for an hour and a half class. Please either have your Deputy Fire Marshals have the ability to provide the program or have it available on a web-cast etc. It does seem odd that I could go through the information provided by the State Fire Marshal's Office to start the program and run the program for three years, but then became ineligible to get materials because I had not attended one of your classes. - P.S. One of the smoke alarms we installed during the first year of the program alerted an elderly woman who escaped her mobile home when it caught on fire. I guess we must have done something right, even without the training session.
Not sure
They are of good quality, just advertise availability more.
no comment
The rulers were a little weak/flimsy
Escape plan is printed on paper that is glossy; consider printing on white/regular paper where the grid can be written on with ball point pen and can be seen.
Your material is good. You need more of it .
doing good

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Q7. What other materials or programs would you find useful?

Response Text

Materials catering to young adults and new home owners.
h
none at this time.
I'm happy with what's provided.
What ever is the latest and the greatest . . .
Virtual and e-mail programs that we could distribute and interactive fire safety games for kids
links to the other places that we get info from (Safe Kids Oregon, Safe Kids, Window Falls, CIREN, Safe Communities ...)
unknown
not sure
more children materials (k-6 grades)
more senior citizen material
Getting the message out of what is available, at all conferences should have a display of what is available, not just one or two like the roundtable because not everyone has the luxury of going.
Sharing of programs- what works, what doesn't
Not sure
Some wildfire safety materials
High School programs
?
Not sure what highest target group is today?
Home safety for disabled - sight, hearing, mobility, etc.
Not sure. Have not used all of them.
N/A
unknown
MULTI-MEDIA PROGRAMS AND UPDATED MATERIALS
I think if we continue to focus on the high risk behaviors and provide information on how to help change those behaviors we are doing a great service to our State.
N/A
Fire sprinkler information, college fire safety, fire safety in the classroom for teachers in the K-12 schools to help them understand what they can and cannot do in their classroom would be awesome!
Don't know
No comment
Programs, demonstrations, -anything that is hands-on- is going to have the most impact over materials.
On the back side of the question, you don't praise our programs if they don't follow your DO THE DRILL curriculum
CO Brochure, flyer, poster....
unsure at this time
None
Not sure
Smoke Alarms made available at a discount other than through the Door to Door program, so that once the program has been completed, the message can continue by putting smoke alarms on each engine. Volunteers are now trained to look for working alarms on every call. We need to have an easy way to restock our supplies.
Book on it is your responsibility to create a safe home, office, etc... a how to guide. Just a thought!
unknown
Juvenile Firesetter Tech class
I think more Spanish language materials would be helpful.
none
Updated Carbon Monoxide Detector information

Well, one thing that I am not too familiar with is the OSFM's fire prevention trailer. I have heard of it, and saw a picture of it, but I don't think it has been to the South Coast region.
We have tried to get grants on purchasing a hazard house for interactivity training
?
More child/young adult based handouts or activities.
High quality, accurate material that target the leading cause of fire and fire fatalities in Oregon. The OSFM should be "Key Message" Center of Safety...this would keep agencies from drifting from the messages they should be sharing.
n/a
See above.
Home fire sprinklers.
Specific/modifiable materials use to target businesses and business types.
n/a
Fire safety activity books
NA
Can not think of any at this time.
Senior fire and fall prevention.
Info on easy access to obtain these materials.
school safety programs, possibly how to develop a fire plan for ones home.
Handouts geared towards children for handouts, activities, age appropriate that compliment the adult oriented handouts. Even Oregon approved resources or lists to easily find stuff. Links off the OSFM website - in a area that has a short easy to remember URL for kids or parents to visit or play games....
More materials and programs for older, high school kids
none at this time
partnering with other agencies to streamline the messages
.
unsure at this time
I don't know.
n/a
Not sure
Fire safety videos (quality) for elementary grade children such as the video put out by Allstate Insurance in the early 90s
no comment
Curriculum to match the handouts
Emergency Action Plans/Pre-planning guides for potential Oregon emergencies other than fire: like Earthquakes, Tsunami, Floods, Severe Wind Storms
n/a
na
Rural fire info.
coloring pages or books

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Q8. How frequently do you access resources on the Office of State Fire Marshal's website?	
Answer Options	Response Count
Daily	3
At least once a week	13
At least once a month	31
A few times a year	35
Rarely or never	5
	<i>answered question</i> 87
	<i>skipped question</i> 13

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Q9. What suggestions do you have for improving the Office of State Fire Marshal website?

Response Text
It's not very user friendly....
separate itself from the main State website. Unless you have the right directions you have to wade through many pages to find the right place your looking for.
Some things are buried and difficult to find unless you know the program topic.
None
I think navigation has improved in recent years. In the past, it was quite difficult to navigate.
None
We utilize the materials as we need them
none
none
it is pretty user friendly
none at the moment
make it easier to find the material off the website
I have a hard time finding information, the search engine you don't always get close, some time it is hard to find the information. It is better than having to have an old paper file.
Sometimes it is difficult to navigate when looking for different sections, such as the pub ed group.
Not sure. Maybe more statistics related to specific events, like holidays.
more copyable public education materials and media releases during fire prevention week.
A easier to use search engine
?
Not sure?
None
I like the "how do I find..." list. Usually I can find what I'm looking for. I have had problems finding the form 10J and having a online version to fill and e-mail would be nice....
N/A
I think the format is relatively easy to follow
MORE USER FRIENDLY AND FREQUENT UPDATES
Website is put together very well and is easy to navigate around. Maybe a large bold banner that stands out for the general public, a one click access to fire safety tips.
None
It is a bit hard to navigate, it has that typical state website look and it just doesn't seem friendly to me.
doing a fine job
No Comment
The WUI stuff will be important in the future...
Need to think about that question
Not sure?
unsure at this time
Better navigation. Can be hard to find your way around.
It is not easy to find anything on the website, a better directory.
I should visit more often. I like the current topics info and the current safety tips
No suggestions at this time.
none
not sure
The OSFM does a great job. They strive to meet the needs of the communities and the fire departments.
More on line classes for Prevention Educators
None
I think it is really pretty good. I access it for information at least a few times a week. You have a lot of information on it, as well as a lot of 'downloadables' on it. I have always been able to find pretty much anything I have needed on it....keep up the great work there....
helping us locate grants

?
I always feel like I have to hunt for the links or information.
Usually when I go to the site I have a hard time quickly finding what I am looking for. The format could be better organized.
At this moment I don't have any - I appreciate the materials the OSFM makes available to us.
None at this time.
None
x
n/a
N/A
NA
Can not think of any at this time.
Sometimes it is hard to find what I am looking for. Also, would be good to keep it current (stats etc).
It is not well done. It is not user friendly. Please consider redoing the website.
none
Easier to navigate. Have a hard time finding information. Need to shorten some of the URL's for areas you want to place on brochures and handouts. Fire Prevention areas need to be more exciting and user friendly - not so dry and list like.
no, good site
just takes time to locate what you are looking for. not sure what can be done to improve that
none
.
I find they OSFM website very hard to navigate and locate what I am looking for
NA
none
Very difficult to find what you are looking for unless you have been on the site before and know how it is setup. Seems to have to do multiple clicks to get to a page where you could have gone straight to it and skip several pages.
provide access to more publications for local fire agencies
none
Unknown
links to local Fire Department Websites
n/a
na
None
not sure

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Q10. Below is a list of possible barriers to conducting public education identified by other fire agencies. How much of a barrier would each be for your agency?

Answer Options	Not a Barrier	Somewhat of a Barrier	Significant Barrier	Don't Know	Response Count
Not enough public education personnel in my department	20	25	39	1	85
Not enough training/expertise among personnel	24	45	15	1	85
Not enough known about programs that work	30	42	9	4	85
Lack of mandate to do public education	47	25	8	5	85
Lack of time to do public education	19	27	38	1	85
Little commitment to public education by department	65	16	3	1	85
Little commitment to public education by department	40	32	12	1	85
Not enough funding for public education	23	33	26	3	85
Lack of recognition for doing public education	57	19	4	5	85
Too many competing priorities in the agency	30	19	34	2	85
Other (please specify):					4
			<i>answered question</i>		85
			<i>skipped question</i>		15

Other (please specify):

I found many of these related to lack of funding for positions/materials...

As the Fire Prevention Educator within my department, I'm the only person to facilitate the education piece and rely on volunteers to help with this program. As in many departments, funding is always an issue but is improving. Time to conduct programs is difficult as I am a line firefighter, fire inspector, fire investigator, PIO, Juvenile Firesetter Evaluator and many other jobs that come up at any one time. Continue to try and make Prevention Education a higher priority.

I think that the Fire Service and Fire Prevention Division's choose to place emphasis on programs with the personnel they have. Most Fire Prevention Offices focus on inspections, plans review, and investigations...leaving Pub Ed as the ugly step child. It's truly not about FTE's, it's about organizational priorities, and until giving reason to change, the Fire Prevention World will continue to chase Extension Cords, Exits Lights, and Fire Extinguishers. Besides, Pub Ed is harder work, and most will take the easy widge making of routine compliance inspections. My opinion, Pub Ed should be the first thing we do GOOD...all other activities, like Plan Review, re-calculating Fire Sprinklers, maintenance inspections, etc should be used as fill work, not the other way around! OK, Off my Soap Box!

NA

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Q11. Are you familiar with the 'NFPA 1035: Standard for Professional Qualifications for Public Fire and Life Safety Educator'?	
Answer Options	Response Count
Never heard of it	11
Certified	14
Not certified, but interested in certification	47
Not certified, but not interested in certification	13
Comments (please specify)	4
<i>answered question</i>	85
<i>skipped question</i>	15

Comments (please specify)
At least I THINK I am certified
I am the only person in the department. No one else is interested. The chief believes in what I am doing but Not enough to push others to do it.
Working towards receiving the certification as my NFPA Task Book is almost complete.
Again it comes down to not enough time to meet all department priorities with the limited personnel on staff.

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Q12. If the Office of State Fire Marshal offered public education training, please suggest three topics for training that are of most interest.

Note: Respondent topic suggestions have been grouped here as part of the results analysis:

SUMMARY

48	<i>Topics involving target populations</i>
	32 Youth topics
	12 Older Adult topics
	2 Ethnic topics
	2 Other at-risk population topics
18	<i>Home / Family safety topics</i>
8	<i>Equipment-specific topics</i>
4	<i>General safety topics</i>
2	<i>Landlord topics</i>
3	<i>Commercial topics</i>
3	<i>Wildland topics</i>
9	<i>Data-related topics</i>
3	<i>Program development topics</i>
4	<i>Web-related topics</i>
2	<i>Electronic media-related topics</i>
8	<i>Teaching technique topics</i>
14	<i>Professional development topics</i>
2	<i>Miscellaneous topics</i>
128	<i>topic ideas by 52 respondents</i>

DETAIL

32	<i>Youth topics</i>
	5 juvenile firesetter (1 update/refresh)
	1 Other options for juvenile firesetters
	7 juvenile fire prevention; general fire safety/danger for youth; updated youth programs; how to teach kids the consequences of playing with fire
	3 school fire safety and escape plans; teaching in schools
	1 K-12 Fire & Life Safety (like implementing the What Can You Do?? Program)
	1 Preschool and kindergarten public education on escaping home fires
	1 School assembly programs (elementary and younger)
	1 Safety talks for preschool to 5th grade
	1 working with school kids and great ed topics 3rd - 8th grades
	4 Middle school / jr high aged kids
	2 working with high school kids
	1 College safety/dorm safety for outgoing HS seniors
	1 How best to perform prevention activities/presentations in schools for younger & older ages
	1 Working with teachers to design fire safety curriculum
	1 Fire prevention ideas for the schools, including home schooled children and younger aged.
	1 child fire safety interactive programs CDs or some game method
12	<i>Older Adult topics</i>
	9 Fire/fall safety for seniors
	1 Safety talks for seniors
	1 Teaching in senior centers
	1 Retirement community education
2	<i>Ethnic topics</i>
	1 Common customs, religious beliefs and culture of ethnic groups.
	1 Bilingual presentations
2	<i>Other at-risk population topics</i>
	1 Fire safety for disabled
	1 Dealing with 'at risk' families (single parents, low income, migrant workers)
18	<i>Home / Family safety topics</i>

	3	Prevention
	2	Home fire escape plans
	1	Protecting your home fire Fire...all aspects from sprinklers, smoke alarms to maintenance
	1	Home self-inspections
	1	Personal safety such as Stop, Drop, & Roll and in home safety
	2	Kitchen fire safety
	1	Heater use
	1	Candle use
	1	Home chemical safety
	1	Multi family housing
	1	Using a fire escape house
	1	Protecting yourself from dangers - fall, slip, weather, general home injury, etc.
	1	Electrical connections, charger/converters, portable heaters, home fires
	1	What to do in natural disasters
8		Equipment-specific topics
	4	Smoke alarms (effective campaign models; 'Smoke Alarms...Where, When, and How...Building Consistency One Smoke Alarm at a Time.
	1	Carbon monoxide alarm requirements
	1	Fire extinguisher training
	2	Sprinkler systems
4		General safety topics
	1	Safety
	1	Individual Life Safety Training "Thinking Safety as a Way of Life"
	1	Taking the Stop, Drop, and Roll out of Fire Safety Education!
	1	EMS Prevention
2		Landlord topics
	1	Landlord/tenant training (TVF&R)
	1	Motivating property owners
3		Commercial topics
	1	Business fire safety
	1	Commercial inspections
	1	Talking with businesses
3		Wildland topics
	2	Wildland and camp fire safety
	1	Senate Bill 360 - The Oregon Forestland-Urban Interface Fire Protection Act
		Senate Bill 360 enlists the aid of property owners toward the goal of turning fire-vulnerable urban and suburban properties into less-volatile zones where firefighters may more safely and effectively defend homes from wildfires. Basically, the law requires property owners in identified forestland-urban interface areas to reduce excess vegetation, which may fuel a fire, around structures and along driveways. In some cases, it is also necessary to create fuel breaks along property lines and roadsides.
9		Data-related topics
	2	Targeting; Reaching at risk segments of the population
	1	Demographics social
	1	Trending
	1	How to determine specific prevention education needs for your coverage area
	1	Evaluate effectiveness of program
	1	Which program is best for my small community and one man shop
	1	Top Ten Fire Problems, and an Intelligent Way to Target the Hazards!
	1	Direction
3		Program development topics
	1	Program development
	1	Different programs other depts are using
	1	Visibility/availability of program.
4		Web-related topics
	2	Using the web to do Pub Ed; Designing web based safety messages
	1	Developing Interactive Department Website
	1	Web site of other dept Pub a have
2		Electronic media-related topics

	1	Electronic media development
	1	New age communication i.e. cell phones & smart phone apps
8		Teaching technique topics
	2	Effective teaching strategies; Effective teaching strategies in tough economic times
	1	How to present effective Pub Ed programs - along with a canned program
	1	Basic presentation
	1	Talking with community groups
	2	Officer motivation and inspiration
	1	Helping volunteer departments make use of time for presentations while meeting all other mandated requirements.
14		Professional development topics
	2	NFPA 1035 training
	1	NFPA education and information officer courses (DPSST doesn't meet some of my requirements)
	1	Fire & Life Safety Educator II & III
	2	NFPA Juvenile Firesetter Tech I & II
	1	Training with certification but higher levels instead of just the 1st level
	1	Lower level administration classes
	1	Leadership
	1	ICS on a true life normal structure fire up to a 2nd alarm. (Not a FEMA all out emergency)
	1	Time management strategies
	1	Arson
	2	Fire investigation
2		Miscellaneous topics
	1	Station tours
	1	Community awareness
2		Other suggestions (not topic related)
	1	Short time classes for pub ed - 1 to 2 hours classes
	1	Juvenile firesetter program on a weekend, not during the work week.

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Q13. Please tell us how desirable each training format would be for your department.					
Answer Options	Not Desirable	Somewhat Desirable	Very Desirable	Don't Know	Response Count
Printed materials (ex: curricula, books, articles)	8	33	42	2	85
In-person presentation by public educator expert	6	34	43	2	85
Regional workshop in your county	5	23	55	2	85
CD or DVD	4	31	48	2	85
Internet course	5	40	39	1	85
iLearn (State Government's Learning Community)	11	35	24	15	85
National Fire Academy public education courses in Salem, OR	6	31	45	3	85
State or local training conference with networking	3	28	50	4	85
Other (please specify)					9
				<i>answered question</i>	85
				<i>skipped question</i>	15

Other (please specify)
Note about NFA classes, it is considerably cheaper to the agency to send someone to a class in Emmitsburg for 6 days then it is to send them to Salem for 2 days...
A department training would be most desirable. We have no funds to pay for overtime or send people to training.
Time is important so CD and good internet course would work best, or classes in County if they are good, if done poorly it will kill the program
SFMO should stick with facilitating trainings to bring diverse resources to the area rather than have the same people provide the same perspective over and over.
I absolutely hate going to DPSST for classes. I am in the metro area and to drive to and from Salem each morning for more than two days is painful. In know the dorms are available but Salem is not far enough away that a dorm is needed or justified for me and my family life as well. I would love to see some things rotate around the state perhaps or at least up and down the I-5 corridor.
The biggest hurdle in trying to attend classes and conferences is as volunteer firefighters most are held during the week for career firefighters and would mean losing time from work and family to attend. The few that are held on weekends are often in conflict with other activities and are sometimes hard to attend.
Public Education is like Toastmasters, you don't get good by going to a web site, watching a DVD, or taking a certification course, you get good by presenting in front of peers, and sharing the improvement opportunities.
Bring NFA classes to other areas of the state, so that departments with limited or no travel budgets, can get the training.
The required use of ILearn is a deterrent to any OSFM class, I would rather no send my people than utilize a poor program such as ILearn

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Q14. Does your agency evaluate your public education activities in any of the following ways? (check all that apply)	
Answer Options	Response Count
Debriefing after public education activities	25
Informal feedback from participants	55
Pre-/post-tests of participants	10
Public opinion surveys	13
Injury/loss statistics	20
Tracking number of participants or activities	56
Tracking number of materials or products	30
None	14
Other (please specify):	0
<i>answered question</i>	85
<i>skipped question</i>	15

Q15. Does your agency use local or state fire incident data for public education activities? (check all that apply)	
Answer Options	Response Count
We do not currently use it	42
We use it to identify neighborhoods at high-risk	20
We use it to identify people/groups at high-risk	24
We use it to plan programs and outreach	24
We use it for evaluation purposes	15
Other (please specify):	9
<i>answered question</i>	85
<i>skipped question</i>	15

Other (please specify):
We have a program now called firehouse and we put all trainings and events in that!
I would say we use it informally. We don't run statistics which direct our programs.
We use ODOT info, and Safe Kids, CIREN and other sites as well as state Epi research would like to know about it
We will know that we have the Fire Bridge, we did not realize the poor data/reports were until started using Fire Bridge
unknown
not sure
We use it to help shape the programs we deliver.
Use to see what our highest fire incidents are. How people responded to the fire - injuries or getting out, etc.

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Q16. How familiar are you with the USFA guide: 'Public Fire Education Planning: A Five Step Process'?	
Answer Options	Response Count
Never heard of it	30
Aware of it, but have not used this process	30
I have used this process, but not completely	23
I am committed to the five-step process and use it continuously in developing and implementing our fire and life safety public education programs	2
Comments:	0
<i>answered question</i>	85
<i>skipped question</i>	15

Q17. Which best describes your fire agency?	
Answer Options	Response Count
All or mostly volunteer staff	51
All or mostly career (paid) staff	33
<i>answered question</i>	84
<i>skipped question</i>	16

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Q18. What is the population of your jurisdiction (number of people)?	
Answer Options	Response Count
<i>answered question</i>	84
<i>skipped question</i>	16

Response Text	
90000	2500
35000	430000
35000	17000
2500	53000
34k	10000
37000	50000
1700	15000
14000	2000
30000	>9500
13000	8000
3300	12000
15000	6500 approx
20000	3000
7000	5200
22000	37000
90000	No sure...
3,000 plus	35000
8000	Approx 9000.
2000 in district/3000 surrounding/7000 transient	2,000 to 25,000 transient population
2200	19000
15,000 each	35000
7000	12000
400	NA
32000	Approx. 2200
15000	196000
12500	25000
5000	7000
3000	roughly 14000
15000	20000
?	20000
8000	140000
100000	3800
700	2000
17500	1000
10000	49000
52000	14000
26,000 +/-	14000
5000	30000
30000	7000
50000	about 50,000 residents
=	3000
~200	2000

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Q19. How much experience do you have as a public educator?	
Answer Options	Response Count
0-2 years	8
2-5 years	16
5-10 years	15
10+ years	45
Comments:	6
<i>answered question</i>	84
<i>skipped question</i>	16

Comments:
Thank you for your commitment in supporting fire departments around the state
Population includes city proper (16,000 +/-) and rural district (10,000 +/-); two different agencies sharing personnel and resources.
There are 2 elementary schools, 1 middle school, and 1 high school within the borders of our fire district. However, any and all of the fire prevention activities within these schools (4J School District) are handled by the Eugene Fire Department. Any fire and life safety programs they we participate in are local daycares and Head start programs.
Thanks for gathering information from everyone. I am looking forward to improving our outreach efforts in our area. I thank you (OSFM staff) for all of the help/information you guys have offered.
all as a volunteer firefighter/educator - mostly at local school prevention presentations and open houses. Not certified as an educator, just try to keep up with current activities as best as possible.
I think I have echoed my concern, but I will re-state it. The OSFM, with the State Fire Marshal, and it's team of Deputies, should be working closely with all fire agencies assuring that we are both conducting adequate public education efforts as well as "Selling" the "Key Messages." When I hear fire departments teaching stop drop and roll as a default, or issuing wrong Smoke Alarm messages it just takes the entire State of Oregon two steps backwards.