

# MINUTES

## Oregon Life Safety Team

**Meeting Date:** Thursday, April 26, 2012

**Time:** 1:30 – 3:30 p.m.

**Location:** Oregon Public Safety Academy - A234, 4190 Aumsville Hwy SE, Salem, OR 97317



### Members, Representing:

Bryan Emmons, Public at Large  
Candice Clark, OSFM  
Chrissy Hollett, Lane Co  
Claire McGrew, OSFM  
Debbie McDermott OFMA  
Diane Laughter, SmokeFree Housing  
Jeff Cranford, Yamhill Co  
Jim Kusz, Lincoln Co

Jim Patton, Benton Co  
Joanne Hatch, Clackamas Co  
Krista Fischer, OSFM  
Laura Houston, OFSOA  
Les Hallman, OFCA  
Scott Goetchius, Multnomah Co  
Terry Wolfe, OSFM  
Tim Birr, OFSC

### Guest, Agency:

Doug Smith, Stayton Fire District  
Gary Honold, National Fire Protection Association

Pat Evans, North Lincoln Fire & Rescue District #1

Claire called the meeting to order at 1:33 p.m., April 26, 2012.

Claire thanked members that turned in the Association & Regional Reports Form with their current and upcoming fire prevention activities for their county and explained that due to time constraints this will be a new process for the OLST.

### Regional and County Fire Service Reports:

#### Lane County – Chrissy Hollett (New Member)

- Chrissy is with Lane County Fire & Rescue. She has been in the fire service for 13 years and 6 years paid.
- Lane County Fire & Rescue and Lane County Fire District #1 are creating a Fire Authority on July 1, 2012. Chrissy's new job will be PIO, Public Education and Fire Prevention.
- Chrissy has joined the OLST to gather from and share information with members.

#### Lincoln County – Jim Kusz & Pat Evans

##### Pat Evans

- Pat is a new recruit at North Lincoln Fire & Rescue District #1 and is new to fire service. He will be learning from and helping Jim with public education on the coast as a volunteer.
- They will be focusing RV and trailer parks because of the recent fatalities at a trailer park. They will be conducting a smoke alarm campaign. North Lincoln Fire & Rescue Volunteer Association is matching the \$250 grant award.
- Pat spent 20 years as the Western Regional Director for T-Mobile. He was responsible for the western half of the United States. He built all the sun sites, switches, and communications facilities.
- He has a PhD in Epidemiology.
- Pat spent 11 years in the military and was a Service Officer in the Navy.

## **Marion County – Doug Smith & Laura Houston**

### **Doug Smith**

- Doug is a volunteer firefighter with Stayton Fire District. He helps Laura with fire safety working on public education, fire extinguishers for residences, and getting the word out to the kids on different activities.
- Doug is a Local Contractor.

### **Laura Houston (report submitted)**

- Sublimity Fire is preparing for their annual Safety Fair on June 2, 2012. There will be a variety of Safety Activities and displays, including Stayton Fire's Residential Extinguisher Prop and Program.
- Stayton and Turner Fire Districts will be attending Ag Safety Day at Elam Farms in May. It is a two day event that brings kids to the farm to participate in interactive activities that reinforce the importance of taking responsibility for their own safety, respecting parent's safety rules, and sharing safety tips with their family and friends. Children rotate between a variety of 15 minute safety activity segments throughout the day. Each District will present the fire safety and 1st aid segments to local 3rd graders on one of the two days and will impact about 180 kids each day.
- Stayton Fire will be attending the Fun & Fit - Healthy Family Fun Night sponsored by Santiam Memorial Hospital at the Stayton Middle School Gym on Friday, April 27th from 6-9 PM. Firefighters and support members will be setting up a junior firefighter relay for the kids and presenting information about the Residential Fire Extinguisher Program to adults.
- Stayton Fire worked with a local preschool teacher that wanted to utilize the 911 simulator to teach dialing 911 for a week in the classroom. We then followed up with a fire safety presentation and then a Residential Fire Extinguisher class for parents.
- Stayton Fire District's Fire/Life Safety Team has developed a Residential Fire Extinguisher class for adults and has conducted 12 classes since December and taught 110 adults about common types of residential fires, when and how to use a fire extinguisher, and when to get out and stay out. Each adult who completes the class gets a free fire extinguisher. The program was developed through and is supported by a 2010 AFG Fire Prevention and Safety Grant.
- Stayton Fire presented annual Fire Safety Training for parents at the local High School for 8 teen parents in March.

## **Yamhill County – Jeff Cranford**

- Jeff thanked the Office State Fire Marshal and the Oregon Burn Center for their participation at the Evergreen Safety & Information Fair held on March 24, 2012.
- He gave a special thanks to Jim Kusz from North Lincoln Fire & Rescue District #1 for bringing out Willie and Billie Dee.
- Jeff says they estimated about 750-1000 people attended the fair. This will be an annual event, they are planning to hold next year's event on May 18, 2013.
- He thanked all who helped display the event flyers for him.

## **Federal, State, County, City and Private Agency Reports:**

### **National Fire Protection Association – Gary Honold**

- Gary is a captain at Missoula Fire Department in Missoula, Montana. He has been with the fire department for 21 years, 10 years in the Fire Prevention & Investigation Bureau conducting public education, etc. Gary became the Montana State Representative on the NFPA Public Education Network after they sunsetted the *Learn Not to Burn® Preschool Program* and the NFPA NW Regional Advisor on January 1, 2012.
  - Gary asked members to contact Terry Wolfe, his Oregon state contact if they have public education questions for NFPA.
- NFPA has released their Fire Prevention Week (FPW) theme early to give more time to prepare. This years theme: *Have 2 Ways Out!* For more information visit: [www.nfpa.org/fpw](http://www.nfpa.org/fpw).
- NFPA has created *Sparky's Wish List* where fire departments can create a wish list of fire safety education materials, then their community members, local businesses, and individuals can buy these materials, and they will be sent directly to the fire department. For more information visit: [www.nfpa.org/swl](http://www.nfpa.org/swl).

- Gary invited members to visit [www.Sparky.org](http://www.Sparky.org) for free printable Sparky® the Fire Dog party items. The website was updated by Amy LaBeau out of Quincy, Massachusetts.
- Gary asked members to send their FPW activity photos to Terry and he can forward them to Gary so they can publish them in their annual report.
- Gary met with Claire and Terry earlier today and he impressed with the level of work and the quality of the products the Office of State Fire Marshal and the Oregon Life Safety Team are creating. He said Oregon is ahead of the curve.

#### **Oregon Burn Center (OBC) – Curtis Ryun (report by email)**

- Curtis is attending the annual ABA conference in Seattle, Washington.

#### **Oregon Department of Forestry (ODF) – Tom Fields (report by email)**

- Tom is conducting a prevention workshop for ODF.

#### **Fire Service Association Reports:**

##### **Oregon Fire Chiefs Association (OFCA) – Les Hallman**

- Les provided a status update on the awards banquet. OFCA is negotiating with the EMS group to combine both the OFCA and EMS groups award banquet, if they do not combine efforts than OFCA's Award Banquet will be held in November, if they do combine efforts the awards banquet will be held in early fall.

##### **Oregon Fire Service Office Administrators (OFSOA) – Laura Houston (report submitted)**

- OFSOA just held their annual Spring Workshop in Sisters, Oregon on April 19th and 20th. There was record attendance for workshop with 67 people in attendance, including 10 new attendees, including 2 Fire Chiefs and one from Idaho.
- OFSOA is already working on their 2012 Annual Conference that will be held at the Red Lion Hotel on the River - Jantzen Beach, October 10-12, 2012. It is their 20th Anniversary Conference and so far they have lined up Robin Rose on Stress & Change, June Vining on Trauma Intervention Programs, Laoreal Williams on Multiple Projects, and a Professional Image Specialist.
- Check out [www.OFSOA.com](http://www.OFSOA.com) for future updates.

#### **Agenda Items:**

##### **Approval of minutes**

- Members approved the March 15, 2012 minutes.
  - To view visit: [www.oregon.gov/OSP/SFM/docs/Comm\\_Ed/LST/Minutes/2012/03-15-12.pdf](http://www.oregon.gov/OSP/SFM/docs/Comm_Ed/LST/Minutes/2012/03-15-12.pdf).

##### **Strategic Planning – Claire McGrew**

The OLST Strategic Planning Subcommittee members: Bryan Emmons, Cindy Kettering, Claire McGrew, Jeff Cranford, and Tim Birr met to organize OLST member recommendations from the March 15, 2012 OLST meeting into four key goals and OLST members provided feedback on the draft.

- Claire provided members with the draft OLST Strategic Planning 2012, members comments on draft, and Vision 20/20 Strategies documents and the *What you can do* flyer by SmokeFree Housing Project.
  - See attached documents and flyer.

Claire referred to the key elements of Vision 20/20 Strategies:

##### **1: Increase Advocacy for Fire Prevention.**

##### **2: Conduct a National Fire Safety Education/Social Marketing Campaign.**

- We tied elements of social marketing into the OLST strategic plan.

##### **3: Raise the Importance of Fire Prevention within the Fire Service.**

- Talks about not being campaign or message oriented, it is elevating the importance of our roles and the importance of fire prevention as a whole with the fire service and getting back to community risk projects.

##### **4: Promote Technology to Enhance Fire and Life Safety.**

- This connects to code related items.

## **5: Refine and Improve the Application of Codes and Standards that Enhance Public and Firefighter Safety and Preserve Community Assets.**

- Some of these key elements have not been finalized at the national level. A key point to remember is that we consider other points and opportunities.
- Tim thinks we need to note the Vision 20/20 Strategies, but we need to focus on the Oregon specific issues that OLST members recommend. He also likes that our recommendations are tied to the Oregon Fire Casualty study, it is data based on the issues here in Oregon.
  - Jim K. and Bryan agree with Tim that the Vision 20/20 Strategies handout is great but it is also great that it is separate and not directly connected.
- Joanne suggested we add an icon to our key elements that align or overlap with Vision 20/20 Strategies key elements. TVF& R puts the accredited logo next to items that align, overlap, or match with theirs.
  - Claire and Bryan agree with Joanne that if we come up with recommendations, we do not have to reinvent the wheel, there is an excellent opportunity to make connections where we feel is necessary.
- Pat asked what the collaborative environment (Vision 20/20 Strategy 5) between codes and OSFM. He has not seen participation from OSFM at the many building codes meetings he has attended over the years.
  - Debbie thinks in the past there was a lot less collaboration. But now have Oregon Fire Marshals Association (OFMA) members on the Oregon Fire Code Committee and representatives attend Oregon Building Code meetings and sending representatives to each others conferences. She thinks more Fire Code officials are attending national hearings as well.
- Claire will make connections with the Vision 20/20 Strategies document but keep separate from the OLST Strategic Planning 2012 document and then send out for the OLST for feedback.

Members discussed the key goals and members comments, refining and agreeing on the direction of the action items/objectives, so subcommittees responsible for these goals can develop action items that will impact them.

### **Goal 1: Maintain Support and Expand Smoke Alarm programs.**

- Increase deaf and hard of hearing smoke alarm installations and outreach to this target audience.
  - It was recommended that we separate deaf from hard of hearing. Because person that is hard of hearing may not associate with being deaf.
    - Terry recommended reaching those that associate themselves as deaf by channeling through the Hearing Loss Association groups to make contact.
  - Claire will reword to make this recommendation clear for responsible subcommittee.
- Promote a consistent statewide message to promote the use of working smoke alarms.
  - Members recommended *Only Working Smoke Alarms Save Lives* as a possible message.
- Increase the number of communities conducting smoke alarm installation and maintenance campaigns.
  - Members agreed to keep this item.
- Promote smoke alarm education to the Oregon Fire Service.
  - Tim agrees with this item.
  - Claire asked if we should add carbon monoxide alarm education to this item.
    - Members agreed to add carbon monoxide alarm education to this item.
  - Gary says the newest edition of the guidelines out of the [Educational Messaging Advisor Committee \(EMAC\)](#) web page has a carbon monoxide alarm information section under Home Smoke Alarms.
- Increase awareness of nuisance alarms and the remedies and consequences of false alarms.
  - Debbie says this can be misleading we need to be careful calling them false alarms, that they it would be better to call them nuisance alarms. If someone burns toast that sets the smoke alarm off or a business with a malfunctioning system that keeps setting off the smoke alarms letting you know the system is not working properly these would not be false alarms because that is what the alarms are supposed to do and would be considered nuisance alarms.
    - Joanne agrees with Debbie.
  - Claire suggested changing this to how to install and maintain smoke alarms and how to eliminate nuisance alarms by proper placement, etc.
  - Debbie suggested for the consequences on the business side charge a fee after the third nuisance alarm in a month and on the residential side she doesn't think having consequences is a good idea.

- Claire thinks maybe this just falls into maintain, support and expand smoke alarms programs. She explained that Terry has been working with staff to update the smoke alarm program and they could integrate this message into the updated program.
  - Terry will ensure these changes take place.
- Increase awareness of Carbon monoxide alarms, connecting to the similarities of testing smoke alarm testing and maintenance.
  - Les says this is a great idea especially since there is a law requiring them now.
  - Utilize local partners and grant opportunities to increase carbon monoxide alarms in the home.
    - Claire explained that the OSFM was only assigned the law with no additional funding to give out carbon monoxide alarm like we do smoke alarms. Our funding through the Fire Insurance Premium Tax (FIPT) is for fire related, carbon monoxide fall under a hazardous substance, and not fire.
  - Claire informed members that there are other partners that can provide assistance for example: NW Natural Gas will help provide and install them.
  - Bryan suggested we invite a representative from NW Natural Gas to the OLST.
    - Les believes they would like appreciate the opportunity. He says they regularly reach out to the fire service to offer free training, programs, and they have a lot of resources.
    - Jim K. says NW Natural Gas has always been a great partner on the coast and that they are the reason North Lincoln Fire & Rescue District #1 is having a safety fair in September where NW Natural Gas will be barbequing.
    - Claire encourages the partnership especially to participate on the Smoke & Carbon Monoxide Alarm Subcommittee.
    - Claire will reach out to NW Natural.

## Goal 2: Increase Home Fire Escape Planning Efforts.

- Claire says NFPA's FPW theme is *Have 2 Ways Out!* we will focus on home escape planning this year.
- Terry reminded members that FPW is October 7-13, 2012.
- Increase the number of families prepared with a home escape plan including the dangers of re-entry, blocked egress (housekeeping or non-opening exits), having a meeting place, and calling from a neighbor's phone. Include messages regarding secondary egress from second and third story bedrooms for home escape planning.
  - Claire asked if we should incorporate these recommendations into what are hot buttons should be.
  - Members suggested *Have a Plan, Plan Two Ways Out, Have a Working Smoke Alarm, Have a Meeting Place, Call 9-1-1, and Practice* should be hot buttons.
  - Joanne suggested that each plan has a practice activity associated with it, a match with plan practice.
  - Bryan suggested we change it to *Increase the number of families prepared with a home escape plan including dangers and hazards*. Due to it being a strategic plan we do not have to bullet point everything that could go wrong, let the subcommittee fill in the blanks.
  - Claire suggested that we change it to *Increase the number of families prepared with a home escape plan* and send it to the subcommittee to work with.
- Increase awareness of the *Stop at 4* campaign.
- Members discussed how to include this item under Home Fire Escape Planning goal.
  - Joanne explained that the [Stop at 4" a window fall campaign](#) that is being done at the state level.
  - Claire suggested we partner with the Stop at 4" campaign.
  - Laura says anyway we can keep awareness out there and that fire service has the information or knows where to go to get the right information.
  - Joanne explained it is an Oregon campaign not a Safe Kids or Home Safety Council campaign and they are looking for fire service partners. Joanne will bring brochures and Stop at 4" window clings.
  - Claire has had questions regarding this campaign makes the egress problem worse because they think you are putting something in place that would make it where they can't get out and this would be an opportunity to clarify.
    - Joanne explained that all the fire service at the table make sure egress is addressed appropriately, that the stop or guard can be remove by an adult and letting them know that the screen only keeps insects out and is not there for their protection.

- Scott advises because some devices are easy to manipulate and children are great imitators, make sure children cannot see you manipulating the device.
- Joanne informed that the Randal Children Center instructors have the children go play off in the corner while they show parents and caregivers how the device works. She says children like to mimic adults and eventually they will be strong enough and realize it takes two hands to operate.

### **Goal 3: Increase Home Fire Sprinkler Awareness.**

- Provide factual information on residential fire sprinklers through educational efforts targeted at the building association, engineers, and legislators.
  - Members suggested we add fire service and general public to the targeted audience.
  - Jim K. is trying to get Myth Busters to do a segment on home fire sprinklers with a wide spread message that lets people know that when one sprinkle gets set off they don't all go off.
- Establish a liaison with the Home Fire Sprinkler Coalition (HFSC).
  - Claire says we want to make sure we enhance not overlap their efforts. We go to them they already have connections to the pipe fitters and local sprinkler associations. She informed members that Terry is already a member of the HFSC and could be a liaison between them and the OLST.
    - Jim K. is also a member.
  - Claire suggested they both help relay information back and forth letting the board know we are on board with their efforts and that we are available for what they need us to do.
  - Debbie informed members that Stephanie Stafford is helping to write a grant and OFMA is going to be the sponsor to do a statewide campaign and to hire someone to go around educating.
- Claire informed members that the Oregon Home Fire Sprinkler Coalition has a facebook page and needs people to visit their page at [www.facebook.com/oregonfiresprinklercoalition](http://www.facebook.com/oregonfiresprinklercoalition) and like them.
- Bryan asked if we are spending too much time itemizing the specific groups we are trying to target, should we have that specifically in the strategic plan or let the subcommittee decide.
- Terry agrees that by targeting what is in the strategic plan we are limiting who our target audience is, we need to target all Oregonians in understanding sprinklers.

### **Goal 4: Target High Risk Populations for Fire Prevention and Life Safety Education.**

- Sponsor a workshop on the older adult fire prevention program.
  - We still have the opportunity to get our new program that came out in 2011 into member's communities by conducting train-the-trainer workshops.
  - Terry informed members that if they have a core group of individuals that are going to target this issue and would like for us to conduct a train-the-trainer workshop for them to let us know. He also let members know we have free materials for this program.
  - Gary informed members that he will be sending out scholarships for the *Remembering When* program. He explained that if someone from their education division pairs up with someone from their senior assistance, NFPA pays to fly them to Boston in November and will teach them how to setup the *Remembering When* program in their community. It is free and each sponsored attendee will receive one set of *Remembering When* products for free. Gary says he reviewed OSFM's older adult program that is free and says it is very on point with *Remembering When*.
- Expand the conduits to reach high-risk populations.
  - Utilize social media to increase awareness of fire prevention top causes.
  - Pat asked if there are a large percentage of older adults of the high-risk population that use social media.
  - Laura says grandparents utilize it frequently.
  - Claire says statistics came out that shows there is an increase of older adults that use Facebook than youth. We might not reach the target demographic directly but we can reach the children and family of the target demographic.
  - Terry says we need to utilize every resource available to get the messages out.
  - Jim K. says high-risk population is not just older adults.
  - Gary agrees, he has several friends with muscular dystrophy and their entire world is social media.
  - Jeff has had young people attend his older adult workshops for their parents.
  - Consensus is to keep the item then.
- Increase cigarette-related fire education.

- Claire explained that we have both significant loss of life and property due to cigarette related fires and we have partnered with SmokeFree Housing in the past to create the postcard.
- Support the *What you can do* campaign from Smoke Free/Fire Safe.
- Claire asked Diane to share the *What you can do* campaign flyer so members can decide to keep in our strategic plan.
- Diane shared the draft version of the *What you can do* campaign flyer and asked members for input. She will be added to the May OLST meeting agenda and will bring materials for members.
- Diane explained that they have been working specifically with landlords trying to tighten no smoking policies and people are outside and would like members help getting more landlords to adopt the no smoking policy but people are not being careful with disposal of their cigarettes. They will help members to message landlords about it being important to dispose of smoking materials in a safe way.
- Tim informed members that the Boston Globe released a news article today April 26, 2021 from the Massachusetts State Fire Marshal reporting that in their last reported year **half of all smoking related home fires started outside**, the Oregon Office of State Fire Marshal discovered this when they conducted a study on [Oregon Cigarette fires in 2011](#), and [NFPA Safety Source article released in April](#) reports that cigarette related fires deaths are down. He says all 50 states have fire-safe cigarettes and we finally have enough data to show that it is making a difference and now the problem is the cigarettes were designed as a safety measure for interior structure fires specifically to not ignite upholstered furniture, mattresses, etc. and they are now smoking outside, dropping the cigarettes into substrates and ignitable materials that were never meant to be part of the standards, so while we fixed one problem, we now have another.
- Diane passed around the Boston Globe news article State Fire officials say more smoking-related fires are beginning outside the home.
- Krista stated that we need to educate people on how the fire safe cigarettes work that you cannot just through them down that the wind will keep them burning and members agree.
- Claire says since we have materials we need to leverage our resources using our conduits sending the SmokeFree Housing messages out.
- Create educational materials regarding smoking on oxygen.
  - Members agree with this item.
- Provide fire safety education (including CO) for non-conventional residences such as travel trailers, campers and RV's.
  - Claire explained that we have the materials, now we need to promote and get them in the right hands.
- Educate realtor and property management companies on fire safety requirements for new property transfers.
  - Claire explained that the OSFM currently does this, and knows that OLST members are involved in their communities.
  - Members agree with Claire that we need to continue keeping the connections with local property managers and sharing this information.
- Promote fire safety for unconventional practices within the home. (Bio-Diesel fuel processing, Indoor gardens etc.).
  - Claire explained that some people are processing fuel and housing indoor gardens, etc. in their homes.
  - Members support this item and it will be passed to the subcommittee.

**Goal 5: Increase Youth Fire Prevention and Intervention Efforts.**

- Members agree with Claire to add this under Goal 4 as a subset to targeting high risk populations.
- Sponsor a workshop on the *Start Safe* fire and burn prevention for preschoolers.
- Assist in marketing elementary and middle school fire awareness curriculum.
- Support efforts in updating media terminology for youth with fire-setting behavior.
  - Tim asked if we were looking for a politically correct term for juvenile firesetters.
  - Claire explained that this term has changed to youth with fire and that the term playing with matches/lighters has changed to misusing matches/lighters.

**Goal 6: Water Safety - Continue awareness and training for Natural Waterways in Oregon.**

- Support and encourage partnerships in river, lakes, streams and ocean and beach safety education.

- Bryan suggested changing the OLST mission statement to a life safety term and adding a clause that the states money only funds the fire prevention portion and other entities pay for other venues.
- Jim K. shared the *Just Add Water Safety (JAWS)* brochure with members and explained that the brochures have been developed at no cost to his department because he partnered with the US Coast Guard Auxiliary, and recently spoke with Lucy of American Medical Response (AMR). He informed members that there is a new organization called JAWS NW that includes Oregon Marine Board and Oregon State Park they are all on board to for consistent messaging and the way to get the messages out.
- Members agree that the group supports partnerships in water safety.
- Claire and Jim K. are going to meet to discuss how to word Goal 6 to be inclusive.

Claire is going to make changes to the OLST Strategic Planning 2012 document and send out to the OLST for review and comments.

#### **Smoke Alarm Program Updates – Terry Wolfe**

- Due to time constraints we postponed this item until the May 24, 2012 OLST meeting.

#### **AFG FP&S Grants - new requirements – Claire McGrew (report submitted)**

- There are new requirements for the AFG Fire Prevention and Safety Grants. One of these new requirements is that fire extinguisher training is restricted to individuals 14 years and older.

#### **Fire Prevention Week – Terry Wolfe**

- Due to time constraints we postponed this item until the May 24, 2012 OLST meeting.

#### **Wildfire Awareness Week (WAW) – Terry Wolfe**

- WAW is May 6-12, 2012, and the theme is *Have you done enough to protect your home from wildfire?*
- Visit [www.keeporegongreen.org](http://www.keeporegongreen.org) to view the 2012 WAW video featuring Mary Ellen Holly from Keep Oregon Green and Tom Fields from Oregon Department of Forestry.

#### **Arson Awareness Week (AAW) – Krista Fischer 37:41 & 41:30**

- AAW is May 6-12, 2012, and the theme is *Prevent Youth Firesetting*.
- The [May 2012 NET.works newsletter](#) features an AAW article that talks about the theme and purpose.
- More AAW information can be found by visiting the US Fire Administration web page at [www.usfa.fema.gov/fireservice/subjects/arson/arson\\_awareness.shtm](http://www.usfa.fema.gov/fireservice/subjects/arson/arson_awareness.shtm).

#### **After the Fire video segment – Jim Patton**

- Due to time constraints we postponed this item until the May 24, 2012 OLST meeting.
- Claire and Jim P. discussed holding an additional separate event for this item (Date/Time/Location TBD) where we can invite more campus related jurisdictions.

#### **Other Business**

- Claire informed members that the June 21, 2012 OLST meeting will be held at Redmond Fire & Rescue in Redmond, Oregon from at 1:30 - 3:30 p.m. to give the east side of the state a chance to attend.
- We hope to have the meeting available via webinar for those who cannot make it to Redmond and if not teleconferencing will be available.
- Terry volunteered to coordinate carpooling if members are interested in attending the meeting. He would like to see as many members as possible attend the meeting in Redmond.

**Adjournment:** 3:28 p.m.



## Oregon Life Safety Team Strategic Planning 2012

**Mission: To coordinate and implement consistent statewide fire prevention education.**

1. Maintain, Support and Expand Smoke Alarm Programs
  - Increase deaf and hard of hearing smoke alarm installations and outreach to this target audience.
  - Promote a consistent statewide message to promote the use of working smoke alarms.
  - Increase the number of communities conducting smoke alarm installation and maintenance campaigns.
  - Promote smoke alarm education to the Oregon Fire Service.
  - Increase awareness of nuisance alarms and the remedies and consequences of false alarms.
  - Increase awareness of Carbon monoxide alarms, connecting to the similarities of testing smoke alarm testing and maintenance.
    - Utilize local partners and grant opportunities to increase carbon monoxide alarms in the home.
2. Increase Home Fire Escape Planning Efforts
  - Increase the number of families prepared with a home escape plan including the dangers of re-entry, blocked egress (housekeeping or non-opening exits), having a meeting place, and calling from a neighbor's phone. Include messages regarding secondary egress from second and third story bedrooms for home escape planning.
  - Increase awareness of the *Stop at 4* campaign.
3. Increase Home Fire Sprinkler Awareness
  - Provide factual information on residential fire sprinklers through educational efforts targeted at the building association, engineers, and legislators.
  - Establish a liaison with the Home Fire Sprinkler Coalition.
4. Target High Risk Populations for Fire Prevention and Life Safety Education
  - Sponsor a workshop on the older adult fire prevention program.
  - Expand the conduits to reach high-risk populations.
    - Utilize social media to increase awareness of fire prevention top causes.
  - Increase cigarette-related fire education.
    - Support the *What you can do* campaign from Smoke Free/Fire Safe. (See Handout)
  - Create educational materials regarding smoking on oxygen.
  - Provide fire safety education (including CO) for non-conventional residences such as travel trailers, campers and RV's.
  - Educate realtor and property management companies on fire safety requirements for new property transfers.
  - Promote fire safety for unconventional practices within the home. (Bio-Diesel fuel processing, Indoor gardens etc.)
5. Increase youth fire prevention and intervention efforts (Include under goal 4?)
  - Sponsor a workshop on the *Start Safe* fire and burn prevention for preschoolers.

- Assist in marketing elementary and middle school fire awareness curriculum.
- Support efforts in updating media terminology for youth with fire-setting behavior.

6. Water Safety - Continue awareness and training for Natural Waterways in Oregon.  
Support and encourage partnerships in river, lakes, streams and ocean and beach safety education.

DRAFT

## Comments for 2012 Strategic Plan

\*\*Comments may have been summarized in an effort to address the specific questions related to the strategic plan.

Comments
<p>I agree with the 4 objectives and support them.</p> <p>I do have a suggestion however, I'm not sure how it can be implemented. With the change in smoke alarms now being installed with 10 year lithium batteries and in some cases 10 year batteries that cannot be changed or accessed we need to change our educational campaign to remind folks to check their smoke alarms rather than focus on changing the batteries. Another issue is there is no indicators on smoke alarms to show how old the batteries are like a BORN ON date. If I move into an apartment and the smoke alarm works how do I know how long the batteries are for? Ideally if the smoke alarm had a date of installation or battery date would help.</p>
<p>Increase deaf and hard of hearing smoke alarm installations.</p> <ul style="list-style-type: none"><li>○ We need to separate these into two different categories, because they are. When we sell them together, people do not see the difference. My grandmother was hard of hearing, not deaf. She needs a loud alarm and a strobe. Deaf folks need vibrating plates and or strobes. These are easily confused amongst us, the professionals ☺</li></ul> <p>I would really like to see an area addressing better educating the Oregon Fire Service about proper messaging, such as installation locations, testing, and maintenance.</p>
<p>Include messages regarding blocked egress in home escape planning.</p> <ul style="list-style-type: none"><li>● For escape planning, I think we need to hit the hot buttons, Working Smoke Alarms, Two Ways Out, A Meeting Place, and calling 911. If we leave it open to interpretation, that's what you get ☺</li><li>● This is a great place to add the Stop At 4 campaign!</li></ul>
<p>Having been part of the sub-committee that created this, I really have nothing to add or amend.</p>
<p>Love seeing goal number 3! Obviously I stand ready to assist with this. Perhaps once the goals are finalized you will want to discuss further? I am guessing you may devote some time to planning for each goal and I can attend the meeting during which you plan on working on that goal.</p>
<p>In item 4 what about partnering with realtor and property management groups with packets of information they could pass along at the time of property transfer.</p>
<p>My only suggestions are that in addition to liaison with sprinkler coalition, we also involve the home builders assoc. and insurance industry, our two biggest obstacles.</p> <p>Also, I think under Target High Risk we should add teaching DHS Adult and Family Services folks on basic fire safety as these folks are going into homes daily.</p> <p>Lastly, under the target group: My idea about basic do's and don't for indoor gardens. We have a</p>

number of fires down here involving both legal and illegal 'indoor gardens'. Cover the basics only and put brochures in the grown shops and hydroponic stores. They are a part of our customer base that will NEVER seek us out for advice.

Suggest adding one more "goal".

Support the youth fire prevention and intervention program by:

Sponsoring workshop on Start Safe fire and burn prevention for preschoolers and families for Head Start and community preschool programs

Assist in marketing elementary and middle school fire awareness curriculum

Support media efforts in changing terminology for youth with firesetting behavior.

...my comment on the plan is its good. I actually am doing all of those right now. I see the ease of implementation of the plan as well. It is what we are/should be doing anyway.

The plan looks good. I can't remember if we discussed it, but should we also include regular practice of home fire escape plans including a safe place to meet outside?

All in all it looks pretty good however these are all fairly standard prevention programs. It feels more like a list of tasks as opposed to a strategic document. I think the State is in an excellent position to set the strategic direction for prevention with recommendations and let OLST and local jurisdictions fill in the specifics. I would recommend that we also look at some strategic directions that might start to shift the paradigm in the fire service due to a number of issues, not the least of which are dwindling budgets and the reduction if not outright elimination of the tools and staff to accomplish the tasks listed above. I would propose some general directions to start.

- Take a look at the strategies that have been identified by the Vision 20/20 Strategic process. Remember that these strategies were developed at the national level by the fire prevention family as a means to mitigate loss, garner support, and move prevention forward, that process included significant Oregon input.
- Try to fit our recommendations into that frame work. It doesn't necessarily mean that we copy verbatim what they have done but that we try to more closely align and take advantage of that work with our overall strategic goals.

Some specific examples would be:

1. Support prevention technologies /engineering solutions. This includes sprinklers in the mix but also creates an environment of support for the exploration of promising, and promotion of new proven technologies.
2. Take advantage of the current climate in terms of budgets and anti-government feelings to change the culture of the fire service towards recognizing the value of prevention. Not only in terms of better public safety, but also firefighter safety and as a means to generate support for budgets by more personal contact and involvement. This strategy should also be designed to draw attention to the real infrastructure savings and political cover that prevention provides. A major goal could be to support community risk management, (getting suppression involved i.e. home inspections from the line and promoting the green benefits of preventative methodology.
3. Support the national one line slogan that has been developed (like what the forest service did with Smokey Bear). I don't think it is out for publication yet but I

believe it is "Fire, it's everyone's fight". But don't quote me on that.

4. Nuisance (false) alarms is another huge issue both for our citizens (as your injury data showed) and for first responders. This issue has come to the point where there will be an attempt to change NFPA 72 that will not impact nuisance alarms but will put our citizens at greater risk by increasing delays in response. This will also keep fire departments from adopting SOP's out of necessity that increase liability along with potentially impacting safety.

Do you think maybe adding #5.

5. Water Safety - Continue awareness and training for Natural Waterways in Oregon. Support and encourage partnerships in river, lakes, streams and ocean and beach safety education.

Lots of outreach and work has been done in this area in the last few years and all agencies have some type of water incident ever year. We have more people in Oregon drown than die in fires.

1. I don't see anything in regards to those living in travel trailers, campers, & 5th wheels. With the poor economy, many people are now living in these units as a permanent residence. Providing and installing smoke alarms, CO alarms, and fire safety education should be a priority.

2. Education regarding CO alarms has been very good, but we need to take the next step and look at grant options and community partnerships to be able to provide CO alarms for those who cannot afford them.

3. The term "hearing impaired" is apparently no longer the PC term. It's "Deaf or Hard of Hearing". And on that topic, I would like to see the current policy of the OSFM to provide one per residence re-evaluated. Two alarms should be the minimum, one inside the sleeping area and one outside the sleeping area.

I just drafted a "What You Can Do" for fire prevention professionals(attached -still rough). Would you consider adding these elements to your strategic plan? They are in a simple outline format that could easily be transferred into your document. Talk it over and let me know about the meeting and what you think of adopting this campaign in the strategic plan.

Feedback on the Strategic Planning Document.

Question 1...Having 4 and only 4 strategic goals in my opinion is very wise. Having too many goals may clutter the plan.

Question 2...I'm wondering if something should be developed to address secondary egress from multiple story homes, apartments and such under Goal #2.

*"Include messages regarding secondary egress from second and third story bedrooms for home escape planning."*

*"Increase importance of having a Family Meeting Place."*

Question 3...I believe all objectives / goals are outlined and covered very well.

Comments from the planning session in March are also included and can be found in the March minutes.

# Vision 20/20 Strategies:

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## 1: INCREASE ADVOCACY FOR FIRE PREVENTION

Theme: A National Agenda: Make America Safe from Fire

Action Items:

- Document and communicate the magnitude of the nation's fire problem and the benefit of prevention activities to decision makers
- Improve and support data collection systems
- Develop a current national fire prevention research agenda
- Advocate for increased focus and leadership of the US Fire Administration
- Develop a clearinghouse for prevention activities, resources, and best practices
- Increase awareness of the economic impact of fire loss

## 2: CONDUCT A NATIONAL FIRE SAFETY EDUCATION/SOCIAL MARKETING CAMPAIGN

Theme: to be developed by the working group formed to move this strategy forward.

This comprehensive theme should represent both the continuum of fire prevention messages from pre to post event. It should be on-going and as recognizable for the prevention mission as is "everyone goes home" for the National Fallen Firefighters Foundation.

Action Items:

- Establish a strong, comprehensive, broad-based integrated marketing communication campaign
- Develop and implement a national campaign to install working smoke alarms in high-risk homes
- Advocate for fire prevention programs that focus on voluntary home inspections
- Enhance and develop strategic relations for fire prevention involving nontraditional partners
- Increase educational outreach through school/youth based programs

## 3: RAISE THE IMPORTANCE OF FIRE PREVENTION WITHIN THE FIRE SERVICE

Action Items:

- Embed the value of fire prevention within the fire service
- Enhance recruitment, training and education practices in fire departments
- Recognize and reward successful fire prevention activities internally and externally
- Adopt industry standards (relative to professional qualifications) into law
- Make use of the DHS grant process to elevate the value of fire prevention within the fire service
- Develop a comprehensive, strategic master plan for fire prevention that utilizes education, enforcement, engineering, and evaluation methods

## 4: PROMOTE TECHNOLOGY TO ENHANCE FIRE AND LIFE SAFETY

Action Items:

- Actively explore ways to identify and utilize the latest technology to push the education and code message
- Develop smoke alarm technology that serves needs of broad range of occupants, especially those at highest risk
- Establish a competition to encourage the development of new technologies
- Increase the number of residential occupancies, including modular and manufactured homes, using fire sprinklers
- Fully utilize technology for real time reporting of emergency response data
- Require inherently safer consumer commodities
- Develop complete strategies for introducing new fire and burn prevention technologies to consumers
- Develop technology to improve residential fire/emergency evacuation processes
- Support completion and adoption of integrated building design and construction
- Create a nationally standardized inspection reporting system by utilizing handheld technologies to support the fire inspection process

Strategy 5: [Refine and improve the application of codes and standards that enhance public and fire fighter safety and preserve community assets](#)

- Develop a collaborative environment
- Support increased research to enhance the understanding of fire and to identify and justify changes to codes and standards
- Pursue incentives for adoption and enforcement of model codes and standards
- Increase required training in building and fire codes at all levels and ranks within the fire service
- Promote fire codes within sustainable structures and “green buildings”
- Establish accountability for the adoption and enforcement of fire and building codes



## Fire Prevention Educators & Information Officers,

If all multi-unit properties had no smoking rules indoors, people only smoked outside, and they disposed of their butts safely, we could prevent most cigarette-caused fires.

### What YOU can do to help prevent fires caused by cigarettes:

- 1) Download fliers to educate landlords and multi-unit residents at <http://smokefreehousinginfo.com/pages/SmokeFree-FireSafe.html>
- 2) Use consistent media messaging when a cigarette-caused fire occurs: Cigarettes cause almost half of all fire deaths and thousands of dollars in property damage. No-smoking rules reduce cigarette fires. Now that most people are smoking outside, it's essential that they dispose of their cigarette butts in a non-combustible container with water or sand.  
**Find sample messages at** <http://smokefreehousinginfo.com/pdfs-docs/SmokeFree-FireSafe/SmokeFreeFireSafeMediaMessages.doc>
- 3) Promote the messages and materials:
  - Post them to your website - download the SmokeFree/FireSafe logo (above) and link to our website
  - Send an email to your list serve and/or put an article in your newsletter
  - Work with your county health department's tobacco prevention coordinator on creative community outreach - find the list at <http://smokefreehousinginfo.com/pdfs-docs/TPEP-LocalGrantees.1.6.12.xls>
- 4) Make the most of multi-unit property inspections  
Distribute the landlord and resident pieces with introduction letters or in person onsite.
- 5) Provide training to landlords so they do their part to prevent fires.  
Tualatin Valley Fire & Rescue conducts ongoing property manager trainings and they train fire department staff on their model program. The program highlights the benefits of adopting no-smoking policies along with many strategies to prevent fires in multi-unit properties. To sign up for a train-the-trainer session, email [joanne.hatch@tvfr.com](mailto:joanne.hatch@tvfr.com).



Oregon Smokefree Housing Project