

# OREGON LIFE SAFETY TEAM

## Meeting Minutes

February 20, 2014  
Mt. Hood Room – Office of State Fire Marshal  
1:30-3:30 p.m.



### Attendees/Representing

Babbs, Kristin – Keep Oregon Green (Marion)  
Burns, David – US Consumer Product Safety Commission  
Diment, Earl – Pioneering Technology Corp.  
Gulledge, Dave – OSFM  
Hammel, Dan – Mid-Columbia F&R (Wasco)  
Hatch, Joanne – Tualatin Valley F&R – On Phone (Washington/Clackamas)  
Hoover, Rich – OSFM  
Houston, Laura – OFSOA  
Maniscalco, Susie – Bend FD – On Phone (Deschutes)  
McGrew, Claire - OSFM  
Mendez, Alfredo – Marion County FD (Marion)  
Roach, Amy – OSFM  
Sauermann, Lora – Albany Fire (Linn)  
Stafford, Stephanie – OSFM  
Walker, Jim – OSFM

### Welcome/Introductions

Meeting called to order 1:35 by Stephanie S. We went around the room and everyone introduced themselves.

### Awareness and Education Opportunities in the WUI

Kristin Babbs spoke to the group regarding Keep Oregon Green, their mission and goals. She discussed upcoming events that OLST members might be interested in attending;

- 1) Look at messaging with ODF, OSFM, and use the messaging as educational opportunities. Coordinate better and build relationships to further the message. Idea: "79% of homes don't have smoke alarms. Do you?"
- 2) Wildfire Awareness Month (formerly Week) – The full month of May. Working on a theme and bringing attention to preparation before the fire season hits. This year's theme "Wildfire knows no season". Really want to start gearing up now, because it is supposed to be a dry year. NFPA is launching National Wildfire Community Preparedness Day May 3, 2014.

- 3) Firewise challenge ended in December. They had a contest and picked top 5 priority communities. Winners got \$5,000. Oregon got runner-up and Southern Oregon was picked by Kristin Babbs to receive the prize. They used the prize money to purchase items to be loaned out in Southern Oregon.
- 4) Volunteer Fire Assistance (VFA) Grant – ODF administers the VFA grant. Approx. \$10,000 and is a 50/50 match geared towards equipment purchase. April/May time frame to apply. It targets agencies that don't have as much money to spend on fire suppression.

Wildland urban interface discussion was held. OSFM is starting to increase messaging and increasing awareness. OSFM worked with BLM and ODF to have consistent messages.

Stephanie passed around Nest Protect smoke alarms that we received as a sample. They are Wi-Fi capable, wireless, and run about \$120.00 each. Discussion was held about effectiveness of voice vs. beeping, the volume seemed low. The model we looked at was fire and CO detector.

### **Quarterly Education Topics – Work Session**

Stephanie read last month's minutes to provide the three quarterly topics for OLST.

- 1) Smoke alarms: The fire causes are not changing in fire prevention, so we really need to look at the smoke alarm programs closer. Discussion was held on 10 year alarms and the misnomer that they really don't last that long. David Burns shared a program that they did in New Hampshire to have a calendar contest in the schools.
- 2) Home fire escape planning: OSFM has a kid friendly graph chart that you can use to make an escape plan. We need to focus messaging at adults and when we get our new training and development specialist; we are hoping to update/upgrade our literature. Discussion was held around the "national message" on TV and it often is at odds with local messaging (i.e., Change your clocks, test your battery vs. change your clocks, change your battery)
- 3) Fire suppression (attempt to control a fire): Most are kitchen fires. Discussed messaging for get out vs. suppression. Dave Gullede discussed statistics surrounding fire injuries from attempted suppression. Laura Houston discussed their program in Stayton to teach fire extinguisher education to adults, and the good and bad points of it. Discussion was had about the proper disposal of batteries. 9-volt batteries disposed of improperly can cause a house fire. Is this something we want to use as a message? Oregon being a green state, David Burns felt it could be effective.

Stephanie asked if the group agreed that we needed to focus on a strong smoke alarm message. The group agreed. Possible ideas; billboard, flyers, posters, movie ads (before the movies play they run short ads). Joanne said it was more peer awareness, not educational, so they had no true way to measure the success. Stephanie brought up YouTube videos on smoke alarms as a way to get the word out. Dan said that he thinks two short messages would be good. 1) Test your batteries and 2) How old is your alarm? They don't last forever! David Burns asked about the radioactive material that is contained in an alarm. The group said the amount is so minute that it isn't really an issue.

## **Agency/Association Reports**

Earl Diment: *Fire is Everyone's Fight* messaging is available. You can download it free at ([https://www.usfa.fema.gov/fireservice/prevention\\_education/strategies/fire\\_is\\_everyones\\_fight/](https://www.usfa.fema.gov/fireservice/prevention_education/strategies/fire_is_everyones_fight/)). There is a Vision 20/20 Symposium coming up in March. Two people from every state are invited and they discuss fire safety, prevention, and education. All Programs have statistical data to back them. Claire McGrew will attend. Earl also talked about the new safety burners that are coming out in June that can be plugged into any stove, and used by firefighters when they respond to a stove fire. They are easy to carry and easier to install.

Laura Houston: OFSOA Spring Workshop coming up April 17 & 18 in Lincoln City.

David Burns: David is asking people to look for incidents under the "children's gasoline burner prevention act" that would involve a child ingesting, or being poisoned by fuel that under the prevention act should be in a container with a locking cap. Explosions and leakage incidents are also something he is looking for.

Krista Fischer: Youth Firesetting Prevention and Intervention: Level II class will be coming up in June 5-6, 2014. Register now through DPSST if interested, so you can get a spot. This is the first time the class has been offered in Oregon.

Dan Hammel: NFA instructor has been trained in his fire agency. They have moved from fire prevention to community risk reduction. The instructor has been traveling around the state doing trainings.

Dave Gullledge: Dave is pushing national fire data center to make some changes to their incident reporting structure that would help in reporting fires such as bark dust fires. The changes should be seen changes by October of this year.

Alfredo Mendez: The new fire station is almost finished. It is located on Cordon/State streets. Alfredo has also been doing their smoke alarm program in high risk areas. His firefighters are being trained to change smoke alarms if they go out on a call and see that it needs to be replaced, then Alfredo or the firefighter will go back and change that alarm.

Susie Maniscalco: New Deployment plan, and she is taking Cindy Kettering's place. Fire free kicks off May 2<sup>nd</sup> for the entire week. They will be going out to help Firewise Communities with their cleanup efforts. Susie was wondering if there were any plans for a state wide proclamation for Wildfire Awareness Month. Claire told her that they were progressing with that, and Rich said they were trying to do a nine state proclamation. Senior volunteers are doing home safety visits and installing smoke and CO alarms. They have seen more success with door to door canvases recently. The city just approved a part time coordinator position. It will be eight hours a week to assist with volunteers and divisions that they have expanded to. Some thoughts to echo what Joanne said in regards to smoke alarm messaging, keeping it

simple as to why smoke alarms are important, as well as thought provoking might be a way to capture attention such as "A smoke alarm that doesn't work, doesn't work". An emotional message as opposed to authoritative seems to be more effective.

I also like the idea of using a story or social media to spread the word.

Joanne Hatch: Last week TVFR and Valley Catholic Middle School taught 900 people how to do hands only CPR at Washington Square shopping mall. Their fire chief will be speaking to the legislators next Wednesday, and will be talking about hands only CPR and the partnerships they have with their local schools. May 3, 2014 they will have the largest "safe kids" event in the area at the zoo. They will be teaching fire escape planning. They anticipate 5-8,000 visitors.

### **Meeting Adjourned**

3:30 p.m.