



OREGON LIFE SAFETY TEAM

Meeting Minutes

Thursday, June 16, 2016
1:30 p.m. – 3:30 p.m.
Oregon Public Safety Academy
4190 Aumsville Highway
Classroom C127

Attendees/Representing

Burns, David - Consumer Product Safety Commission
Dunn, John - Oregon Fire District Directors Association
Fenison, Shawna - OSFM
Fischer, Krista - OSFM
Frederick, Gus - OSFM
Hatch, Joanne - Tualatin Valley Fire & Rescue (Clackamas/Washington)
McGrew, Claire - OSFM
Mendez, Alfredo - Albany Fire Department (Linn)
Nelson, Barbara - Stayton Fire District (Marion)
Owen, Tammy - Clackamas Fire District #1 (Clackamas)
Roach, Amy - OSFM
Slavens, Ginger - Nestucca Rural Fire Protection District (Tillamook)
Stafford, Stephanie - OSFM
Storms, Anne-Marie - Keizer Fire District (Marion)
Upton, Jeneanne - Nestucca Rural Fire Protection District (Tillamook)
Whitehouse, Jamie - OSFM
Zinck, Jaime - OSFM

**indicates attendance via teleconference*

Welcome/Introductions/Updates

Stephanie welcomed everyone and let everyone know that our next meeting will be in the Timothy F. McLain Conference room, which is located in building two at the new Oregon State Police facility. Please review meeting minutes from the May meeting and submit any changes to Amy by 6/17/16. Everyone introduced themselves.

Fire Prevention Month – Jaime Zinck, OSFM

Jaime began the presentation by sharing this year's National Fire Protection Association (NFPA) theme, which is *Don't wait-check the date! Replace smoke alarms every 10 years.* Jaime talked about how the NFPA did a consumer survey and the results showed that people had a lack of awareness of how often smoke alarms should be replaced and about the age of alarms that were currently in their home. Stephanie mentioned that really old alarms do not have a manufacture date on them, so we need to make people aware that if there is no date, it is too old and needs to be replaced.

Jaime talked about the NFPA products and resources. Jamie Whitehouse asked if the NFPA materials and resources are free. Jaime said that many of the items that NFPA offers were at a cost, but that there are many items that they currently have that are free to use. Jaime also mentioned that you can use your own branding on many of the materials that the NFPA offers.

Jaime reviewed the ideas that the OSFM has for Fire Prevention Month. The OSFM will be promoting the use of NFPA's smoke alarm lesson plans. They are 10 minute lesson plans that cover the key talking points. Shawna talked about the draft copy of a coloring sheet that youth is developing. It is a 10 minute lesson plan for fire service to use with young children. Please email Shawna with feedback at Shawna.Fenison@state.or.us. The OSFM will create and distribute additional lesson plans for the fire service to use that complement the NFPA printed materials.

Jaime stated that the target audiences for the additional lesson plans were landlords and tenants, low income, and parents with young children. Stephanie asked if we were going to ask for feedback from the OLST to find out if they would use those specific topics listed and find them useful for use during Fire Prevention Month. Stephanie suggested that perhaps we could ask the OLST group before any brochure creation. Stephanie also suggested that we remove "low income" from homeowner.

Ginger asked if the brochures would be translated into Spanish. Jamie said that we could look into that aspect and see if it was something that we could do. Claire said that we could add that to the list to see if that is something we can provide.

Joanne asked if targeting landlords was asking them to replace and update their apartment communities. Jaime said that the NFPA kept their information pretty open, where it speaks to both landlords and tenants. The NFPA just lays out the general rules and regulations and encourages the two groups to communicate.

Claire asked for clarification on if these resources were available now. Jaime said that the things we were discussing were items that were in planning phase, and were to complement the NFPA materials. Claire said that perhaps there were some specific questions we could send out to the group to get feedback.

Anne-Marie stated that as part of a tenant rental, many renters are not allowed to touch their alarms. Anne-Marie asked how people are supposed to know if their alarms are outdated if they live in a rental and this is the case. Claire asked that we make note of that and address that in our messaging. Discussion ensued about how tenants and landlords should work together to make sure alarms are currently dated and batteries are good. John Dunn said he would drop the term "low income" from any literature that we create. It doesn't matter what your income bracket is, its alarm information for everyone, and "low income" puts a stigma on people. David burns suggested "Homeowners and renters" as an alternative, and the group agreed that something like that would be good.

Ginger asked if hardwired alarms need to be replaced at 10 years as well. Jamie Whitehouse clarified that yes, hardwired alarms need to be replaced as well. Discussion was had about replacing hardwired alarms and the challenge with people not wanting to hire an electrician to put those in. Alfredo suggested looking on the internet and finding the alarms with the same or universal adapters. Alfredo stated that he believes that it is worth paying an electrician to come in and install new ones. Stephanie reminded the group that we do not recommend that fire service replace hardwired alarms.

We will be promoting the use of Vision 20/20's Fire Safety Materials Generator found at <http://materialsgenerator.strategicfire.org/>. It is a free tool to help you create materials with simple, clear messaging, to which you can put your branding on. Claire said that we were striving to find new and exciting ways to use technology and other resources. We are trying to get that message out and get it to a place that is easily picked up.

David Burns asked about using a stuffed toy version of the mascots to deliver a voice message about fire safety. David used the example of a talking Benny Beaver. Not specifically Build-A-Bear®, but something in cooperation with the University of Oregon (UO) and Oregon State University (OSU).

Jaime asked if there were any further suggestions for target audiences. Barbara suggested senior centers and meals on wheels for a great way to spread messaging. Because many seniors pick up information not just for themselves, but many have aging parents that they share the information with. David suggested daycare providers and possibly home alarm manufacturing companies. Companies like ADT® security service installs smoke alarms as part of their package and could be a great resource for spreading smoke alarm messaging. Barbara also suggested the "pre-movie ads" to share smoke alarm messaging.

Shawna said that efforts are being made to come up with some digital media that will target middle and high school age children as they are often a population that gets overlooked in messaging. Youth will be working with Gus to come up with some ideas. Social media messages, videos, and images are in the works to be made available from the OSFM

Jaime talked about the sample boxes that the OSFM will be distributing by the end of August. One will be sent to each fire agency in the state. Each will have print samples, resources, and the digital media on a USB card or USB stick. Videos with Claire, Shannon Miller, and Jason Cane will also be loaded onto the USB's as well. A new video created in partnership with the OFCA will also be made available on the USB's. Gus asked about storage capacity on USB sticks/cards in order to allow us to store video on them. Gus thought the cards were more eye-catching.

Apps were suggested by David. Discussion was had about the cost of developing those. The group suggested looking into collaborations and external partners that might be willing to assist in development. Possible ideas were getting an intern from an IT program or a graphics design program, an Eagle Scout program, or making it a school project.

Discussion was had about the effectiveness of movie theater messaging in smaller towns and forming some partnerships between local fire agencies to defray the costs. John felt it would be helpful if we had an infographic that could be used for anyone that was interested in

spreading fire safe messaging that way. Jaime Zinck talked about creating a graphic specifically for theaters that would be available to distribute to agencies that were interested in that type of messaging through Fire Prevention Month.

Gus uses Community Access Television and local radio stations, and suggested that 30 second audio files would be inexpensive and can be very effective for messaging. David asked if NFPA had any PSA's for use that specifically address fire prevention. Jaime Zinck stated she hadn't seen any as of yet, but in the past they have so it would be something to watch.

John suggested talking to Special Districts Association of Oregon (SDAO) about funding with grants. They have small grants that will match funds. Funds can be used to help their districts with specific projects like Fire Prevention Month messaging.

New OSFM Materials – Stephanie Stafford, OSFM

Stephanie talked briefly about the new infographic fliers featuring the UO Ducks and OSU Beavers. Discussion was had about use of the mascots and logos for OSU and U of O. Claire mentioned that recently she used the Beaver and Duck tip cards at a breakfast that Turner FD hosted, people were quick to pick up the tip cards because of the logos on the front side. Those tip cards become great conversation starters for fire safety.

Teens & fire safety messaging – Krista Fischer, OSFM

Krista gave a brief introduction about the video that she was going to show. The video was about four young adults who went abroad to study and died in a dorm fire. The family and friends of Jasmin Jahanshahi, one of the girls who died, formed the JUSTICE (Jasmine's Universal Stand Towards Inferno Caution & Education) Foundation. *Passport to Fire Safety* is a program that was started by the JUSTICE Foundation. The foundation has partnered with Kidde and Center for Campus Fire Safety to create an international network that provides life-saving fire safety equipment to students studying overseas.

After the video Krista asked for thoughts and comments. Krista raised the question "How do we educate our high school juniors and seniors so that when they do go out into the world, they have been educated in fire safety and know how to find resources?" Anne-Marie mentioned the rotary club has an international exchange program, but wondered if they did any fire safety education with the youth before they travel to their exchange location. Joanne said that when her home was inspected to be able to house exchange students, they looked at smoke alarms and fire extinguishers, but that was not through the Rotary.

Krista said that her intention in showing the video was that we find ways to educate our children in high school. She asked the group if they could come up with some ways to develop 10-15 minute lessons or curriculum to teach kids in high school. Claire said that no matter where you are, as you prepare 14-17 year olds for the next phase in their life, is there any way to get these messages on some type of document that we could get into schools, groups, social media, etc.? David said that the U.S. Department of State puts out messaging to travelers about terrorism, etc., but that it maybe it would be possible to insert a fire safety message as well.

Claire said we need to get this message to all young adults...not just traveling youth, because whether it's to the dorms, a first apartment, or international travel, it's important for young adults to know this information as they transition into that new life.

Jaime said 9th grade health class is mandatory, and a great time to target kids. Anne-Marie said that a junior/senior health class is also mandatory and a good time to add fire safety talk in with that, as it is usually hands-free CPR and drug awareness. David said we need to figure out ways as older adults to give young adults the tools to deal with the finding the resources.

David asked how you address the “invincible and it's never going to happen to me” mentality that so many youth have. Krista said the panel of six youth that was present when she originally heard this presentation said they liked the peer-to-peer messaging, as opposed to celebrity or adult messaging. She said the kids talked about microwave safety, and cooking safety and how they had to figure those things out for themselves. Claire said based on the feedback that because that age group has always been a missing segment for us, we should look at some articles and messaging. Messaging should cover smoke alarms, escape planning, and home fire safety.

Alfredo suggested that in addition to focusing on young kids, it should be implemented and taught at some level state wide to have employers teach fire safety and prevention as a part of new employee training.

Joanne shared that it took six years to get hands free CPR into the schools. The process is to find it existing already in the curriculum and offer to expand on it, so perhaps someone can dig through current state mandated curriculum and find something that we could use.

Other Business

David talked about recalled fireworks, and asked that if any fireworks injuries occur, please report them to US CPSC with as much detail as you can to see if they were using items that had been recalled or should be recalled.

Claire talked about Cascadia Rising drill and how great it was to see local communities working together, and what a reminder it was that we need to get messaging out about emergency preparedness.

Jamie Whitehouse mentioned the hotline (503-934-8228) for education at the OSFM was not functioning currently with our move, but that we can be reached by email or individually.

Stephanie said that one of the things they learned at one of the classes at the NFPA conference is that they are changing the testing standards for smoke alarms and have realized that most of the smoke alarms are disabled due to nuisance alarms, and so there will be new testing requirements for measuring nuisance alarms

Meeting adjourned at 3:30 next meeting July 21st.