

Program Description

The District's Public Education program was implemented in 2002 to provide consistency and continuity throughout the District on all educational pieces delivered to the public. In addition to the products provided for staff to use for education, staff is also trained on how to deliver the educational messages and what products to use to reinforce the teachable moment.

The District's Public Education Program is:

- A priority for the District and its employees
- Coordinated District-wide
- Targeted on issues according to District-wide incident data and foundational Fire Service messages
- All-hazard
- Incorporated into community specific messages for events and programs
- Designed to be proactive in addressing issues and trends
- Fostering excellence

The Public Education Program provides staff with a variety of educational tools, including the following:

- Case studies
- Brochures and handouts
- Educational videotapes
- Fire Safety House
- Give-aways
- Incident driven data
- Internal marketing and communication plan
- Pub Ed resource web age (Intranet)
- Public education/safety campaign calendar
- Public service announcements
- Redi-kits
- Station tour guides

The topics for educational instruction come with support materials, including brochures, handouts, videotapes, and other various support materials. These topics include:

- Burn prevention
- Emergency preparedness
- General home fire safety and prevention
- Heating equipment safety
- Home fire extinguisher use
- Kitchen fire prevention
- Home smoke alarms and fire escape planning
- Pediatric fall and injury prevention
- Residential fire sprinklers
- Senior fall and injury prevention
- Youth fire safety

Budget Summary

| Expenditures | 2002-03 Actual | 2003-04 Actual | 2004-05 Revised Budget | 2005-06 Adopted Budget |
|------------------------|-------------------|-------------------|------------------------------|------------------------------|
| Personnel Services | | \$78,825 | \$100,120 | \$88,696 |
| Materials and Services | | 29,102 | 36,250 | 39,450 |
| Total | | \$107,927 | \$136,370 | \$128,146 |

Personnel Summary

| Position | 2002-03 Actual | 2003-04 Actual | 2004-05 Budget | 2005-06 Budget |
|------------------|-------------------|-------------------|-------------------|-------------------|
| Media Manager | 0.00 | 0.50 | 0.50 | 0.50 |
| Total FTE | 0.00 | 0.50 | 0.50 | 0.50 |

2005-06 Significant Changes

Personnel services includes overtime for staffing weekend and evening public education events and for the continuation and expansion of the AFIRE program which targets apartment complexes.

Community Education Materials, account 5481, reflects funding for public education give-aways and public education materials of \$36,000.

Status of 2004-05 Performance Measures

- ▶ Provide public education/information emphasizing safety at all levels. (*Goal I – Ensure the health and safety of all members, Objective – B. 4.*)

Status: On-going. The Public Education Committee continues to provide the district with safety information people can use at work and home. Examples include the Pediatric Fall & Injury Prevention topic that is used during station tours with Day Care providers. In addition, employees often use the information with their daycare providers and in their own homes.

- ▶ Use public education/information in all areas of prevention. (*Goal II – Reduce the number and severity of emergency incidents – Objective – B. 1. d.*)

Status: On-going. Public Education topics are more than fire related. We use an all-hazards approach, meaning we focus on other things such as Senior Fall & Injury Prevention and Emergency Preparedness.

- ▶ Secure a new “all-hazards” fire safety house. (*Goal II – Reduce the number and severity of emergency incidents – Objective – B. 1. d.*)

Status: Completed. The Public Education committee and a group from Fire Prevention researched several options and manufactures of an “all-hazards” house. The bid was then developed and the house was ordered. The new house will feature high-tech equipment to use with such activities as fire escape planning and emergency preparedness.

- ▶ Use public education/information to educate the public with existing resources and materials. (*Goal III – Maximize utilization of existing resources.*)

Status: On-going. Public Education has capitalized on many existing resources from utilizing in-house software (and talent), to developing brochures and providing tools such as the Redi-Kits for our personnel to use within the community to educate our public.

- ▶ Create educational campaigns with community partners on safety awareness. (*Goal IV – Seek efficiencies through cooperative initiatives.*)

Status: On-going. Developing partnerships is the foundational model for educational campaigns. Our educational efforts include using radio, television and print to deliver safety messages to the community. Partnerships help pay

for these messages and help staff community events. (District investment \$18,000 Partnerships/Matches \$138,000.)

- ▶ Seek grants and other funding to help offset public education endeavors. (*Goal V - Pursue maximum institutional financial stability and predictability, Objective – G.*)
Status: On-going. Applied for a grant in the spring of 2004 to continue the mass media components of The Apartment Landlord project, as well as extending the information to children in targeted complexes.
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- ▶ Provide public education/information on the importance of mitigation for staff and the general public. (*Goal VI – Enhance preparedness for catastrophic events, Objective - C. 1.*)
Status: On-going. Public Education works with the emergency management to create safety information on the importance of mitigation including topics provided to staff in the Redi-Kit.
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- ▶ Provide public education/information to staff and the general public to reach out to the communities, as well as to communicate with members of the community for whom English is not their first language. (*Goal VII – Develop and enhance a workforce that honors and respects individual and group diversity, Objective A. 2.*)
 - ▶ **Status: On-going. Introduced the use of Pictorials on the topic of “The importance of maintaining a working smoke alarm” to our non-English speaking members of the community, as well as developed bi-lingual flyers and brochures on such topics as kitchen fire and heating safety.**
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- ▶ Provide public education/information to staff that communicates the District expectations in all areas of the workplace. (*Goal VIII - Promote craftsmanship throughout the organization, Objective – A. 2.*)
Status: On-going. The Public Education tools provide a consistent template for our employees to use to deliver important safety messages to our community. The model sets the standards for all employees to emulate.
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- ▶ Provide public education/information to the community and create opportunities for positive non-emergency contact and information. (*Goal IX – Build strategic, mission-oriented community understanding, which leads to involvement, Objective – A.*)

Status: On-going. All of our community events, AFIRES, and public participation are designed to create positive non-emergency public contact. We reached over 2,500 children during our AFIRE's and over 23,000 people during our Public Education events. This does not reflect the hundreds of thousands who hear or read our safety messages on the radio, television or in the newspaper. Educating exponentially is the cornerstone of public education/information.

- ▶ Provide public education/information to staff that supports the District's accreditation efforts. (*Goal X – Maintain CFAI accreditation and industry credentials.*)

Status: On-going.

Additional 2004-05 Accomplishments

- ▶ **Redi-Kit Additions** - Created additions and updates to the Redi-Kit including: 7 speaker's outlines, 5 brochures/hand-outs and 3 videotapes. Additions are Emergency Preparedness, Heating Equipment, Pediatric Fall & Injury Prevention, Youth Fire Safety and Home Smoke Alarms.
- ▶ **Level I Events Training** - Designed class, developed curriculum and implemented formal training for staff who participate in community events. The "Level I" class is mandatory for anyone wanting to work at community events (38 people attended).
- ▶ **Public Education/Landlord Program** - Supported apartment managers with educational materials for their office, common grounds and sent direct mail pieces to their tenants.
- ▶ **Targeted Safety Events** - Participated in multiple community events around the district focusing on our number one fire cause: Kitchen fires. Used bi-lingual flyer, safety message pot holder and display panel. Conducted live demonstrations on how to safely extinguish a pan fire.
- ▶ **Consultation** - Worked as a consultant with the Home Safety Council on the use of pictorials for their national campaign with Pro-Literacy America and fire departments across the nation.
- ▶ **Local Option Levy** - Assisted with many aspects of the campaign including research, design and implementation of the surveying instrument and survey results.
- ▶ **Safety Matters Television Program** - Produced a 30 program highlighting the district as well as safety steps you can take in and around your home. This aired repeatedly on cable television through out the district.

- ▶ **Giveaways** - Designed a new tattoo and TVF&R badge.
- ▶ **Spanish Translations** - Worked with Bruce International to translate Heating Equipment Safety (brochure) and Home Fire Escape Planning (flyer).
- ▶ **Presenter** - Spoke at the National Fire Academy about the research and findings from Campbell & DeLong and the marketing of campaign materials from Lloyd/ Maris on “The Barriers to Maintaining Working Smoke Alarms.”
- ▶ **Targeted Safety Messages** - Worked with several partners to develop safety messages for the public. Print, radio and television stations were used to deliver the messages. Topics included: Smoke Alarms, Senior Fall Safety, Summer Safety, Emergency Preparedness, Helmet Awareness and Winter Preparedness.
- ▶ **On-going Internal Campaigns** - Once again rolled out the *Wildfire Can Happen Here!*, *Fireworks* and *Bugs Out Kids In* campaign.
- ▶ **Grant Applications** – Assisted with research and application for an additional grant funding various aspects of the Apartment Landlord Project including the use of stove top hood extinguishers.”
- ▶ **Executive Academy** - Assisted with various aspects of the executive recruit academy including research and design with Campbell & DeLong.

Department Service Measures

| | 2002 | 2003 | 2004 |
|---|--------|--------|--------|
| Fire Safety House Event Statistics | | | |
| Total Number of Events | 38 | 21 | 38 |
| Total Attendance | 3,344 | 2,225 | 2,513 |
| Public Education Event Statistics | | | |
| Burn Prevention | | | |
| CPR / First Aid | | | |
| Career Info/Ride Along | | | |
| Emergency Preparedness | | | |
| Fire Extinguisher Use | | | |
| General Fire District Information | | | |
| General Home Fire Safety | | | |
| Heating Equipment Safety | | | |
| Home Fire Escape Planning | | | |
| Home Smoke Alarms | | | |
| Kitchen Fire Prevention | | | |
| Pediatric Fall / Injury Prevention | | | |
| Residential Sprinklers | | | |
| Seasonal Safety | | | |
| Senior Safety / Fall Prevention | | | |
| Youth Fire Safety | | | |
| Total Number of Events | 477 | 717 | 580 |
| Total Attendance | 22,997 | 23,228 | 23,418 |

2005-06 Performance Measures

- ▶ Develop 2 new Redi-Kit topics: Juvenile Firesetters and TVF&R 101 by using the Pub Education committee members to complete tasks - Winter 2005. (*Goal II - Reduce the number and severity of emergency incidents, Objective – B.*)
- ▶ Train personnel on Public Education items and tools by using district TV, Coffee Chats and e-mails - Spring 2005 and ongoing. (*Goal VIII - Promote craftsmanship throughout the organization, Objective – A.*)
- ▶ Continue core Redi-Kit updates by using research and data annually. (*Goal IX - Build strategic, mission-oriented community understanding, which leads to involvement, Objective – A.*)
- ▶ Design class, develop curriculum and implement “Level II” training for the new Fire Safety House by using Pub Ed Committee members to complete tasks and training – Summer 2005. (*Goal IX - Build strategic, mission-oriented community understanding, which leads to involvement, Objective – A.*)
- ▶ Design class, develop curriculum and implement training on towing and set-up for the new Fire Safety House by using Pub Ed Committee members to complete tasks and training – Summer 2005. (*Goal I – Ensure the health and safety of all members, Objective - B.*)
- ▶ Continue seeking funding resources such as grants to promote safety awareness in the community by applying for grants - ongoing. (*Goal V – Pursue maximum institutional financial stability and predictability.*)
- ▶ Continue seeking opinions through research on district funding by working with Campbell & Delong - ongoing. (*Goal V – Pursue maximum institutional financial stability and predictability and Goal IX – Build strategic, mission-oriented community understanding, which leads to involvement.*)
- ▶ Continue Executive Academy design and support with Training - Spring 2005. (*Goal IX – Build strategic, mission-oriented community understanding, which leads to involvement, Objective - C.*)
- ▶ Continue research, marketing and branding of TVF&R by using surveys, focus groups and community feedback as well as developing partnerships, mass media campaigns, AFIRES activities, community events and station activities to deliver the messages – ongoing. (*Goal IX – Build strategic, mission-oriented community understanding, which leads to involvement.*)

Public Education

| | Actual Prior FY 2003 | Actual Prior FY 2004 | Budget Prior FY 2005 | Budget Proposed FY 2006 | Budget Approved FY 2006 | Budget Adopted FY 2006 |
|---------------------------------------|----------------------------|----------------------------|----------------------------|-------------------------------|-------------------------------|------------------------------|
| 10460 General Fund | | | | | | |
| 5002 Salaries & Wages Nonunion | | 32,886 | 33,278 | 33,935 | 33,935 | 33,935 |
| 5004 Vacation Taken Nonunion | | 2,929 | 3,291 | 3,356 | 3,356 | 3,356 |
| 5006 Sick Taken Nonunion | | 530 | | | | |
| 5015 Vacation Sold | | | 703 | 717 | 717 | 717 |
| 5021 Deferred Comp Match Nonunion | | 310 | 737 | 746 | 746 | 746 |
| 5120 Overtime Union | | 17,248 | 30,000 | 25,000 | 25,000 | 25,000 |
| 5121 Overtime Nonunion | | 225 | 5,000 | 2,500 | 2,500 | 2,500 |
| 5201 PERS Taxes | | 11,046 | 15,033 | 14,967 | 14,967 | 14,967 |
| 5203 FICA/MEDI | | 4,029 | 5,585 | 5,068 | 5,068 | 5,068 |
| 5206 Worker's Comp | | 1,125 | 5,570 | 1,424 | 1,424 | 1,424 |
| 5207 TriMet/Wilsonville Tax | | 334 | 453 | 411 | 411 | 411 |
| 5208 OR Worker's Benefit Fund Tax | | 7 | | 20 | 20 | 20 |
| 5211 Medical Ins Nonunion | | 4,048 | | | | |
| 5221 Post Retire Ins Nonunion | | 113 | | | | |
| 5230 Dental Ins Nonunion | | 728 | | | | |
| 5240 Life/Disability Insurance | | 387 | 245 | 252 | 252 | 252 |
| 5270 Uniform Allowance | | | 225 | 300 | 300 | 300 |
| 5295 Vehicle/Technology Allowance | | 2,880 | | | | |
| Total Personnel Services | | 78,825 | 100,120 | 88,696 | 88,696 | 88,696 |
| 5300 Office Supplies | | 1,380 | | 150 | 150 | 150 |
| 5301 Special Department Supplies | | 367 | 100 | 150 | 150 | 150 |
| 5306 Photography Supplies & Process | | | 500 | | | |
| 5340 Software Expense/Upgrades | | 1,000 | 1,000 | | | |
| 5461 External Training | | 610 | 1,000 | 1,000 | 1,000 | 1,000 |
| 5462 Travel and Per Diem | | 894 | 1,000 | 1,000 | 1,000 | 1,000 |
| 5471 Citizen Awards | | | 200 | 200 | 200 | 200 |
| 5481 Community Education Materials | | 23,754 | 29,000 | 36,000 | 36,000 | 36,000 |
| 5500 Dues & Subscrip | | | 200 | 200 | 200 | 200 |
| 5570 Misc Business Exp | | 1,097 | 750 | 750 | 750 | 750 |
| 5572 Advertis/Public Notice | | | 2,500 | | | |
| Total Materials and Services | | 29,102 | 36,250 | 39,450 | 39,450 | 39,450 |
| Total General Fund | | 107,927 | 136,370 | 128,146 | 128,146 | 128,146 |
| 22460 Capital Improvement Fund | | | | | | |
| 5615 Vehicles & Apparatus | | | 68,744 | | | |
| Total Capital Outlay | | | 68,744 | | | |
| Total Capital Improvement Fund | | | 68,744 | | | |
| 25460 Grants Fund | | | | | | |
| 5414 Other Professional Services | | | | 30,000 | 30,000 | 30,000 |
| 5415 Printing | | | | 20,500 | 20,500 | 20,500 |
| 5484 Postage, UPS & Shipping | | | | 3,000 | 3,000 | 3,000 |
| 5572 Advertis/Public Notice | | | | 30,000 | 30,000 | 30,000 |

Public Education

| | Actual Prior FY 2003 | Actual Prior FY 2004 | Budget Prior FY 2005 | Budget Proposed FY 2006 | Budget Approved FY 2006 | Budget Adopted FY 2006 |
|-------------------------------------|----------------------------|----------------------------|----------------------------|-------------------------------|-------------------------------|------------------------------|
| Total Materials and Services | | | | 83,500 | 83,500 | 83,500 |
| 5615 Vehicles & Apparatus | | | | 58,668 | 58,668 | 58,668 |
| Total Capital Outlay | | | | 58,668 | 58,668 | 58,668 |
| Total Grants Fund | | | | 142,168 | 142,168 | 142,168 |
| Total Public Education | | 107,927 | 205,114 | 270,314 | 270,314 | 270,314 |