

OREGON OFFICE OF STATE FIRE MARSHAL
ANNUAL REPORT
2019

BELIEVE



IN FIRE SAFETY





Mission

Protecting citizens, their property and the environment from fire and hazardous materials.

Vision

Premier Public Safety Services.

Values

PROFESSIONALISM

We are a highly skilled and competent workforce.

CREDIBILITY

We demonstrate trust and accountability through our actions.

COLLABORATION

We partner with others to achieve our mission.

LEADERSHIP

We are dedicated to an environment for success.

DEDICATION

We believe our mission is worthy of our efforts.

Statutory Authority
Oregon Revised Statutes:
Chapters 336, 453, 470,
476, 478, 479, 480



A Message from the Oregon State Fire Marshal



The Office of State Fire Marshal is dedicated to our mission, vision, and values to serve all Oregonians. The annual report allows our agency to share the year's highlights and accomplishments for 2019, particularly our partnerships and collaborations that help us advance our work statewide.

Unlike previous fire seasons, Oregon didn't experience any conflagrations in 2019. However, the Oregon Fire Mutual Aid System was prepared to respond quickly, highlighting the strength of the fire service's processes and relationships. The rapid mobilization of 15 strike teams, within 12 hours to support California's wildfire efforts in late October 2019, proves how successful the system can be. Our office also mobilized one of three Incident Management Teams to address the flooding, health, and safety issues in Umatilla County in April 2019, following a disaster declaration.

As we continue to promote our partnerships and collaboration with local, state, and federal agencies to address wildfire risks in Oregon, we are expanding in new directions. A statewide Listening and Understanding Tour took place with the Oregon fire service during the spring and fall. Those conversations were important in contributing to the Governor's Council on Wildfire Response. The council called for additional OSFM staff to help reduce risk in the fire-prone wildland urban interface (WUI) statewide, among its final recommendations.

To promote WUI fire prevention, we introduced a popular statewide social marketing campaign around Bigfoot, urging Oregonians to believe in and practice fire safety in the WUI. Bigfoot's message quickly caught on statewide.

Our Fire and Life Safety Division had a busy 2019, serving vulnerable populations and conducting inspections of schools and healthcare facilities statewide along with our compliance staff in our Community Right to Know Program, where they worked with industry to ensure compliance with reporting rules for hazardous materials to continue to keep citizens safe.

Throughout 2019, we continued to collaborate with the American Red Cross Cascades Region's Sound the Alarm campaign. These efforts led to the installation of thousands of smoke alarms throughout Oregon, while promoting home-fire escape planning.

Above all I am grateful and proud of the OSFM workforce in their commitment to Oregonians as a premier public safety agency.

Thank you to everyone who contributed to our successes throughout the year.

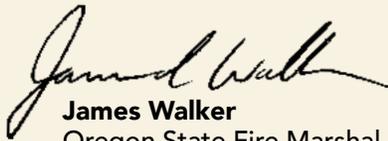
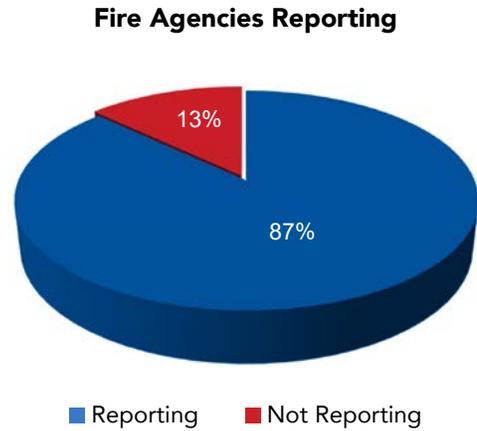
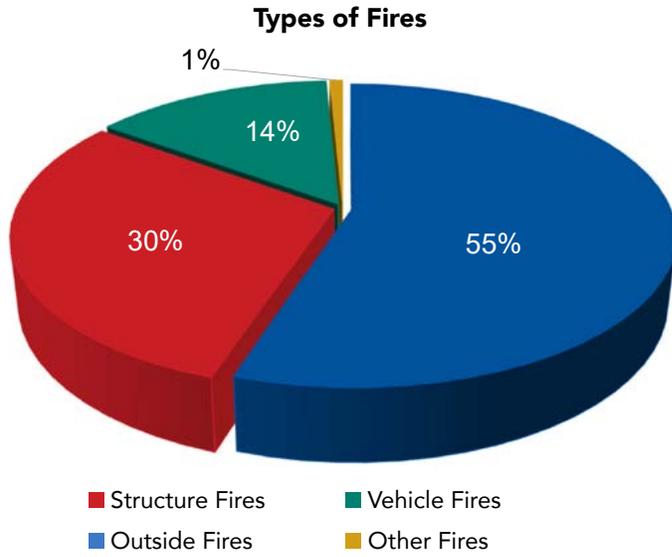

James Walker
Oregon State Fire Marshal



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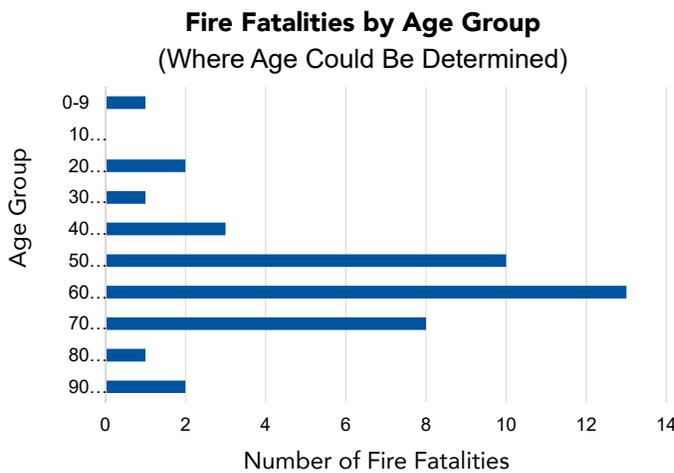
2019 Oregon Fire Statistics



47

Total Fire Fatalities

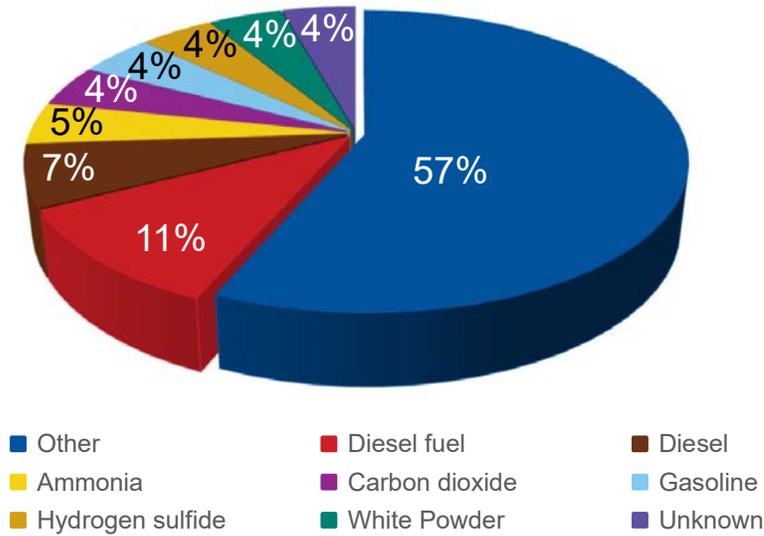
16 Female 31 Male



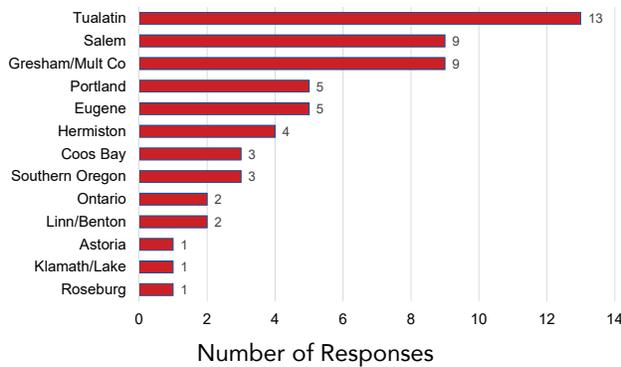
*Totals are based on reporting fire agencies that included these data points on their 2019 Agency Profile.

2019 Oregon Hazmat Statistics

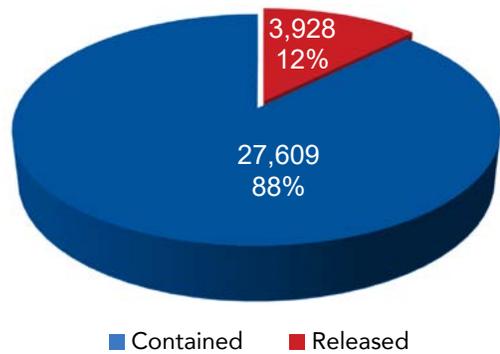
Substances Handled by State Hazmat Teams



State Hazmat Team Responses by Team



Hazardous Substance Units Released vs. Contained

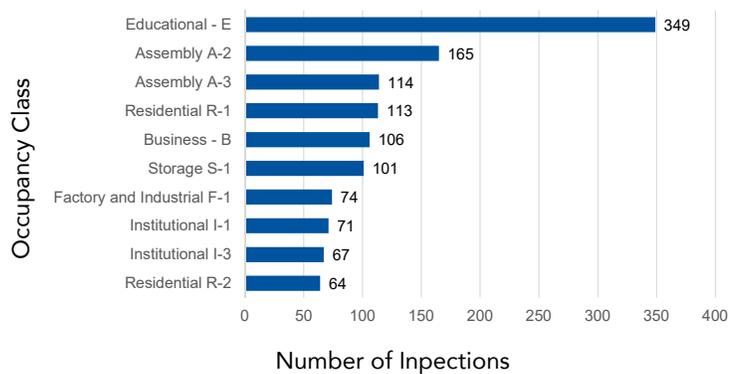


2019 Fire & Life Safety Inspections

No Violations During Initial Inspection



Top 10 Occupancies Inspected



*Totals are based on reporting fire agencies that included these data points on their 2019 Agency Profile.

LEADERSHIP DIVISION



Chief Deputy State Fire Marshal
Mariana Ruiz-Temple

Governor's Council on Wildfire Response

In January 2019, Gov. Kate Brown signed an executive order, creating the Governor's Council on Wildfire Response. Brown charged the group to examine Oregon's current system of response to large fires and determine whether the current model is the best possible way to defend Oregon from the threat of wildfires. Brown appointed State Fire Marshal Jim Walker to the body, along with lawmakers, local officials, power utilities, fire service and state forestry leaders, farmers, researchers, industry members, tribal officials, health and environmental experts, and other stakeholders representing all of Oregon.

State Fire Marshal Walker participated in all council meetings, and Chief Deputy State Fire Marshal Mariana Ruiz-Temple helped steer the work of the Suppression Committee, one of the three main working groups, with the Mitigation and the Adaptation and Recovery committees. In December, the council delivered a 110-page final report to Brown that included several key OSFM recommendations. These included adoption of a wildland urban interface (WUI) code through OSFM and local jurisdictions, hiring additional risk reduction staff statewide for WUI areas, investments to modernize OSFM's plans and resources, and improvements to the Oregon Fire Mutual Aid System.

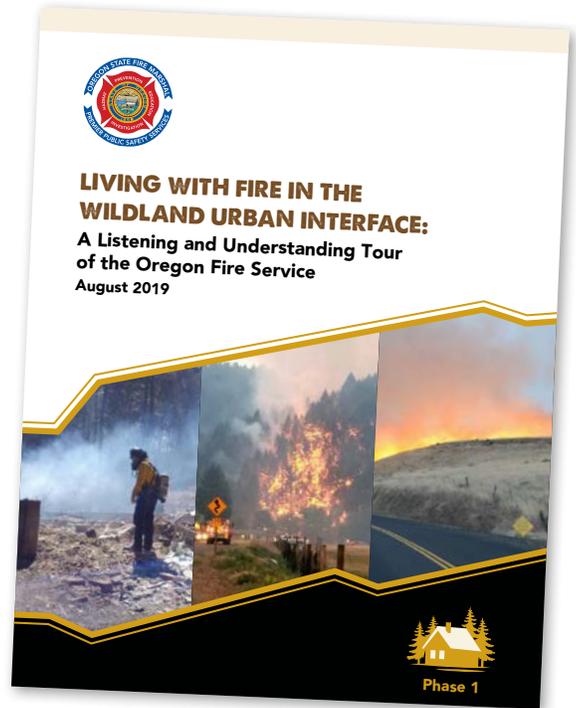


Listening and Understanding Tour

Over the past several years, structural fire jurisdictions throughout Oregon have responded to thousands of fires in the wildland urban interfaced (WUI) statewide, and residents are increasingly facing the risk of large-scale fires. Wildfires in the WUI have caused the most deadly fire in recent memory, in Paradise, California in 2018, and billions in damages. The largest-loss fires nationally in 2018, the last year for which data are available, all occurred in the WUI.

At the same time, more residents are moving to Oregon and into its wildland interface statewide. With the changing environment and the growing expectations on our office and the fire service, the OSFM organized a “Listening and Understanding” tour. We met with members of the fire service as well as tribal and local planners to learn about their prevention needs to help shape a path forward. Our office held events in eight communities in the spring and eight more in the fall, all in areas that are facing increased WUI fire risk.

As a result of these statewide conversations, we identified a need for increased capacity for personnel, resources, and funding to help local fire jurisdictions address the growing challenges of wildland fire. The OSFM is proposing to address WUI prevention and mitigation needs through staffing dedicated to community risk reduction. Working through the OSFM’s involvement with the Governor’s Council on Wildfire Response, we are proposing personnel to work regionally to support improved preparedness and resiliency for the risks associated with fire. The OSFM also is proposing another position to support policy efforts to establish a baseline level of fire protection through legislative and code changes.





California Mobilization

Office of State Fire Marshal staff spent much of 2019 engaged with the structural fire service working to strengthen the Oregon Fire Mutual Aid System (OFMAS). The OFMAS covers all level of fire response, from local incidents to out-of-state mobilizations. While the 2019 fire season did not see any declared conflagrations, the OFMAS was exercised at the local and regional levels and — in late October 2019 — the interstate level.

OSFM worked with our partners at the Office of Emergency Management to respond to California's request for resources through the Emergency Management Assistance Compact, mobilizing 15 strike teams on Oct. 28, 2019, to assist with a number of large fires, including the Kincade Fire. OSFM mobilized 264 personnel from 68 Oregon fire agencies in 92 apparatus. The resources spent time at the Burris, Kincade, and Ranch fires before the last strike team arrived back in-station on Nov. 9, 2019.

Incident Management Team Mobilizations

The year 2019 saw only one OSFM Incident Management Team (IMT) mobilization, in response to flooding in Pendleton in April 2019. A combination of heavy precipitation and snowmelt led to flood-level conditions on the Pendleton Reservoir. As a result, the Bureau of Reclamation was forced to discharge excess flows into McKay Creek, which caused flooding of residences and roadways and damage to public infrastructure in Pendleton and Umatilla County.

Gov. Kate Brown declared a disaster on April 15, 2019, and the OSFM mobilized members of the Green IMT to support the response. The team, consisting of six members, provided support to address health concerns, public safety, and evacuations issues in conjunction with local partners and the Type 3 team mobilized by Umatilla County.



Incident Management Teams

The Office of State Fire Marshal's Incident Management Team (IMT) program welcomed 12 new team members during the open recruitment period for the 2019 season. All new team members were invited to attend the annual IMT training in April 2019. The training's keynote speaker was Oregon State University professor David Blunk, who highlighted his research on ember generation. The training also included a screening of Paul Hessburg's film Era of Megafires. Both presentations allowed the team members to consider the science behind structural protection and fire response.

The OSFM hosted the fourth annual Task Force Leader Symposium in conjunction with the annual IMT training. More than 100 current and future Task Force Leaders attended the event, which included trainings related to safety, tactics, structural protection, paperwork, and triage and data collection.

The OSFM also funded training opportunities for a number of students in 2019, providing financial assistance for team members to attend position-specific courses as well as the highly coveted S420 course.

OSFM IMT members also remained actively engaged in several of Pacific Northwest Coordinating Group's working groups, including Training, Incident Business, Safety, and Operations. Working with these groups strengthens the program's connection to our interagency partners and helps build strong relationships prior to attempting to unify command under pressure at an incident.



Sparky Awards

State Fire Marshal Jim Walker presented the Golden Sparky award to Alison Lerch, fire adapted communities coordinator for Ashland Fire & Rescue, at the Oregon Fire Marshal's Association annual conference in Newport on May 16, 2019. Her work exemplified excellence in community-driven fire prevention.

The Golden Sparky award recognizes a member of the fire service for outstanding achievement in fire prevention or public fire safety education. Lerch was recognized for her commitment to promoting fire prevention and education in a community that borders on wildlands at risk of potential wildfire and for helping her fellow Ashland residents become a more firewise and her community more resilient.

The 2019 Silver Spark Award, for outstanding achievement or contributions to the fire service in fire prevention or public fire safety education for civilians, went to Heidi Moawad, Gov. Kate Brown's former public safety policy advisor. Moawad received the award early, in April 2019, before she left the Capitol to assume an appointed seat as judge on the Multnomah County Circuit Court.

In her former role, Moawad was readily accessible to discuss legislative and political issues facing the OSFM and the Oregon fire service and created strong connections with the Gov. Brown, leading to quicker conflagration responses.

Moawad was always available, during fire seasons from 2013 to 2018. During her six years, she was a part of 31 conflagrations, from Two Bulls to Eagle Creek, and other incidents such as the Umpqua Community College tragedy, the Mosier Train derailment, four Emergency Management Assistance Compact (EMAC) requests to California fires, and two EMAC requests to the 2018 Florida hurricanes.

2019 Legislative Session

HB 2209

The Oregon Legislature approved House Bill 2209 this past session, requiring railroads that own or operate high-hazard train routes to develop oil-spill contingency plans and to have those plans reviewed and approved by the Oregon Department of Environmental Quality. It also sets additional requirements to the plan adopted by the Office of State Fire Marshal (OSFM) for a coordinated response to oil or hazardous material spills or releases that occur during rail transport. OSFM's responsibilities will include providing training for a coordinated response to an oil or a hazardous material spill or release during a rail incident, triennial tabletop exercises with partners, and full-scale multiagency and multidisciplinary exercises that cover the sequence of events of an oil or hazardous material spill or release that occurs during a rail transport incident.

HB 2206

The federal Disaster Recovery Reform Act of 2018 requires all states to implement a post-disaster building assessment program as a condition for recovery. In 2019, the Legislature approved House Bill 2206, which helps bring Oregon into alignment with federal law. Under the measure, the Office of State Fire Marshal is directed to develop and administer a statewide program to evaluate the condition of buildings after an emergency and determine whether the buildings may be safely occupied. The approved measure also directs the OSFM to implement a statewide registry of local program coordinators, certified building evaluators, and approved trainers to conduct such safety assessments.



FIRE & LIFE SAFETY SERVICES DIVISION

Implementing Legislation on Motor Vehicle Dismantlers

State lawmakers passed legislation (SB 792) during the 2019 session that made several changes to the current Oregon Department of Transportation and Driver and Motor Vehicle Services Division (DMV) auto dismantler program. The new law requires dismantler businesses to have their premises inspected annually by local fire departments and furnish written reports to the DMV. The new rules went into effect on Jan. 1, 2020. The Fire & Life Safety Services Division Codes and Technical Services unit, in collaboration with the Oregon Fire Chiefs Association and Oregon Fire Marshals Association, helped to draft a new joint policy bulletin that was shared with the Oregon fire service. The bulletin gave guidance in administrating annual fire inspections at licensed motor vehicle dismantler facilities. The new rules are designed to address potential fire and other health and environmental hazards of such facilities.



The Field Operations Unit

The Field Operations Unit delivers services statewide, focusing on vulnerable populations, through fire and life safety inspections, origin and cause fire investigations, plan review for fire department access and water supply, training coordination with community groups, working with industry associations, and collaborating with local fire and building officials. Staffing of this unit consists of two supervising deputy state fire marshals — for the Eastern and Western regions — and 13 deputy state fire marshals (DSFMs). The DSFMs serve as liaisons between state partners like the Oregon Department of Forestry, local fire departments, and emergency management agencies during incidents such as a wildland fire conflagration. Each of the 13 DSFM positions covers large regions across Oregon. The DSFMs also have strong relationships with the local agencies in their assigned area and provide invaluable assistance to local fire departments.





The Technical Services Unit

The Office of State Fire Marshal adopted one of the most important tools used by the fire service to promote fire and life safety for all Oregonians. After 36 months of work with more than 150 members of the Oregon Fire Code Committee, our office approved the 2019 Oregon Fire Code. This will be the first update to the fire code since 2014.

For more than two years, the committee met each month and reviewed the 2018 International Fire Code (IFC) in great detail. The members came from the fire service, business and industry, partner agencies, and other interested parties. Each generously volunteered their time and expertise to provide input into the fire code that helps set the framework for a safer Oregon.

Our code review efforts sought to bring the Oregon Fire Code into conformance with the 2018 IFC, recommend amendments, and coordinate those changes. We also examined current and pending legislation, standards for equipment used for fire protection, and fire and life safety issues the 2018 IFC may not have addressed.

The Office of State Fire Marshal established the Oregon Fire Code Advisory Board. The establishment of this board provides a formal process, along with timelines, to identify emerging fire and life safety issues and to make recommendations to the State Fire Marshal. The board will include members who broadly represent industries, associations, and professions involved in of the development and implementation of the Oregon Fire Code and Oregon Structural Code, which will allow for a thorough code examination process.

State Properties Inspection Program

Our State Properties Inspection Program deputy inspected or re-inspected 352 buildings serving one of Oregon's most vulnerable populations — those working or residing behind locked doors. The Office of State Fire Marshal collaborated with the Oregon Department of Corrections (DOC) and Oregon Youth Authority (OYA) to ensure the fire and life safety of those who occupy these essential facilities.

Notable improvements completed in 2019 include an automatic fire sprinkler system voluntarily installed by OYA to offer greater protection for the residents and staff at their Camp Florence facility. Also, a new underground fire hydrant distribution system was installed by DOC at its Shutter Creek Correctional Institution. The original infrastructure was obsolete and no longer functional.



EMERGENCY RESPONSE SERVICES DIVISION

Local Emergency Planning Committee (LEPC) Conference

LEPCs are cooperatives comprised of first responders, emergency managers, public health officials, and industry representatives who determine the risk of chemical releases in their community, identify gaps in their ability to respond, and then develop emergency plans and conduct training exercises intended to address those gaps. Every two years, the Office of State Fire Marshal holds an educational conference to bring together LEPC representatives from across Oregon to share ideas and to focus on preparing for chemical releases in local communities. Leveraging Hazardous Material Emergency Preparedness grant funding, the OSFM organized the 2019 Oregon LEPC Conference at the Pendleton Convention Center in historic downtown Pendleton in May 2019, attracting more than 100 participants.

This year's conference featured a number of presentations and breakout training sessions, including grant writing, building whole community engagement, and overviews of federal chemical safety agencies and the OSFM's hazardous materials planning and response programs and resources. The conference also shared information regarding a free federal chemical plume modeling service and highlights of local emergency plans and exercises. Oregon's LEPC community is rapidly evolving, and the OSFM looks forward to their continued growth and success over the next two years until the 2021 Oregon LEPC Conference.

Hazmat by Rail Training and Community Outreach

The Office of State Fire Marshal facilitated the delivery of over 1,000 personnel training hours to firefighters, hazmat teams, emergency planners, elected officials, and other hazmat rail responders. In response to best practices developed from after-action reviews of similar rail incidents, training programs have been identified that would further prepare emergency officials, responders, and planners for a future incident. Leveraging the specialized knowledge and training of OSFM staff, regional hazmat response teams, incident management teams, and other qualified personnel, the OSFM was able to coordinate and host several courses. These courses adapt core response and incident command principles to the transportation by rail environment for first responders. In addition, our partner agencies get the opportunity to train their staff in core ICS principles, preparing them to integrate their agency's mission and objectives into an active hazmat transportation by rail incident.

The OSFM staff participated in and facilitated tabletop (TTX) exercises and community forums to discuss planning and response





strategies throughout 2019. These exercises and discussions revolved around hazmat by rail incidents, often in a “round table” format with representatives from all forms of public and private agencies. TTXs in particular are designed to test emergency response plans reveal operational gaps, identify training needs, and recommend updates to plans.

Regional Hazardous Materials Emergency Response Teams

The year 2019 marks the 30th anniversary of the Regional Hazardous Materials Emergency Response Teams (RHMERT) program. The Oregon Legislature approved the program in 1989. Oregon is considered the first state to organize and coordinate a statewide hazardous materials (hazmat) response program through a collaborative partnership between the Office of State Fire Marshal, local public safety response agencies, and the petrochemical transport industry. For three decades, the program has protected life, property, and the environment by responding to chemical emergencies and minimizing the dangers associated with them.

Building Additional Capacity

Through stakeholder support and the legislative budget approval process, the Office of State Fire Marshal raised the petroleum load fee to secure needed funding for capital improvements to the Regional Hazardous Materials Emergency Response Teams program. These increases are specifically intended to purchase capital assets including emergency response vehicles, threat detection tools, and technical safety equipment, not any program administrative or personnel costs. Investments are already being made in modernizing chemical protective suits and replacing the program’s aging emergency response vehicles.

The program is transitioning from responding with tractor/trailer vehicles to heavy rescue vehicles, and also changing from an SUV support vehicle to multi-purpose utility/tow vehicle. The hazmat heavy rescue design offers a platform more familiar to firefighters than a tractor/trailer driving experience. It performs better in all-weather conditions. It also permits hazmat technicians to use the office suit in the rear of the cab while the vehicle is responding to the call, allowing team members to begin re-searching the spilled or released product and providing expert guidance to local responders on-scene.

The Emergency Response Services Division also assisted the Mobilization Unit with receiving delivery of and equipping two tactical communication units to provide enhanced radio communication support at wildfire conflagrations and other mobilizations. Affectionately named Thing 1 and Thing 2, the two fully outfitted new Communications Unit vehicles will provide substantially more workspace for OSFM’s three Incident Management Teams during deployments. The units will provide Communications personnel with Wi-Fi, a radio monitoring station, permanently installed monitors and printing capability, and easier access to equipment.



REGULATORY SERVICES DIVISION

Fireworks Program

The Regulatory Services Division conducted a statewide fireworks public safety campaign for the 2019 fireworks season. We collaborated with several stakeholders including the Oregon fire service, Oregon law enforcement agencies and associations, and other state agencies. We produced collateral and social media marketing materials that could be printed and used by other public service agencies. The division also produced several public safety message videos shared widely on social media and leveraged the agency's social media platforms to amplify our message and materials on social media statewide to spread our messages. This included collaborating in the field with fire service partners at awareness events promoted on social media.

In partnership with other police and fire partners, the Regulatory Services Division structured an arrangement with Oregon licensed fireworks wholesalers to receive and properly use or dispose of fireworks that have been seized by various law enforcement agencies across the state. This arrangement supports the safe disposal of these fireworks while saving state and local governments resources.

Community Right to Know (CR2K)

CR2K staff met with nearly every local emergency planning committee (LEPC) at some point during the year to present information about reporting and the emergency planning tools available in CHS Manager, CR2K's online hazardous substance reporting program. We also presented at the State Emergency Response Commission (SERC)/LEPC conference in May 2019 and staffed a booth at the

**KEEP IT LEGAL - KEEP IT SAFE
LEGAL FIREWORKS**

State of Oregon Fireworks Chart:

Includes:

- Novelty Device
- Wheel
- Flitter Sparkler
- Fountains
- Smoke Device
- Ground Spinner



OREGON OFFICE OF STATE FIRE MARSHAL
503-934-8274 | oregon.gov/osfsm | sfm.sp@state.or.us | fb.com/OregonStateFireMarshal | twitter.com/OSFPM

**KEEP IT LEGAL - KEEP IT SAFE
ILLEGAL FIREWORKS**

State of Oregon Fireworks Chart:

ILLEGAL: Any firework that flies into the air, explodes, or behaves in an uncontrollable and unpredictable manner.

Warning label may say:
"Shoots Flaming Balls."

Oregon Laws Violated:
ORS 480.120

Violation Charged:
Class B Misdemeanor



The items below are considered illegal explosive devices and should only be handled by a bomb technician.

Contact OSFPM or the OSP Explosives Unit at 503-378-3720 for assistance with disposing illegal fireworks.

OREGON OFFICE OF STATE FIRE MARSHAL
503-934-8274 | oregon.gov/osfsm | sfm.sp@state.or.us | fb.com/OregonStateFireMarshal | twitter.com/OSFPM



Oregon Emergency Management Association Conference in October 2019. We collaborated with multiple local fire districts while conducting field activities. We also presented to our U.S. Forest Service partners at their safety and health conference in April 2019 and later hosted them to ensure and facilitate accurate reporting for their facilities in October 2019.

CR2K compliance staff visited more than 900 facilities in 2019. These included 17 onsite audits and 72 unreported site checks. The remainder were unregistered facilities, which had previously reported to CR2K but had not done so since the implementation of online reporting in 2018.

Using data from the department of motor vehicles, the CR2K program focused on the auto dismantler industry to ensure compliance by those businesses required to report. Staff visited 170 sites and determined 131 needed to report hazardous substance information to the CR2K program.

Non-Retail Fueling (Cardlock) Program

For the operating year ending on Sept. 30, 2019, Office of State Fire Marshal staff conducted 66 audits of cardlock operators, inspected 1,969 customer records, and conducted 337 facility inspections. The audits found 42 percent of the audited facilities were in complete compliance with no violations. Of the inspected facilities, 46 percent reported no violations. Cardlock staff also completed a thorough program review, which included technical rule changes and updated forms and procedures. We invited the cardlock operators to a conference call to give their input in the review process. An annual program review and newsletter was shared with all operators in the fall 2019, leading to greater compliance for the current year underway as of January 2020.



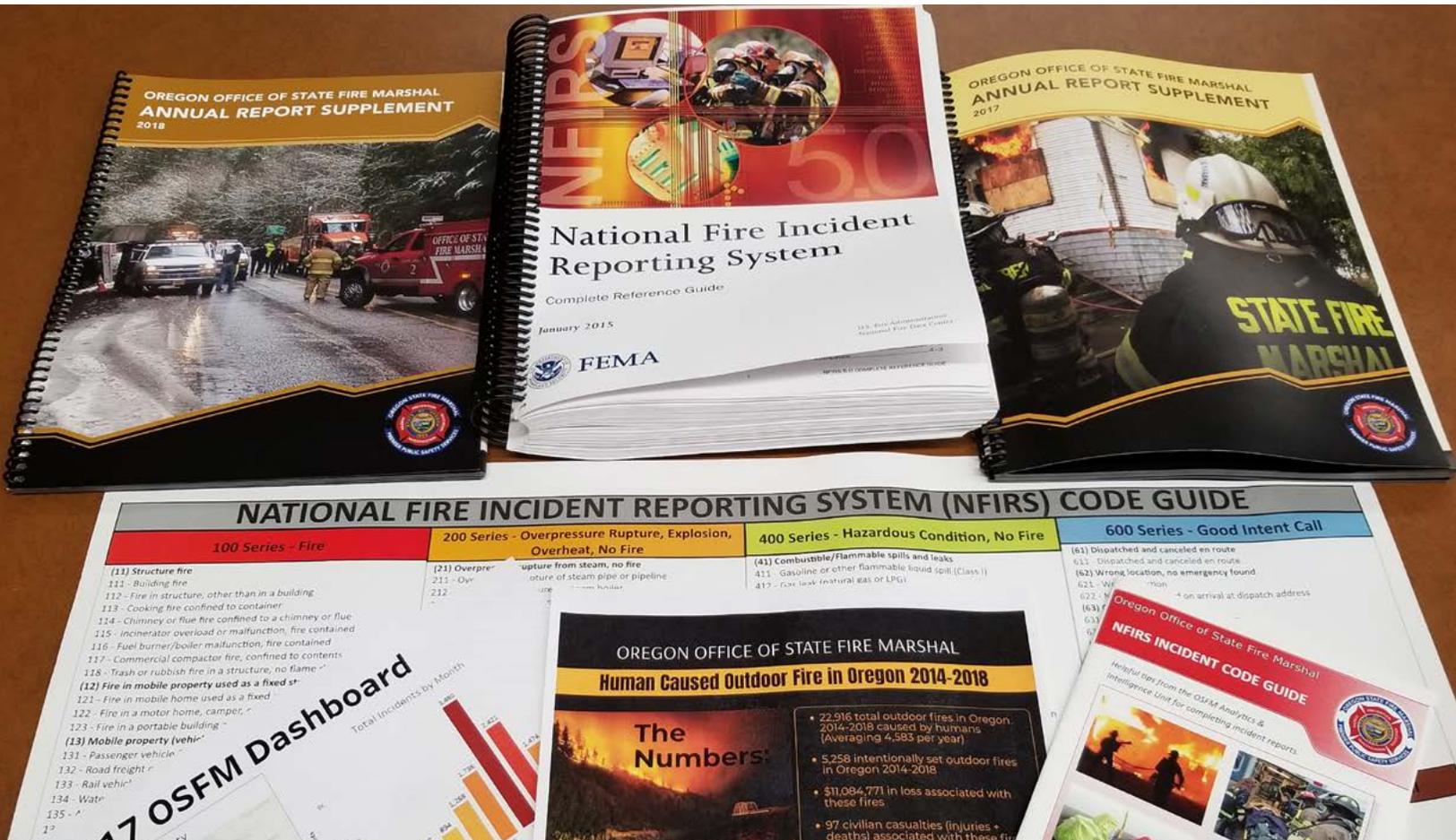
FIRE & LIFE SAFETY EDUCATION DIVISION

Analytics & Intelligence (A&I)

The A&I unit transitioned the Office of State Fire Marshal (OSFM) Inspection program into the Oregon ImageTrend Elite platform. The transition involved creating custom forms, in-person and web-based training for Deputy State Fire Marshals (DSFMs), and migrating and cleaning up historical data. This transition played an important role in placing OSFM's data in one place. This will make it easier to retrieve data to quantify and share the work that DSFMs do in the field. Also reports can be run to determine the most common violations and occupancy types associated with them.

The A&I unit documented processes by creating procedures and how-to guides for internal and external program customers. The creation of these guides serves several purposes. Our fire service customers operate 24/7. By developing tools and resources like these guides that the fire service can access outside of OSFM office hours, we are able to better assist our fire service partners. These guides also help to reduce staff time doing help-desk assistance over the phone during OSFM business hours, freeing the A&I staff to work on other projects.

The A&I unit also improved data collection through training and outreach to agencies not submitting their data to the National Fire Incident Reporting System (NFIRS). Data quality is a priority of the A&I unit and is necessary to have an accurate understanding of the fire problem in Oregon and to ensure the OSFM makes informed decisions for prevention and education. Outreach is critical in helping our fire service partners to understand the data standard and expectations for data quality.



The A&I unit standardized data analysis through the creation of report templates for internal and external use. The accomplishment of developing standard reports for routine analyses represents another effort internally to improve data quality and consistency. Using standardized reports improves consistency in data queries and ensures that our team is knowledgeable about the data source for our statistics

One of the primary functions of A&I unit is to support the fire service's efforts in NFIRS reporting. Though the unit only has three staff, its work is impactful. A&I staff responded to more than 475 requests for records assistance, totaling 250 total hours of support. The unit replied to more than 70 percent of the requests in under 24 hours. Most of the requests included in-depth data queries and analyses. Despite the complexity of the work, the unit's expeditious turnaround time resulted in high-quality customer service.

Smoke Alarm Installation Program

Fire & Life Safety Education distributed 3,737 smoke alarms to the American Red Cross and Oregon fire agencies to install, at no cost, to residences that otherwise would not be protected. Activities included a multimedia campaign with the Red Cross aired by Fox 12 and on social media during Fire Prevention Month in October, to promote the importance of smoke alarms and home-fire escape planning. By installing working smoke alarms in homes, occupants will be alerted to potential fires and provided more time to escape.



SOUND THE ALARM

Save a Life

Free Smoke Alarm Installation

(503) 528-5783

soundthealarm.org/cascades



American Red Cross
Cascades Region



Bigfoot, Friend in Fire Prevention

The Office of State Fire Marshal wanted a fresh, attention-grabbing approach on prevention to reduce wildfires in Oregon, focusing on the wildland urban interface. Gaining Oregonian's attention statewide was the first critical step. The OSFM introduced a well-known Pacific Northwest mystery, known as Bigfoot or Sasquatch, into wildfire prevention marketing in spring 2019. Bigfoot is portrayed as a protector of the wilderness and his "home," who encourages residents to take action to prevent wildfires and "believe in fire safety." The program tied into outdoor activities and local tourist locations. Iconic images of Bigfoot recreating in Oregon, with prevention messages, were shared on billboards, at airports, on social media, as mobile and desktop wallpapers, and on promotional materials.





Insight Training

Twenty-five fire service and juvenile justice professionals attended the third Insight Facilitator Training in March 2019, increasing the number of trained Insight facilitators to 59 professionals across the state. The Oregon fire service has responded well to this new tool resulting in regular engagement with the tool and distribution of more than 350 workbooks to 38 agencies.

Oregon School Activities Association (OSAA)

The Office of State Fire Marshal Youth Fire Safety program completed the first year of its partnership with the OSAA and has extended the contract into the 2019-2020 school year. The nonprofit OSAA is comprised of 291 member schools in Oregon, both public and private. The group provides leadership and state coordination on interscholastic activities and sponsors 116 state championships for students competing in 19 activities.

OSFM staff hosted educational booths at six state championships in 2019 in a joint commitment to promote fire safety and education for students, athletes, families, and school staff. These events included the state wrestling tournament, where the OSFM partnered with Portland Fire & Rescue to provide fire safety information to athletes and spectators from all across Oregon. In the spring, the OSFM attended the state 4A, 5A, and 6A baseball championships at Volcano Stadium in Salem. The spring also brought us to Monmouth and Forest Grove for the state track and field championships.

In the fall staff returned to the Cross-Country State Championships, hosted at Lane Community College where the large crowd welcomed us back for our second appearance. Staff then ended our 2019 OSAA events at the 4A, 5A, and 6A Semi-final State Football Championships in Hillsboro. The OSAA also shared OSFM's messages in its newsletter sent to school administrators and staff and ran the OSFM's web banners on its website.

Marion County Fair

In July 2019, the Youth Fire Safety program collaborated with Marion County fire agencies at the Marion County Fair's Real Heroes exhibit. At this annual event, Marion County showcases and honors its first responders throughout all four days of the local fair. This year we included 23 volunteers from six agencies: the Oregon State Fire Marshal, Turner Fire, Keizer Fire, Marion County Fire and Rescue, Woodburn Fire, and Stayton Fire. The partnering agencies provided messaging to fairgoers on home-fire escape planning, wildfire prevention, and youth fire safety.

Sound Off

The Michigan Public Safety Institute received a grant to continue its work with the Sound Off - Home Fire Safety Patrol program and choose Oregon, along with nine other states, to participate in its implementation pilot. In 2019, Youth Fire Safety program staff supported two communities in this pilot that brought this classroom curriculum to their local second- and third-grade classrooms. The Bend Fire Department and Sisters-Camp Sherman Rural Fire District accepted the invitation. In early January 2019, a group of 10 firefighters and volunteers from these areas were trained how to implement this program. Both teams quickly connected with their local schools and provided classroom training and home visits, installing 41 smoke and 14 CO alarms within their jurisdictions, also reaching 252 students, as well as completing 20 home safety checks. In the fall 2019, the grant was renewed and expanded to include Lane Fire Authority (LFA). Sound Off training for LFA began in January 2020. It will be provided supplies and materials to implement the program in its area.

Oregon State University and University of Oregon Athletic Programs

The Adult Fire Prevention and Safety program promoted fire prevention by teaming up with the athletics departments of the University of Oregon (UO) and Oregon State University (OSU) through co-branding opportunities that reach both schools' many Oregon fans. The engagement allows the OSFM to use the schools' mascots and logos on fire prevention and safety materials on a range of products. Other brand awareness and engagement activities with the two universities occurred at OSU and UO football, basketball, and baseball games. Office of State Fire Marshal messaging also occurred through OSU radio ads, in-game mentions, and advertising in OSU game programs.

Child Abuse and Family Violence Summit

Each year the Clackamas County Sheriff's Office and the Domestic Violence Enhanced Response Team hosts a multi-disciplinary conference to educate professionals on the complex issues associated with child abuse and family violence. In April 2019, the Youth Fire Safety program was invited to host a table at this three-and-a-half-day conference, where we provided youth fire prevention and intervention materials to professionals serving youth in the human services, law enforcement, juvenile justice, mental health, and education fields. The outreach strengthened our partnerships statewide and provided insights on fire intervention approaches used nationally. The 2019 conference celebrated its 20th year and drew its biggest numbers, with more than 1,000 participants.





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