

# OREGON LIFE SAFETY TEAM

## Meeting Minutes

Thursday, June 19, 2014  
Mt. Hood Room, Office of State Fire Marshal  
1:30 p.m. - 3:30 p.m.



### Attendees/Representing

Birr, Tim – OFSC  
Burns, David – US CPSC  
Fenison, Shawna - OSFM  
Fischer, Krista – OSFM  
Hoover, Rich – OSFM  
Kreutzer, Mark – OFDDA  
Kusz, Jim – North Lincoln Fire (Lincoln)  
McGrew, Claire – OSFM  
Mendez, Alfredo – Marion County Fire District #1 (Marion)  
Nemeyer, Dave – Forest Grove F&R (Washington)  
Roach, Amy – OSFM  
Sauermann, Lora – Albany F&R (Linn)  
Slavens, Ginger – Nestucca Fire (Tillamook)  
Stafford, Stephanie – OSFM  
Walker, Jim - OSFM  
Zinck, Jaime – OSFM

### Welcome/Introductions

The meeting was called to order at 1:30 p.m. by Stephanie Stafford. We went around the room and everyone introduced themselves. There were no teleconferencing members.

### Arson and Youth Overview – Krista Fischer

Krista gave a presentation on Arson and Youth. She showed videos about our culture's problem with "mixed messaging," the media's representation of fire, and a parenting video. She shared the Oregon statistics of youth fire setting, and the group discussed the problems with living in a culture that has glorified extreme activities and risk taking, and rewards risk takers with fame. We talked about society having so much social media saturation that the trend in youth is to "one up" each other regardless of safety, and to put everything on video/YouTube.

\*\*\*\*\* 5 minute break \*\*\*\*\*

### Fire Prevention Week presentation and group discussion – Stephanie Stafford and Jaime Zinck

Stephanie talked about her role as the NFPA Public Educator Network representative for Oregon and attending the NFPA *Remembering When™* Conference, the Public Education Network Meeting, and the Conference and Expo in Las Vegas, and some of the things she experienced there. She provided the NFPA's Fire Prevention Week theme "Working Smoke Alarms Save Lives: Test Yours Every Month" presentation.

Stephanie shared the NFPA's "Smoke Alarm Central" website <http://www.nfpa.org/safety-information/for-consumers/fire-and-safety-equipment/smoke-alarms>

Stephanie and Jamie provided a PowerPoint presentation on the 2014 Fire Prevention Week, and talked about available items, including free things that are now available on NFPA's website. Oregon Office of State Fire Marshal will be having Fire Prevention month as opposed to week. We discussed last year's Fire Prevention Week and the follow-up survey, and how we are using the feedback to create Fire Prevention Month plans for 2014.

**Suggestion:** Use local food pantry to distribute materials

**OSFM Idea:** Oregon Food Bank partnership – Jaime did some checking and the food bank does work with state agencies, and disseminates information throughout their branches for distribution in pretty wide coverage areas.

**OLST suggestions:** No suggestions at this time.

**Suggestion:** "We need to reach older kids...it's hard to engage them."

**OSFM Idea:** Essay Contest for older kids, and Calendar/Poster Contest for younger kids

**OLST suggestions:** Shawna suggested that the selfie contest might be great for a 17-21 year old crowd.

Ginger suggested that instead of an essay contest, older teens do a Youtube video on whatever topic it is that we decide on. Jim Kusz agreed that the video would be more appealing to teens than an essay.

**Suggestion:** "I think the fire prevention week has been very watered down"

**OSFM Idea:** A consistent campaign throughout October that engages social media, schools, fire agencies, and local and government agencies.

**OLST suggestions:** No suggestions at this time.

Jaime shared ideas for a "Test it Tuesday" on Facebook, where people could take selfies of them pushing their smoke alarm button, and submitting them to us for posting. We could offer some sort of prize at the end of the month. We will not be encouraging children to do the selfies, and will push the message that smoke alarm testing is an adult responsibility.

Other thoughts for social media spreading of the Fire Prevention messages were;

- 1) Facebook "teasers" to lure people to read the website regularly, and guess what the big "reveal" is. An example is "Something big is happening at OSFM, can you guess what it is?" have those several times weekly or when we reach a target number of "likes", leading up to Fire Prevention Week/Month.
- 2) "Tweeting" regularly, to keep our message circulating throughout the month.

These methods get people involved and coming back with interest, and spread our website further because their friends all see that they "liked" something.

Dave Nemeyer asked if there was a way to tie in a local sports figure or famous person to promote Fire Prevention Week.

David Burns suggested using a photo "investigation" to draw people in. Give people clues, along with actual pictures of fire scenes and let them investigate their way to the outcome.

Suggestions from the team as possible prizes were; "fire marshal for a day", having Jim Walker join them for lunch, and a meeting the Governor. Jim Kusz suggested partnering with a local (Portland) news station to have them help promote, and help provide the prizes for the contests.

Stephanie is setting up a time the week of June 23-27 to finalize ideas, and welcomed anyone to come be part of that subcommittee. She will email the OLST and welcome anyone to participate and have input on finalizing this year's Fire Prevention Week projects.

We are also working on the OSFM Fire and Life Safety Education website to make it easier to follow, easier to find links and find answers to questions about smoke alarms by branching out to different groups.

**Other items of business - open**

David Burns talked about several recall notices due to fire hazards, and explosions and passed around photos of the items he was discussing. Recall information found at

<http://www.cpsc.gov/en/Recalls/>

Jim Kusz shared news about his support services group. The group is composed of volunteers, and has grown very large. He is training them to be fire and life safety educators in the community.

**Meeting Adjourned**

3:35 p.m. Next meeting July 17,2014