

CASCADE
NATURAL GAS
In the Community to Serve



Fire Prevention Starts With **YOU!**

**CITY OF BEND
FIRE DEPARTMENT**



SOS
Safety Outreach for Seniors
Update!

Fire Prevention Starts With **YOU!**



Susie Maniscalco
Bend Fire Department

Sue Potje
Bend District Manager
Cascade Natural Gas



- Fire Prevention Starts With **YOU!**
- **Overview of SOS**
 - **Funding Sources**
 - **New Partnerships & Outreach Ideas**
 - **Statistics**
 - **Volunteer Program Expansion**
 - **Resources**
 - **Challenges**

Fire Prevention Starts With **YOU!**

**"We all aspire to live Independently with
dignity for a lifetime." – Marie Phillis**

Fire Prevention Starts With **YOU!**

KEY VISION ELEMENT
Senior Safety in the Home

STRATEGY
Strengthen Outreach with Volunteers

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GOALS & OBJECTIVE
 To prevent Fall & Fire injuries and death to Oregon's older population
 and reduce the number of fall calls to 9-1-1 that are not true emergencies.



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WHAT IS THE COMMUNITY NEED?

Oregon's population *Of all the fire related deaths in Oregon, 60% happened to people in this age group.*

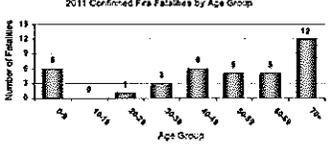
30% are age 50+ *In addition, falls are the leading cause of hip fractures and brain injuries among Oregon's older adults.*

60% of the fire fatalities in Oregon



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2011 Confirmed Fire Fatalities by Age Group



2011 Incident Reporting
 In 2011, there were 318 Oregon fire agencies recognized by the OSFMA.



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WHAT IS THE NEED?

FACT
 Fifty percent of seniors who suffer a broken hip will die within a year of the fall.

FACT
 Falls are the #1 cause of accidents leading to death among seniors.



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Two simple elements.....

- Fire Hazards 
- Fall Prevention 



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OFFICE OF STATE FIRE MARSHAL
 New Fall & Fire curriculum!



Timing is everything,...right?



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Funding Source?

CASCADENATURALGASCORPORATION
A subsidiary of NW Natural Gas, Inc.

In the Community to Serve®

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Action!

Volunteer Recruitment

Volunteer Training

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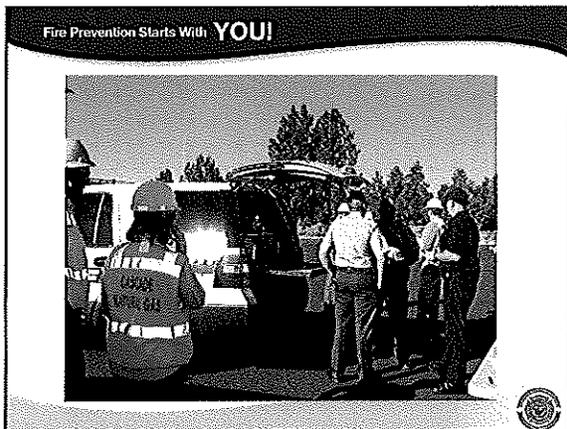
- Classroom

- Field Exercise

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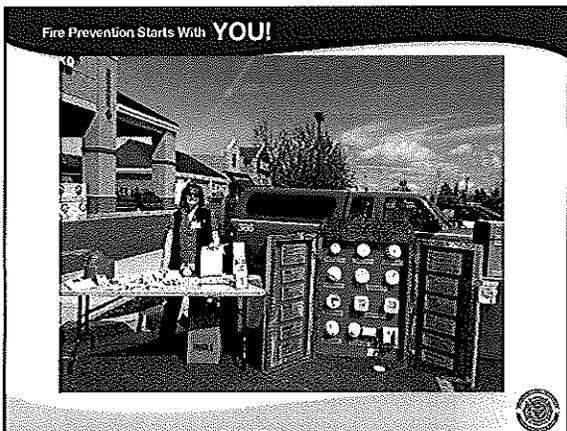
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Fire Prevention Starts With **YOU!**

Continued.....

- **Business Community**
 - **Lowe's**
 - **Home Depot**
- **American Red Cross**
- **First Responders**
- **Volunteers through Outreach!**



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Number of Home Visits
2011 – 2012

66!



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Keeping Volunteers Engaged!

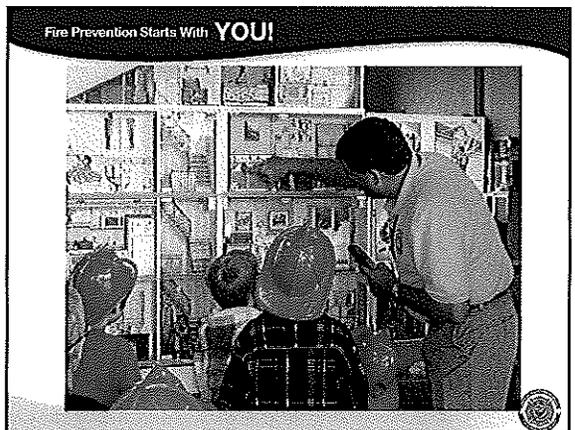
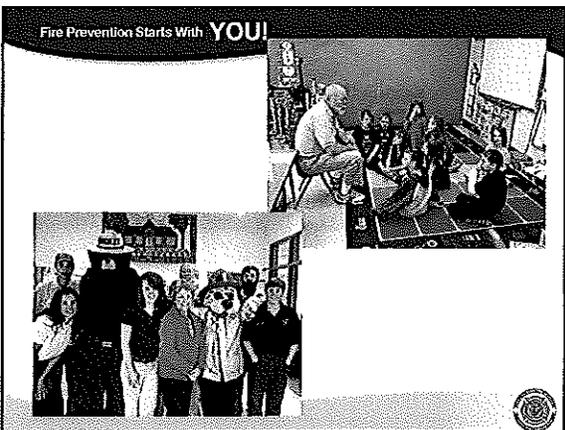
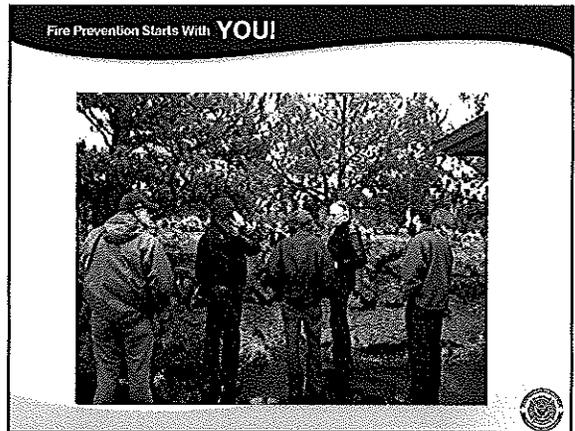
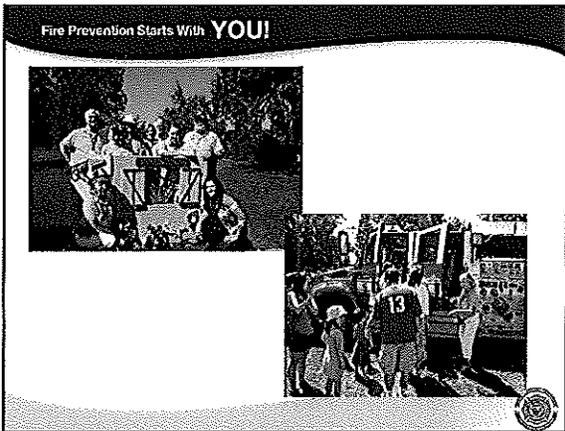
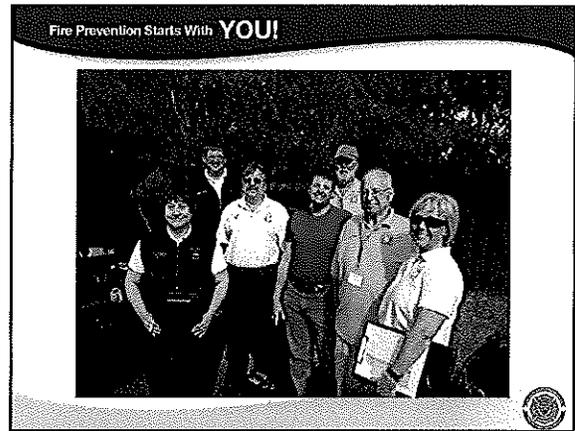
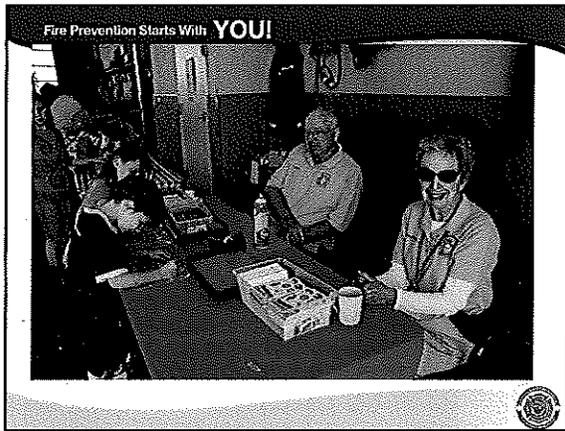


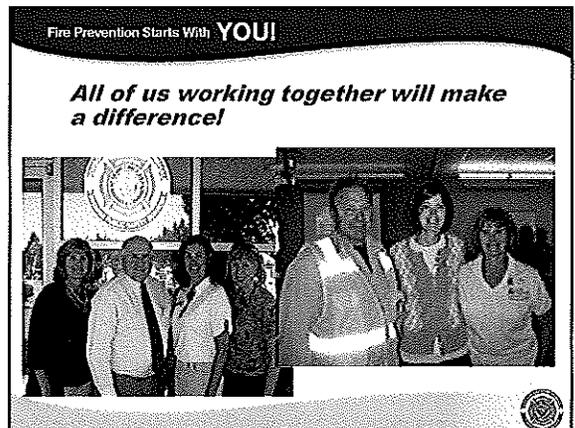
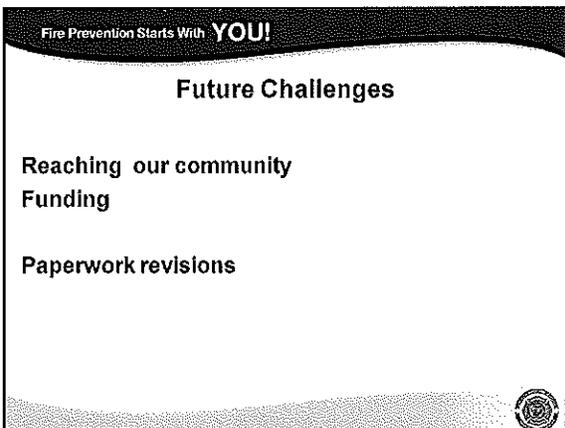
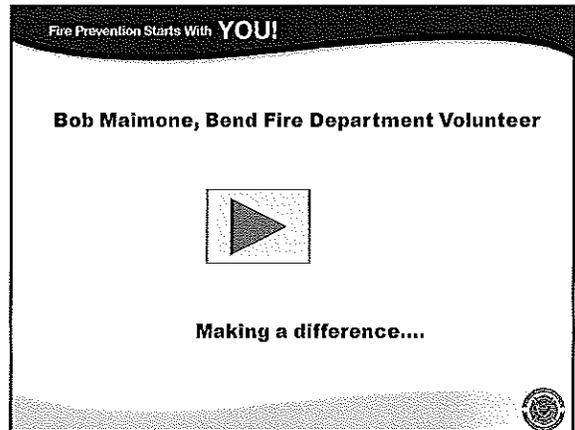
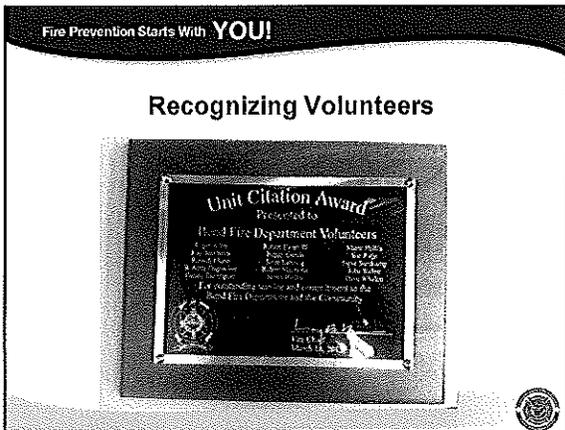
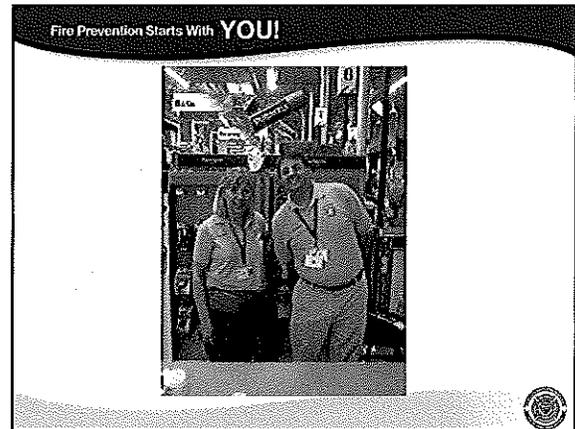
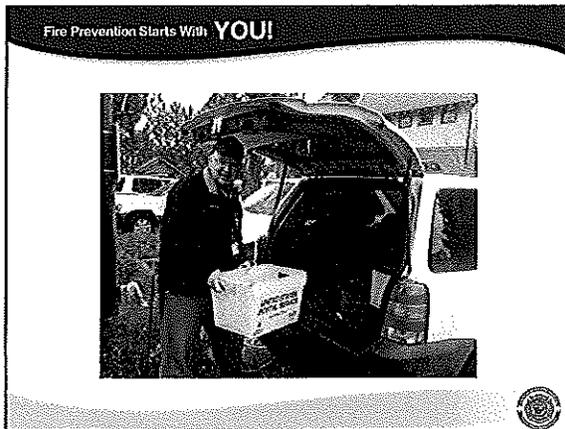
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From V.I.P. to Volunteers!

- **SOS**
- **Administration Support**
- **Courier Service**
- **Fire Prevention Program**
- **Operational Support**

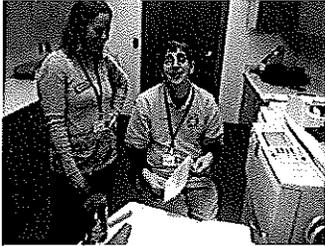






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Treat people as if they were what they ought to be, and help them become what they are capable of being.



Goethe



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Questions



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Contact Information

Susie Maniscalco
Bend Fire Deputy Fire Marshal
smaniscalco@ci.bend.or.us
541-322-6386

Marie Phillis
Volunteer Management
Seventh Street
mphillis@bendcable.com
541-322-6386

Sue Potje
Bend District Manager
Cascade Natural Gas
sue.potje@cngc.com
541-706-6281



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THANK YOU
Oregon Life Safety Team!!

