



OREGON LIFE SAFETY TEAM Meeting Minutes

Thursday, January 17, 2019

1:30 p.m. – 3:30 p.m.

Chemeketa Brooks Regional Training Center

4910 Brooklake Rd. NE

Salem, OR 97305

Building 2, Room 102B

Attendees/Representing

Birr, Tim – Oregon Fire Safety Coalition
Brookshire, Kayla – Oregon Office of State Fire Marshal
Candela, Steve – McMinnville Fire Department (Yamhill)
Cross, Amber – Turner Fire District (Marion)
Dunn, John – Oregon Fire District Directors Association
Halvardson, Antoni – Chemeketa Community College (Guest)
Harrison, Merrill – Eugene Springfield Fire (Lane)
Hatch, Joanne – Tualatin Valley Fire & Rescue (Clackamas/Washington)
Heidt, Cody – Keizer Fire District (Marion)
Houston, Laura – Oregon Fire Service Office Administrators
Kettering, Cindy – Bend Fire & Rescue (Deschutes)*
Kosmas, Kim – Portland Fire & Rescue (Multnomah)
Kusz, Jim – North Lincoln Fire & Rescue District #1 (Lincoln)
Linder, Amy – Eugene Springfield Fire (Lane)
McGrew, Claire - Oregon Office of State Fire Marshal
Mendez, Alfredo – Albany Fire Department (Linn)
Metheny, Samantha – Medford Fire & Rescue (Jackson)*
Nelson, Barbara – Stayton Fire District (Marion)
Patton, Jim – Corvallis Fire Department (Benton)
Peetz, Curtis – American Red Cross*
Ratcliff, Lora _ Albany Fire Department (Linn)
Roach, Amy – Oregon Office of State Fire Marshal
Slavens, Ginger – Nestucca Rural Fire Protection District (Tillamook)
Snow, Marie – National Fire Protection Association*
Stafford, Stephanie – Oregon Office of State Fire Marshal
Storms, Anne-Marie – Keizer Fire District (Marion)
Sykes, Megan – Falls City Fire Department – Guest
Van Dyke, Kevin – Oregon Fire District Directors Association
Wells, Devon – Hood River Fire (Hood River)*
Zinck, Jaime – Oregon Office of State Fire Marshal

**denotes attendance via conference call*

Welcome

Stephanie welcomed everyone and introductions were made. Stephanie talked about public meetings laws and how it affects the OLST. It appears that our meetings do not fall under the public meetings law, which allows us to meet as a less formal gathering.

Minutes

Please review the minutes from the November 2018 OLST meeting and send any corrections to Amy.

Community Risk Reduction – Joanne, Kayla, Stephanie

Stephanie emailed a draft plan to OLST members in December and asked for participants. Responses were received from Eugene Springfield Fire, Hillsboro Fire & Rescue, Medford Fire & Rescue, Tualatin Valley Fire & Rescue, and Philomath Fire & Rescue. The American Red Cross is also interested in helping get the CRR messaging out if they can. Tangent Fire District is interested in an educational piece for school children, particularly grades five and six. All agencies who have expressed interest are currently National Fire Incident Reporting System (NFIRS) compliant.

There will be a meeting for all interested agencies February 21 at 10:00 a.m. to go over the next steps in a CRR. The group is still looking for further interested agencies. Portland Fire & Rescue expressed interest in participating. Joanne said that sharing resources is an important aspect, and will be similar to the way information was shared during our 2017 solar eclipse planning.

When attending community events, push education on cooking fires as a primary topic. We will also be researching having billboards, television and radio ads, and other media that will be able to be tracked by statistics.

Stephanie said that we want to cover as much of Oregon as we can to get wide spread results and track coverage in all the areas of the state. Even if an agency doesn't want to participate in the tracking portion, you can still use the materials. Planning, tracking, and material development will be discussed at the meeting on February 21. Five year tracking is the goal to see if we truly change the behavior of the general public.

Subcommittees

Youth Fire Prevention Subcommittee – Stephanie talked about the Insight Facilitator training, which will be held February 12 at the Oregon Public Safety Academy (DPSST).

Sara will be doing a presentation on the Youth Fire Reporting Form previously known as Oregon Fire Bridge juvenile with fire report at the March meeting.

A Guide to Station Tours cards are still in the works. The subcommittees chairpersons will meet to do some cross-over work to ensure the cards include best practices messaging.

Best Practices Guide for Public Educators – Stephanie provided the template for the guide and copies were passed around for viewing. This is only a template that shows the new format, but needs to be completed using the new messaging.

Amy Linder talked about the idea to take the A Guide to Station Tours cards and the Insight guides and tie them in to the Best Practices Guide for Public Educators so they all have the same look and feel.

Oregon State University/University of Oregon Subcommittee – The OSFM has a contract with both athletic programs for the rights to use their logos, marks, and pictures of the mascots. With the contracts we also have radio, Gameday Guides, and television.

In 2018 we created a reusable shopping bag, which Joanne also printed with the Tualatin Valley Fire & Rescue logo. Coasters, schedule cards, selfie banners, and social media messages were also created. We will be discussing future products and what we can continue to develop. We plan to have a program ad in the Beavers Baseball Gameday Guide featuring Smokey Bear. Joanne added that fire agencies can work with the OSFM to add their agency logo to all the products created.

Wildland Fire Prevention

Stephanie talked about what the OSFM is doing with wildland fire prevention.

- Working with Keep Oregon Green (KOG) to do Oregon Public Broadcast radio, talking about wildland fire prevention.
- Highlights Magazine – The children’s magazine will feature a full page Smokey Bear foldout as part of a nationwide project. This was a partnership which included Bureau of Land Management and Oregon Department of Forestry. The ad is for Smokey’s 75th birthday. The OSFM logo probably won’t be on the ad, and we have no control of editing, but we sponsored it so it would show up in the Oregon version of the magazine.
- Quick Series Guides – The Quick Series Guides are small pocket wildland preparedness guides. The OSFM is making a few changes to the guide and ordering 5,000 copies for people who will need them in Oregon. Print cost is about \$3 each, so these will not be listed on the website.
- May is Wildfire Awareness Month.
- KOG reached the number needed to start production of the Smokey Bear license plates and much of this year’s advertising will focus on the same art used on the plates. Stephanie will be developing items.

Stephanie announced that the OSFM will be using Bigfoot in future educational materials. He isn’t owned or copyrighted, and he is popular with Oregonians. Stephanie would like to do wildfire prevention using Bigfoot, and we have support to do a campaign from the OSFM leadership.

There is a movie premiering in April about Bigfoot called Missing Link. Movie creators are allowing a PSA to be made using a campfire scene from the movie.

Jim Kusz has some ideas that were used in a campaign at the Oregon Coast. Jim thinks drink coasters would go over very well. Bigfoot is a champion of the wilderness. One slogan suggested

was “Put your foot down, put out wildfires”. The group said that they felt we should keep it simple and use artistic photos, and Jim suggested no Bigfoot costumes. One idea suggested was to get a drone to fly by dense forest, “keeping bigfoot’s home safe is keeping your home safe” Joanne said she could help get drone footage.

Discussion was had about which Bigfoot images were most liked by the group. John Dunn talked about having two or three different posters and messages and mixing it up some. Everyone liked Jim’s slogans. “Don’t step in it”, “Put your foot down”, “Put your best foot forward” The Bigfoot Silhouette is the most recognizable image and the group favorite. The group felt that it preserves a bit of the mystery surrounding Bigfoot. The silhouette is also easier to put on a T-shirt and the image is popular everywhere.

Ideas for items to develop were T-shirts, stickers, window clings, coasters, social media banners and ads, simple things we can distribute and share with local agencies that could be shared in all communities. It was suggested that it may be possible to partner with KOG to put up some billboards.

Kim Kosmas shared that Portland Bureau of Transportation (PBOT) has been using Bigfoot in pedestrian safety messages in the Portland area. Joanne stated that she is on the Portland Metro Injury Prevention Coalition Co-Op. and can ask about the public’s reception of the Bigfoot messaging.

Please email Stephanie with ideas, slogans, images, or anything else Bigfoot related.

Wildfire Program

Claire shared that the OSFM is looking at putting together a Wildfire program in Oregon. The plan is to create a listening tour for fire chiefs in Oregon, specifically for the most at-risk areas for wildfire. Parts of the program would include a response component, wildfire information, and some discussion on what structural fire service could do to assist with wildfire. The goal is to have something put together by the end of the first quarter 2019.

The Camp Fire in California brought up so many questions. With approximately 90 fatalities, structural firefighters have been asking questions about prevention and planning for their own areas. “This won’t ever happen to us” is a common thought, but it can happen anywhere. From the Camp Fire tragedy we can learn much about planning and prevention.

Discussion was had about changes in Fire behavior and areas in Oregon that are at great risk. So many changes have happened. One suggestion was a series of drink coasters with evacuation information on the back “ready, set, beat feet”. Pets could maybe be tied into evacuation information and/ or Bigfoot ads.

Other Business

Incentive schedule for power block was attendance at one quarter of meetings for the year. Usually we have one person with perfect attendance. This year there were four members with perfect attendance; Bruce Montgomery, Joanne Hatch, Laura Houston, and Ginger Slavens. Stephanie handed out small appreciation gifts to those attendees.

Stephanie shared that Amy Linder has helped with all the Ducks games and is always available to help Stephanie and other OSFM staff who do events at the UO games. Stephanie presented her with a small fire station dog house with two Dalmatian figures inside.

Oregon State Police has switched to a new website, and with the change there are many glitches. Stephanie asked that agencies be patient while the issues are being fixed. If you are interested in getting materials, or in doing a Smoke Alarm Installation Project, please contact Amy Roach. The OSFM is working hard to get the important pages back as quickly as possible.

Other agency business

Jim Patton – Jim talked about the *After the Fire* presentation February 27 at 7:00 p.m. in Corvallis at the OSU campus Lasells Stewart Center. The admission is free and Jim invited everyone to attend.

Amy Linder – On December 29 a Eugene area mobile home park had a fire, and there was a fatality. A 73 year old man died in the fire where it appeared he had tried to get out, but failed. Eugene Springfield Fire wanted to take action, so they hosted a community meeting the day after the press conference. The community is a 55+ community and about 100 residents showed up at the meeting. The fire agency saw this as a great opportunity for smoke alarm education for older adults. Eugene Springfield Fire received a call for a fire in same park two days after they had the community meeting. Two people escaped the early morning fire safely because they changed their alarms after the community meeting. Eugene Springfield Fire is looking at incorporating community meetings where there are more community fires.

Jim Kusz – North Lincoln Fire & Rescue District #1 is refurbishing a side by side sprinkler trailer to be used for demonstrations in the area.

North Lincoln Fire & Rescue District #1 did a smoke alarm project and put alarms in 60 homes with assistance from American Red Cross.

Lincoln City recently had a hotel fire that started in a microwave, which had been recently replaced. Jim is working with David and the U.S. Consumer Product Safety Commission.

The 2018 summer had an all-time low on water rescues for the Lincoln City and Tillamook areas, with only 14 water rescue calls.

Stephanie has been working on the 2020 Fire Prevention Workshop. The workshop will probably be in mid-February. Stephanie is currently reviewing proposals from Salishan Lodge in Glenden Beach and the Valley River Inn in Eugene. If anyone is interested in being on the workshop committee, please let Stephanie know.

Meeting adjourned: 3:24 p.m.