

OREGON LIFE SAFETY TEAM

Meeting Minutes



Thursday, May 21, 2015
Oregon Office of State Fire Marshal
Mt. Hood conference room
1:30 p.m. - 3:30 p.m.

Attendees/Representing

Babbs, Kris - Keep Oregon Green
Cranford, Jeff - McMinnville FD (Yamhill)
Fischer, Krista - OSFM
Frederick, Gus - OSFM
Gulledge, Dave - OSFM
Hatch, Joanne - TVF&R (Clackamas/Washington) - Teleconference
Mendez, Alfredo - Marion County FD1 (Marion)
Nelson, Barbara - OFSOA
Roach, Amy - OSFM
Rouse, Ron - Portland F&R (Multnomah) - Teleconference
Sauermann, Lora - Albany FD (Linn)
Shanklin, Kari - Clackamas FD1 (Clackamas)
Slavens, Ginger - Nestucca RFPD (Tillamook)
Stafford, Stephanie - OSFM
Storms, Anne-Marie - Keizer FD (Marion)
Whitehouse, Jamie - OSFM
Zinck, Jaime - OSFM

Welcome/Introductions

The meeting was called to order at 1:30 p.m. by Stephanie Stafford. Introductions were made.

Wildfire Awareness - Kris Babbs , Keep Oregon Green

Kris talked to the group about Wildfire Awareness Month. This is the 14th year of Oregon having a wildfire awareness month. A proclamation has been issued to make it official this year. Each week Keep Oregon Green (KOG), the Oregon State Fire Marshal (OSFM) and the Oregon Department of Forestry (ODF) are partnering to provide weekly messages. Week one focused on defensible space and week two was focused on backyard debris burning. For week three the topic is campfire safety and the final week will showcase the cost and consequence of wildland fire. New signage was also distributed to all Oregon Department of Forestry offices. Posters were also provided

An electronic toolkit has been made available through the ODF web page <http://www.oregon.gov/odf/Pages/WildfireAwarenessMonthToolkit.aspx> . It contains pre-

scripted social media messages, graphic resources and access to ODF's flicker account. Press releases and a resource guide, and some videos are also available.

As part of Wildfire Awareness Month, Kris went to the Capitol and met with Governor Kate Brown, and recorded three video spots focusing on wildland fire safety through the very dry summer season. The videos are on the OSFM Youtube account, and on KOG's website www.KeepOregonGreen.org

The ODF created an interactive map that shows what you can and cannot do on Oregon's public lands. You can zoom into your favorite campground and see if fires are permitted.

Oregon Fire Casualty Review 2014 & Five Year Trends – Dave Gulledge, OSFM

Dave discussed statistics for Oregon fire casualties from 2010 to 2014. Statistically, males between the ages of 20-60 are the highest number of total fire injuries reported in Oregon. The major causes of fire injury in that age group are fire control and escaping, and 56% of those injuries are minor in nature.

Over half of the injuries occur in one or two family dwellings and occur in the kitchen and bedroom most frequently. Cooking is the number one cause of fire where equipment was involved in ignition.

When it comes to fire fatalities, 64% of those were house fires. The highest fatalities were in men ages 60-69 years of age. Smoking had the highest percentage rate in the listed causes of fire fatalities.

The conclusions from the data are that casualties occur mainly in residential settings, target audiences for prevention of injuries are men 20-50 and women 40-70, target audiences to prevent deaths are men and women ages 60+, trends indicate that cigarettes are the leading cause of fires resulting in casualties, and that most injuries occur while attempting to suppress or control a fire.

Updates Stephanie Stafford OSFM

Chief Hallman will no longer be attending OLST meetings due to other commitments with the Oregon Fire Chief's Association and has been working with Chief Rich Leipfert from McMinnville FD to take his place on the team. Chief Hallman said he really was going to miss attending the OLST and that he felt the OLST was an energetic group.

Fire Service Day at the capitol building was yesterday (May 20, 2015). Stephanie attended to represent the OSFM. Stephanie talked about the sand table that was brought by Chief Johnson from Grants Pass. An apparatus was given to each senate and house representative, with instructions to take it the sand table to help them "fight the fire". Stephanie said it was interesting to watch how people interacted with the table and placed their pieces.

This year the NFPA Fire Prevention Month theme is “Hear the Beep where you Sleep. Every Bedroom Needs a working Smoke Alarm”.

The Oregon Fire Service Museum has contacted the OSFM recently. They want to build a museum at the Antique Powerland which is located in Brooks. They will write grants for the construction of the museum. They have some ideas for a mock house that you can tour through with information on fire safety. Dave Gullledge will supply them with data.

OLST Planning and Projects – Stephanie Stafford

Stephanie provided an evaluation summary on her Smoke Alarm Installation Program. The OSFM has partnered with the American Red Cross (ARC) this past fall to install smoke alarms, so the data is shown in two different ways; with ARC and without, as they are not a fire agency.

We have distributed almost 5,000 smoke alarms through Feb. 28th, 2015. Of the distributed alarms, we have record that 2,831 have been installed and 99 have been returned. Project completion is at approximately 58% with ARC’s data and <INSERT>% without. The full report will be available when it is finalized. Without ARC’s data we are at 53% completion.

Home fire escape and attempt to control a fire were quarterly messages for 2014, and Jaime Zinck gave an overview of the project to spread that message. A campaign with four different images containing messages focusing on our target population, which are men ages 30-60 has been designed based on feedback from the OLST. These images can be used on social media or for print. These should be available for distribution soon.

Cigarettes are the top cause of fire fatalities so efforts will go towards education on that topic. Dave Gullledge and Stephanie met with Oregon Health Authority Tobacco Education and Prevention program that also runs Smoke Free Oregon and are looking to partner with them to get messaging out.

Additional Business

Stephanie is asking the team for input on good educational messages regarding smoking education. How to reach the target population, and creative outreach ideas were discussed. A sub-committee with Joanne Hatch, Alfredo Mendez, Anne Marie Storms, Gus Fredericks and Jaime Zinck was formed to help create some new educational materials. If you are interested in joining the subcommittee, please contact Jaime Zinck at Jaime.Zinck@state.or.us or 503-934-8233

Meeting adjourned

3:30 p.m.