



OREGON LIFE SAFETY TEAM

A multi-agency team that emphasizes community risk reduction, shares best practices, coordinates, develops and implements consistent statewide fire prevention and life safety education.

OREGON LIFE SAFETY TEAM MEETING MINUTES

Thursday, January 20, 2022
1300-1500

Microsoft Teams Virtual Meeting

Attendees/Representing

Ashenden, Bill- American Red Cross- Cascades Region	Jasmin, Sara- Office of State Fire Marshal
Babbs, Kris- Keep Oregon Green	Kusz, Jim- Rescue 8 Media
Biggs, Connie- Office of State Fire Marshal	Lacey, Stacy- Central Oregon Fire Management Service
Birr, Tim- Retired fire service	McGrew, Claire- Office of State Fire Marshal
Boger, Dorene- Tualatin Valley Fire & Rescue (Clackamas/Washington/Yamhill)	McMurtrey, Allison- Office of State Fire Marshal
Carpenter, Heather- Tualatin Valley Fire & Rescue (Clackamas/Washington/Yamhill)	Mendez, Alfredo- Albany Fire Department (Linn)
Chaffey, Laura- Office of State Fire Marshal	Mills, David- Office of State Fire Marshal
Crafton, Troy- Polk County Fire District #1 (Polk)	Pederson, Tad- Columbia River Fire & Rescue (Columbia)
Fields, Dave- Ochoco National Forest & Crooked River Ranch	Ratcliff, Lora- Albany Fire Department (Linn)
Goff, Scott- Umatilla County Fire District #1 (Umatilla)	Saalsaa, Rich- Philomath Fire & Rescue (benton)
Harrison, Merrill- Eugene Springfield Fire (Lane)	Sexton, Shawna- Office of State Fire Marshal
Hatch, Joanne- Retired fire service	Slavens, Ginger- Nestucca Rural Fire Protection District (Tillamook)
Heidt, Cody- Keizer Fire Department (Marion)	Storms, Anne-Marie- Keizer Fire Department (Marion)
Hendricks, John- Office of State Fire Marshal	Sykes, Megan- Oregon Fire Service Museum

Welcome/Introductions/Updates: *Sara Jasmin- Fire Prevention Programs Coordinator & Claire McGrew- Assistant Chief Deputy, OSFM-FLSE Division*

The meeting was called to order at 1300. Sara welcomed everyone & asked attendees to introduce themselves with their name & agency in the Teams chat.

Claire provided updates relating to OSFM as a whole, as well as the FLSE division.

- HB2927- OSFM as an independent agency: The taskforce that was formed to determine if OSFM should become an independent agency has completed their final report, recommending that OSFM become an independent agency effective

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July 1, 2023. The next step will be creating a letter for the Special Purpose Appropriation Committee. The request will be for \$1.8 million & 19 full time employees. There have been many questions about how this will occur & the logistics involved. Once the appropriation is received, the implementation can begin to move forward & more details will begin to become available.

- SB76- Wildfire Omnibus Bill: The Omnibus Bill allowed OSFM to establish two new programs/units within the agency:
 - Fire Adapted Oregon: This program/unit is part of the FLSE Division. It is focused on CRR activities with an emphasis on wildfire, including outreach, education, & defensible space activities. For the purposes of the program Oregon is divided into seven regional districts & each will eventually have an assigned CCR specialist. Currently, four CRR specialists have been hired. The unit also includes a codes & enforcement component. It is connected to a \$25 million CRR Fund.
 - Response Ready Oregon: This program/unit is part of the Emergency Response Services Division. The unit is involved in building response capacity, including the Engine Program, pre-conflagration response programs such as pre-positioning of resources & immediate response capacity, & the continued improvement & modernization of the Oregon Mutual Aid System. Surveys & invitations have been sent out to local fire agencies. If an agency has not received them, contact Claire & she can connect them.
- FLSE Updates: The FLSE Division now includes three units: Fire Prevention & Education, CRR, & A&I. The division continues to frame what it looks like in relation to fire education. Sara Jasmin has been promoted to the Fire Prevention Programs Coordinator & the Youth Fire Safety Program Coordinator position is currently vacant. A&I is working on the final data collection for 2021. If an agency needs assistance to finishing, contact [Michelle Vold](#) or [Claire](#).

Fire Prevention & Education Guide: *Sara Jasmin- Fire Prevention Programs Coordinator*

Sara provided an update of the Fire Prevention & Education Guide. It is available on the [OSFM website](#). The guide for January is currently available & the guide for February will be posted in the coming weeks. Each month will have a theme & each week will have a message. Social media items will be available. If any members have ideas, input, or suggestions, particularly for future months, please contact [Sara](#).

Levels of Messaging: *Allison McMurtrey- Training & Development Specialist*

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Allison gave a presentation on messaging design & how it relates to OSFM materials.

The goal for future messaging is to make it generally consistent across agencies based on the Federal plain language guidelines as outlined in the Plain Writing act of 2010. It should also be targeted, with consideration given to three broad categories:

- Subject: What is the topic we are focusing on?
- Purpose: Why is the information being provided?
- Audience: Who are we providing this information to? Demographics to consider include age, financial background, education level, primary language, ect.

Another consideration is the level of audience participation that can be expected. This can be different depending on the type of learner the audience involves:

- On one end of the spectrum are Passive Learners. They tend to have a lower level of engagement smiling, nodding, & acting polite, but participating or interacting little if at all. They are more likely to take brief handouts, such as flyers or graphics. Given this, the amount of time available to engage this very brief, around two to three seconds- the time it takes them to walk by a booth on the way to their next activity.
- On the other side of the spectrum are Active Learners. They are more likely to seek out opportunities to discuss information, ask questions, share, examine examples, & have more extensive conversations. They are more likely to request more detailed brochures & handouts that contain more complex messaging & nuance.

Keep in mind that people move across the continuum constantly. There are many environmental, emotional, & life factors that can affect where an audience member is on that continuum including mood, health, weather, social relationships, prior events, ect.

To engage people across this spectrum, materials can be developed in several general levels of levels of messaging:

- Core messaging is a short, simple message that can be processed in a few seconds. Aimed at passive learners, these messages use shorter statements, simple grammar & vocabulary, & are generally phrased as a positive. They contain no nuance & because they are so brief cannot contain all possible information. They are intended to stand alone, not act as a gateway to a more involved messaging. Some fire safety core messaging examples are:
 - “Have a working smoke alarm.”
 - “Test your smoke alarm monthly”
 - “Set up your grill safely before you light it.”
 - “Know your local burn ordinances.”

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- Complex messaging is targeted to mid-range/active-ish learners. Messages in this category can be processed in thirty seconds to five minutes. They often are aimed at a lay audience & can include complex sentences, information that is conditional &/or requires further explanation &/or can lead to further questions, more technical language & concepts, & possibly negative grammar. Many of the brochures developed by OSFM can be considered complex messaging.
- Professional messaging is aimed at professionals &/or very active learners. These messages typically rely on background knowledge & tend to be provided for a specific purpose. The information is more detailed & can include “gray areas” & sometimes contradictory or ambiguous items. Messaging like this requires discretion & judgement.
- Slogans are short & simple messages, but different than core messaging in several ways. They are not stand alone/self-contained, but generally tie-ins to a full campaign. They often rely on cute/clever phrasing & questions, possibly tied to pop culture, which takes longer mental processing. Some examples of fire safety messaging slogans are:
 - “Watch What You Heat.”
 - “What Is Your Smoke Alarm Saying?”
 - “Be an Everyday Hero.”
 - “Serving Up Fire Safety”

In the future, OSFM will be looking at messaging gaps within our Fire Prevention & Education Guide to determine areas of improvement & making sure that both core & complex messaging is represented & that the messages are consistent across the state. If there are any suggestions or examples of interactions involving the use of different messaging styles, please reach out to [Allison](#).

Temporary Shelter Fire Safety: *David Mills- Assistant Chief Deputy- OSFM Fire Safety Service Division*

David Mills briefly introduced himself & provided a presentation on fire safety for temporary shelters.

Most fire safety guidance from the State for temporary shelters is based on Technical Advisory (TA) 14-12. This TA offers minimal safety guidelines for buildings not normally designed for Group R occupancy. These shelters require approval from local Building, Zoning, & Fire code officials & local jurisdictions can have requirements that exceed these recommendations or may not allow temporary shelters.

The time limit for shelters is ninety days within a twelve-month period. They are to be operated on a limited basis provided they can temporarily safely accommodate sleeping

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conditions. The maximum number of occupants allow (“occupant load”) is one person for every thirty-five square feet of room area to allow for sufficient exiting/egress.

Other life safety requirement considerations include:

- Fire sprinkler system protection: Including this allows people to be housed on floors other than ground or 2nd floor. This includes basement areas.
- Smoke alarms or detectors
- CO alarms or detectors
- A minimum of two paths of exit with paths of egress free of combustibles. Note that there are exceptions relating to number of exits.
- Exit signs
- No smoking signs
- No open flame devices
- Portable fire extinguishers, located within 75 feet of each wall.
- Emergency evacuation plan: The plan should be stored in a binder & include the following elements-
 - Building floor plan
 - Room size
 - Egress/Exit path
 - List of the Life-safety systems
 - Occupant list
- Fire watch during sleeping hours: Those on fire watch should be equipped with a flashlight & have a phone available.
- Documentation of the evacuation plan available on site & upon request
- Notification to the local fire code official

Should anyone have any questions, they can contact the [OSFM Codes & Technical Services Division](#).

Adjournment: The meeting adjourned at 1403.

Next Meeting: The next meeting will be Thursday, March 17, 2022.