

# Levels of Messaging

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# Objectives

- General consistency across agencies
  - Federal plain language guidelines (Plain Writing Act of 2010)
- Targeted messaging (SPA)
  - Subject: What is the topic we must focus on?
  - Purpose: Why are we providing this information?
  - Audience: Who are we talking to?



# Audience Participation



Passive Learners		Active Learners
<ul style="list-style-type: none"><li>• Low level of engagement</li><li>• Smile/nod but do not participate</li><li>• May take brief/graphic handouts</li><li>• Time Frame: 2-3 seconds (However long it takes to turn pass your booth on the way to the funnel cakes)</li></ul>		<ul style="list-style-type: none"><li>• Seek out opportunities to discuss info</li><li>• Ask questions</li><li>• Provide examples</li><li>• Continue conversations</li><li>• Request detailed brochures/handouts</li><li>• Interact with complex messaging/nuance</li><li>• Time Frame: minutes</li></ul>



# Audience Participation

- People constantly move along the continuum
- Mood, health, weather, social relationships, prior events, etc.



# Three Levels of Messaging

**\*and an extra**



**\*Slogan**



# Core Messaging

- Aimed at the most extreme passive learners
- Processed in 1-3 seconds
- Shorter statements
  - Simple grammar
  - Simple vocabulary
  - Phrased as a positive
- Zero nuance
  - Cannot contain *all* information possible
- Entirely stand alone (It is *not* used as a gateway to deeper messaging!)



# Examples of Core Messaging



- Set up your grill safely before you light it.
- Know your local burn ordinances.
- Have a working smoke alarm.
- Test your smoke alarm monthly.



# Complex Messaging

- Aimed at active (-ish) learners
- Processed in 30 seconds – 5 minutes
- Complex sentences aimed at a lay audience
  - If/Then (Conditions)
  - Depends
  - Explanations
- May use more technical language/concepts or negative grammar





# Examples of Complex Messaging



# Professional Messaging

- Aimed at professionals/extremely active learners
- Typically relies on the audience's background knowledge to fill in undiscussed basic knowledge
- Often is provided for specific purposes rather than general knowledge
- Detailed with “gray information”
- Sometimes contradictory or ambiguous
- Often requires discretion and judgement



# Examples of Professional Messaging

- Detailed discussion of hardwired vs ionization vs photoelectric vs combo smoke alarms



# \*Slogans

- Often confused with core messaging
  - Short and simple
- Rely on cute or clever phrasing and questions
  - Longer mental processing/passive learners don't bother
- Not self contained
  - Act as a hook for a full campaign
- Often tied to dated pop culture or other campaigns



# Examples of Slogans

- Watch what you heat.
- What is your smoke alarm saying?
- Be an Everyday Hero
- Serving Up Fire Safety





# Temporary Shelters

## Technical Advisory No. 14-12



# OREGON FIRE CODE

## Interpretations and Technical Advisories

A collaborative service by local and state fire professionals, along with our stakeholders and customers, to provide consistent and concise application of Oregon's fire prevention and life safety regulations.

# TEMPORARY SHELTERS



## Technical Advisory No. 14-12

# Welcome everyone!



# Temporary Shelters

## Technical Advisory No. 14-12

### CONTENT:

- ✓ Minimal guidelines
- ✓ Buildings not normally designated as a Group R occupancy
- ✓ Approval from local Building, Zoning and Fire Code Officials



### Note:

- Local jurisdictions may have more stringent requirements than are provided here or may not allow temporary shelters.







# Temporary Shelters

## Technical Advisory No. 14-12



## TIME LIMITS:

- ✓ 90 days within any 12-month period
- ✓ On a limited basis, temporarily accommodate sleeping conditions safely
- ✓ Approval from local Building, Zoning and Fire Code Officials



# Temporary Shelters

## Technical Advisory No. 14-12

**OCCUPANT  
LOAD**



**MAXIMUM NUMBER OF OCCUPANTS ALLOWED:**  
✓ 1 person for every 35 square feet of room area



# Temporary Shelters

## Technical Advisory No. 14-12

### LIFE-SAFETY REQUIREMENTS:

- ✓ There are a dozen items



## #1. FIRE SPRINKLER PROTECTION





# Temporary Shelters

## Technical Advisory No. 14-12

### LIFE-SAFETY REQUIREMENTS:

- ✓ Without fire sprinklers
- ✓ Only first (ground) or second floor



**Sleeping areas are not permitted in basement areas of a non fire sprinklered building**





# Temporary Shelters

## Technical Advisory No. 14-12



### #2. LIFE-SAFETY REQUIREMENT:

- ✓ Smoke detectors or alarms



### #3. LIFE-SAFETY REQUIREMENT:

- ✓ Carbon monoxide detectors or alarms

# Temporary Shelters

## Technical Advisory No. 14-12



**EXIT**

**EXIT  
SALIDA**  
←

### #4. LIFE-SAFETY REQUIREMENT:

- ✓ Minimum of 2 exits
- ✓ Egress paths free of combustibles
- ✓ See exceptions for number of exits

### #5, 6 & 7 LIFE-SAFETY REQUIREMENTS:

- ✓ Exit signs
- ✓ No Smoking signs
- ✓ No open flame devices





# Temporary Shelters

## Technical Advisory No. 14-12

### #8. LIFE-SAFETY REQUIREMENT:

✓ Portable fire extinguishers

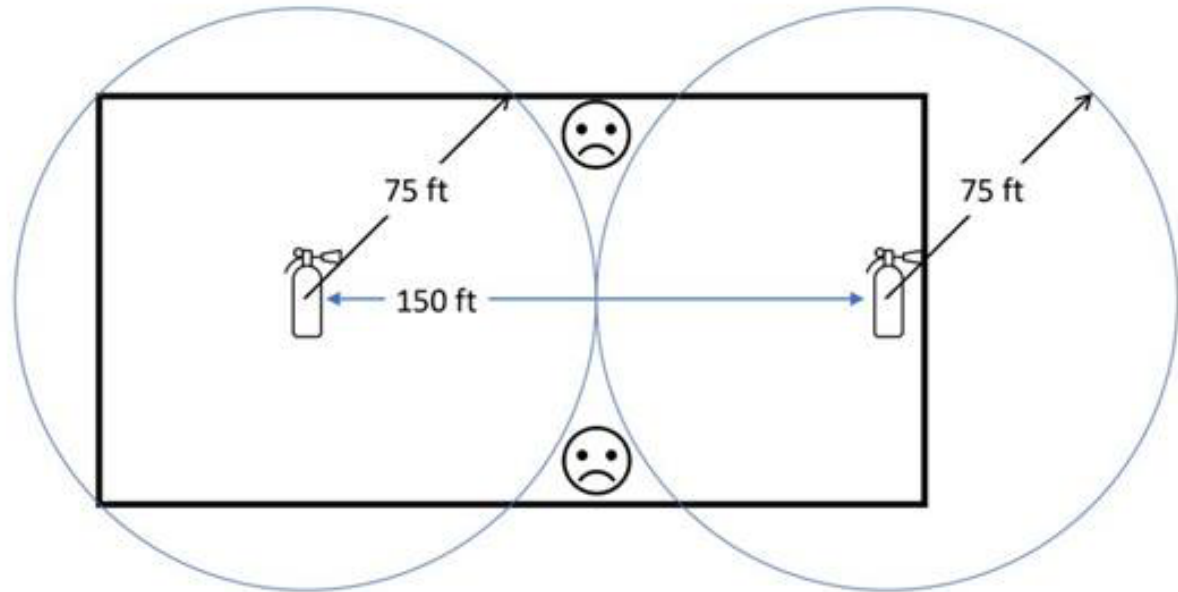


Figure 3: Example of improperly spaced extinguishers





# Temporary Shelters

## Technical Advisory No. 14-12

### #9. LIFE-SAFETY REQUIREMENT:

✓ **Emergency Evacuation Plan**



- ① **Brightly Colored Ring Binder(s)**
- ② **Colored-Coded Index Dividers**
- ③ **Emergency Plans, Printed**

**Emergency Action Plan Compliance Kit**

Step 1 - Sound The Alarm

Safety Training PPT

Emergency Action Plan Written Program

Certificate of Completion

Training & Program Forms

Download Immediately After Purchase

**OSHA COMPLIANT**

Affordable Safety Training LLC

**This plan shall contain 5 key elements**



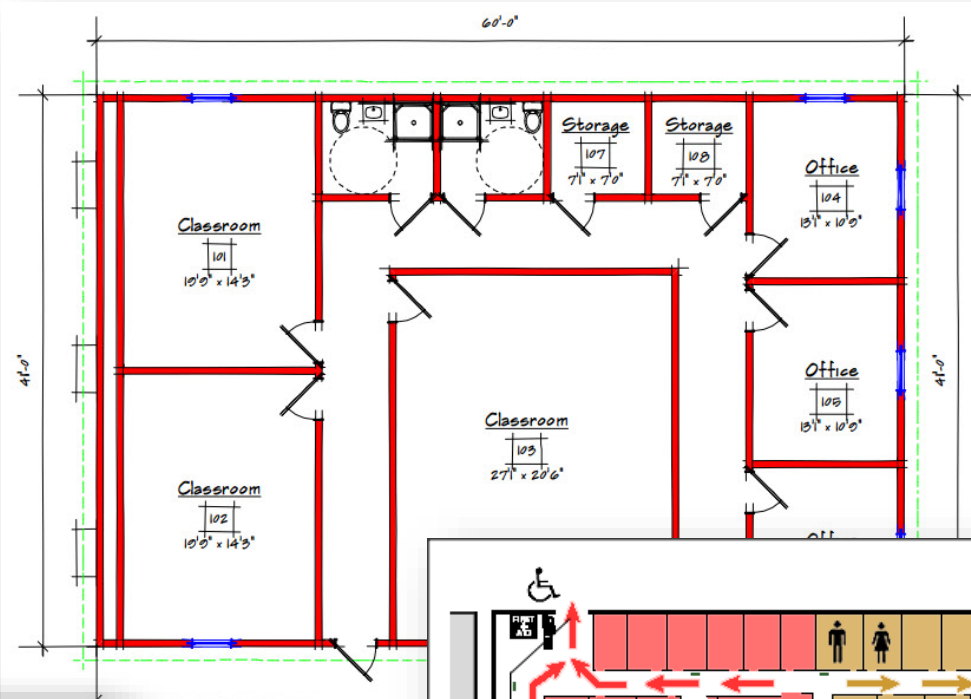


# Temporary Shelters

## Technical Advisory No. 14-12

### #9 LIFE-SAFETY REQUIREMENT:

- 1) Building floor plans
- 2) Room size
- 3) Egress (exit) path
- 4) Life-safety systems
- 5) Occupant list



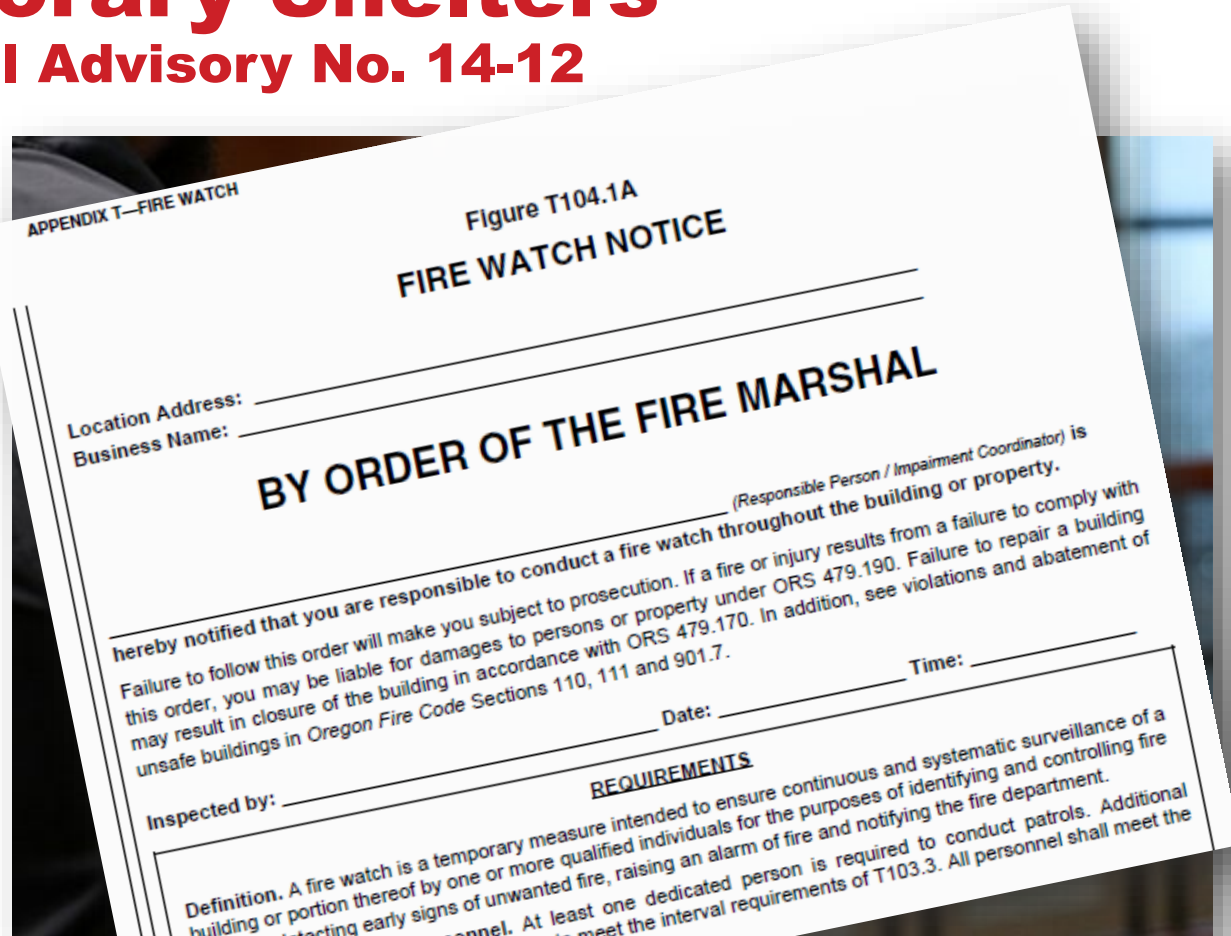


# Temporary Shelters

## Technical Advisory No. 14-12

### #10. LIFE-SAFETY REQUIREMENTS:

✓ Fire watch during sleeping hours



Fire watch person shall be equipped with a working flashlight and have access to a phone or carry a cell phone on their person



# Temporary Shelters

## Technical Advisory No. 14-12

### #11. LIFE-SAFETY REQUIREMENT:

- ✓ Documents on site:
  - ✓ Copies of the temporary shelter evacuation plan
  - ✓ Available upon request



### #12. LIFE-SAFETY REQUIREMENT:

- ✓ Notification to the local fire code official

# Any Questions?

