



OREGON LIFE SAFETY TEAM Meeting Minutes

Thursday, January 19, 2017
1:30 p.m. – 3:30 p.m.
Oregon Public Safety Academy
4190 Aumsville Hwy. S.E. Salem, OR 97317
Classroom C117

Attendees/Representing

Babbs, Kris – Keep Oregon Green
Blair, Sara – Baker City Fire Department (Baker)*
Burns, David – Consumer Product Safety Commission
Donahue, Jeff – National Fire Protection Association*
Dunn, John – Oregon Fire District Directors Association
Frederick, Gus – OSFM
Gulledge, Dave – OSFM
Hatch, Joanne – Tualatin Valley Fire & Rescue (Clackamas/Washington)
Hoover, Rich – OSFM
Houston, Laura – Oregon Fire Service Office Administrators
Johnson, Sean – Tangent Fire District (Linn)
Kettering, Cindy – Bend Fire Department (Deschutes)*
Kusz, Jim – North Lincoln Fire & Rescue District #1 (Lincoln)
Leipfert, Rich – Oregon Fire Chiefs Association
McGrew, Claire – OSFM
Metheny, Samantha – Medford Fire & Rescue (Jackson)*
Montgomery, Bruce – Hillsboro Fire & Rescue (Washington)
Nelson, Barbara – Stayton Fire District (Marion)
Roach, Amy – OSFM
Slavens, Ginger – Nestucca Rural Fire Protection District (Tillamook)
Stafford, Stephanie – OSFM
Storms, Anne-Marie – Keizer Fire District (Marion)
Tibbets, Robert – La Grande Fire Department (Union)*
Wells, Devon – Hood River Fire (Hood River)*
Whitehouse, Jamie – OSFM

**Attended via teleconference*

Welcome/Introductions/Updates

Stephanie introduced our five new members and welcomed them to the OLST. Our new members are Sara Blair who represents Baker County, Samantha Metheny representing Jackson County, Bruce Montgomery representing Washington County, Dan Ridenour representing BLM, and Richard Saalsaa representing Benton County. Everyone went around the table and introduced themselves. John Dunn received recognition for perfect attendance at all OLST meetings between September 2015 and June 2016.

Review of November Minutes

No minutes to review.

2016 Data – Dave Gulledege, OSFM

Dave discussed preliminary Oregon fire data for 2016. So far this year 90% of Oregon agencies have reported. 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 attempting to escape. Trends this year are very similar to last year.

Over half of the injuries occur in one or two family dwellings, occurring in the kitchen and bedroom most frequently. The highest times of injury are between 3:00 p.m. and 7:00 p.m., and cooking is the number one cause of injuries in residential fires.

When it comes to fire fatalities, 64% of those were house fires. The highest fatalities were in persons 60 years of age and older. Smoking had the highest percentage rate in the listed causes of fire fatalities, and most fires occurred in the den/family room and the bedroom. Smoke alarms were present in about 60% of the homes where fatalities occurred, but of that percentage the alarms only operated about 14% of the time. The main cause of 86% of alarms not functioning was dead or missing batteries.

The group asked if there were ways to capture if the fires were drug or marijuana related. Discussion was had. Dave shared that at current time, there is no uniform way to capture this data. The group also had discussion about senior living trends and if that impacted fire data for seniors (ie: living in senior apartment complexes vs. one and two family dwellings).

2017 OLST Planning – Stephanie Stafford, OSFM

Stephanie talked about the history of the OLST, and suggested reading the book Life Safety 2000, in which the OLST was a recommendation by the Life Safety 2000 task force. The first meeting was held on October 2, 2002, which makes the OLST 14 years, 3 months, and 17 days old as of January 19, 2017. Stephanie talked about the first OLST team project in 2002, which was candle safety. The team looked at data, discussed their project goals, target audiences, key messaging, ways to market the project, and material creation and distribution. After talking about where the OLST started, Stephanie talked about current projects that have been undertaken. One example of current projects is a training the OSFM has created to teach smoke and CO alarm laws. The OSFM has trained 448 real estate agents and property managers in 2016.

Stephanie talked about different topics for 2017 OLST meetings. Stephanie also asked the group if they would be more interested in presentations on various topics, or if they would prefer to get materials and messaging developed. Some of the ideas that were suggested were:

1. Stephanie suggested we use pets in social media campaigns. Oregon has the 3rd highest cat ownership in the nation and 64% of all Oregon homes have pets. The group could use materials that are currently in use and add pet graphics to them to make them eye-catching.

2. The group discussed the August 21, 2017 solar eclipse. Much discussion was had about different messaging and hashtags tying to the eclipse to be used for public safety. Kris Babbs talked about the solar eclipse state agency planning meeting that met January 18 to discuss many different facets of the expected overwhelming number of people that will be in our state for the eclipse. Oregon has 4 million people and it is anticipated that another million people could be coming into the state for the week surrounding the eclipse. Public safety, health, increased wildfire potential, food shortage, lodging, transportation, and rural areas will all be affected by the increased number of tourists. Agencies like Oregon Department of Transportation (ODOT), Bureau of Land Management (BLM), Keep Oregon Green (KOG), and the OSFM are working proactively to get messaging out for fire and life safety. The plan is to be prepared for anything, including conflagrations, wildfires, and other unplanned events. The Office of Emergency Management (OEM) is promoting “Be prepared, be safe”. Kris said she would forward information to the OLST on other messaging that OEM is using. The Great American Eclipse website greatamericaneclipse.com is also a great resource where you can find information that is specific to the states in the nation that are in the path of totality.

Some of the suggestions for messaging and ways to get our messaging out included:

- “How to safely view the eclipse” and proper eye protection education.
- Reaching out to people who are opening private lands and setting restrictions on their land use, such as “no open flame”; no fireworks.
- A flier that agencies could take to wineries, campgrounds, etc. giving them quick precise bulleted tips and facts about turning their land into public use land.
- The group talked about educating the public about the use of illegal fireworks, and the possibility of setting NO FIRE guidelines at all campgrounds.
- Statewide messaging at “the area they drive into” (campgrounds, private lands, beachfront).
- The plan is to reach out to Oregonians first, then tourists closer to the date, with use of billboards, radio, rack cards, and social messaging. Most messaging is currently coming from wildland agencies, and focuses on campfires, hot cars driving on dry grass, and other unsafe camping acts.
- Getting information to Greatamericaneclipse.com about safety that could be posted on that webpage.
- Start with uniform messaging. Possibly fliers to start sending to fire agencies and encouraging them to talk to landowners. Make that messaging available to digital formatting, social media blips.
- Possible agencies to reach out to were suggested:
 - RV/camping websites.
 - Travel Oregon
 - AAA
 - Good Sam/RV websites
 - NASA

Jim talked about the fact that he is teaching his local residents to treat the time around the eclipse as a natural disaster, and to take a shelter in place attitude. The chances are high that resources will be extremely thin and things like delivery trucks making it to gas stations could be an issue, as well as grocery delivery, extreme traffic, and overflowing hospitals could all be of concern.

The question was raised if the National Guard could be called in if things get out of control. Kris stated that in ODF terminology “OPS Smokey” is what it is called when the National Guard is deployed, and that has to be declared by the governor.

One concern the group raised is spill-over. Since hotels and campsites are already filled to capacity, there will be people who come into the state and have nowhere to stay. John Dunn said that his district wants to contact landowners to find out how many people are opening private lands for RV spaces and camping.

The group raised the question of forming a subcommittee to meet and figure out proactive strategies we can use to educate people on eclipse safety. Kris said she didn’t believe American Red Cross was involved in planning at this point, but felt that they should be. Jim Kusz, David Burns, and Gus Frederick are all interested in being on a subcommittee. Claire thanked the group for input and messaging ideas.

David Burns talked about addressing safety items like protective eyewear through Consumer Product Safety Commission for national exposure.

Stephanie talked about restarting the smoke alarm installation projects in July with the new biennium, and discussion was had surrounding making toolkits for the installation projects that would contain things like a home fire safety checklist to accompany the other materials sent to fire agencies. The group discussed creating a flier with “bring the right tools” or a similar motto. Also discussed was a best practices guide document to be sent to fire service statewide for best practices on alarm installation. Stephanie has met with Grainger to look at different possibilities in alarms for the following biennium as well. One possibility is a smoke and carbon monoxide combination alarm.

Agency Updates

Jim Kusz discussed new brochures for Lincoln and Tillamook areas for Water and Beach safety. The brochure is called JAWS, which stands for Just Add Water Safety. The brochure is designed for tourists, as almost every fatal accident on the Oregon coast is a tourist or someone who is not from the coast.

It was suggested that we capitalize on natural events. One idea was to educate on space heaters during the winter storm.

David Burns has a national conference call with CPSC peers and will be showcasing the OSFM youth trading cards in order to further advance the idea at other state’s colleges and universities.

Stephanie shared that most of our educational materials can also be altered to remove the OSFM information and add local fire agency information. Contact the OSFM for more information.

David had recall information on several products, including Yamaha snowmobiles, several models of dehumidifiers, Masterbuilt gas smokers, Cuisinart food processors, and Craftsman chainsaws. For more information, please visit www.cpsc.gov/recalls/.

Stephanie suggested that we focus as a group on the solar eclipse right now as an ongoing project.

Time is running out to get Sparky nominations submitted. They must be submitted prior to February 1, 2017.

The OSFM Youth program has no staff currently, due to one retirement and another promotion. Claire is filling in for people who have questions or need information. The OSFM is currently interviewing for one position. The other position has not been posted yet, but the OSFM expects to begin the hiring process for that position soon.

Meeting adjourned at 3:35 p.m.