

Southern California Fire Prevention Officers PUBLIC EDUCATION COMMITTEE

Meeting Minutes - 4/4/06
Rancho Cucamonga Fire Dept.

PRESENT:

Linda Human	Cathedral City Fire Dept.
Donna St. Onge	Cathedral City Fire Dept.
Ryan Dacko	Chino Valley Fire Dept.
Michelle Douglas	Colton Fire Dept.
Brenda Emrick	Costa Mesa Fire Dept.
Dawn Revelle	Fullerton Fire Dept.
Chris Gomez	Monterey Park Fire Dept.
Jennifer Schultz	Newport Beach Fire Dept.
Kelley Donaldson	Rancho Cucamonga Fire Dept.
Norma Barrajas	Rialto Fire Dept.
Kerri Walton	Rialto Fire Dept.
Gale Schulte	Riverside Fire Dept.
Penni Overstreet-Murphy	San Bernardino County Fire Dept.
James	Torrance Fire Dept.
Adrian Abel	Vista Fire Dept.

WELCOME:

Penni Overstreet-Murphy welcomed newcomers to the group and started group introductions.

PROGRAM:

The program consisted of a panel discussion on fireworks. Panelists included Division Chief Tom Maxham (Chino Valley Fire Dept.), Tim Fejeran (Rancho Cucamonga Fire Dept.) and John Kelly (TNT Fireworks). Here are some highlights from that discussion:

Enforcement

Chino Valley Fire	Rancho Cucamonga Fire
○ Safe & Sane are legal in the City of Chino, but all fireworks are illegal in the City of Chino Hills	○ All fireworks are illegal in the City of Rancho Cucamonga
○ Joint enforcement with PD – all Chino Police Dept. officers are on duty on July 4 th	○ Joint enforcement with PD – no officers are designated to fireworks enforcement
○ Administrative Fine issued for use of illegal fireworks - \$1,000 fine	○ Fireworks are confiscated – residents are rarely cited for use
○ First year the campaign net \$107,000 – 80% of fines were collected	○ Only 2 citations issued in last few years

Education

Chino Valley Fire	Rancho Cucamonga Fire
○ Campaign: “A Thousand Times No! A \$1,000 fine for illegal fireworks in Chino!”	○ General press release stating all fireworks are illegal
○ Advertising campaign June 10-July 4 and costs \$25,000	○ Virtually no impact on budget – there isn’t a budget designated for fireworks education
○ Administrative Ordinance dictates that all monies collected go to the Fire District	○ Trying to work with Community Services division to voice consistent message for fireworks celebrations
○ Campaign consists of utility bill inserts, posters in storefronts, billboards, and newspaper ads	○ Direct mailer to identified problem areas – helped reduce problems when it was used
○ First year the campaign net \$107,000 – 80% of fines were collected	○ Considering developing an ordinance similar to Chino’s

TNT Fireworks

- Air 30-second PSAs in communities where products are sold
- “Celebrate Safely” Campaign – brochures available and flyers printed and distributed at schools
- AB2310 – Allows departments to charge administrative fees for confiscation and disposal. Current laws require all fireworks be sent to the State Fire Marshal for disposal, but the state can’t accommodate any more materials, forcing local departments to dispose of them on their own. Now departments will be reimbursed for costs incurred to dispose of them.
- AB2339 – Targets distributors of fireworks (ex. individuals who go to state lines to purchase large quantities of illegal fireworks and then re-sell those fireworks to individuals).
- Reporting of statistics statewide is inconsistent so it’s difficult to obtain accurate data on fireworks injuries and quantities confiscated.
- 75-80% of illegal fireworks in California are from Pahrump, NV.

BUSINESS MEETING:

- Penni is preparing a report for the FPO group highlighting our committee's goals and direction for next year. At the last meeting she had asked for suggestions from the group, but she never received anything. **If you have any suggestions for the budget or goals, please e-mail Penni ASAP.**
- Navato Fire Dept. has produced a video, “Make the Right Choice” for 7- & 8-year-old children about the dangers of making the wrong choice of playing with fire. The video is approximately 13 minutes.
- “Step to Safety with Asimo” video produced by the National Safety Council teaches children bicycle safety tips. Visit asimo_video@ahm.honda.com for more information.
- Safe Kids Worldwide produces a publication called “Tech Update” for car seat safety technicians. The controversy currently surrounding car seat safety is the issue of internal restraint strength and their inability to withstand the weight of the child (in line with today’s child obesity issues).
- San Bernardino County Children’s Network is a great resource for free print materials and educational programs. Check with your County for a Children’s Network organization.

- Committee Newsletter – Penni has produced the first issue and is asking for input on the next issue. These newsletters will be produced quarterly and added to the FPO website so that the information can be widely shared.

Standing Committee Updates:

Risk Watch

Penni briefly updated the group on Risk Watch's new curriculum which is being called Risk Watch Lite. The program materials will be less expensive and shorter versions of the original Risk Watch modules. The launch date has yet to be confirmed, but look for the product very soon! If you would like to be a Risk Watch "Safe Community," applications are due by May 5th. Visit www.nfpa.org for more information about the program and how to apply.

Safe Kids

National Safe Kids Week is May 7-13, 2006 and this year's theme focuses on water safety, specifically entrapments. The Inland Empire Coalition (which serves Riverside and San Bernardino Counties), will be debuting a water safety video at the Redlands Krikorian Theatre in honor of Safe Kids Week. The anticipated date for that event is May 16, 2006.

California Juvenile Fire Setter Coalition

Gale Schulte gave us an update on the status of the group. They are still structuring the coalition and working on securing funding for training. (The original funds came from Alisa Ann Ruch Foundation, but that was only a one-time funding option so they are searching for additional resources to continue the training.) The next meeting will be April 14th at the Orange County Fire Authority Training Center in Irvine. They will be discussing their 501©3 status. The newsletter and website updates will be coming soon. Visit their website for more information www.californiafiresetter.org

CERT and Emergency Preparedness

The National CERT Conference will be held May 16-18, 2006 in Los Angeles and will include Train-the-Trainer and T4 (Supervisor) classes. Visit their website www.cert-la.com for more information about the conference and for registration. CERT is no longer part of FEMA, but information can be found on the Citizen Corps website.

Drowning Prevention (DPN)

Penni gave an update on the Submersion Incident Reporting Form that is currently being used in Riverside and San Bernardino Counties. The intent of the form is to capture information about submersion (both fatal and non-fatal) incidents in the two counties in order to better direct education efforts. The SIRF report is to be completed by all emergency responders (fire, police and ambulance personnel) and then submitted to the San Bernardino County Health Dept (for incidents in SB Co.) and to the Riverside Injury Prevention Network (Riverside Co.).

Rialto Fire is partnering with their Building & Safety folks to closely inspect public pools. They also have an outstanding education program based on the book *Stewie the Duck Learns to Swim*.

Alisa Ann Ruch Foundation

No report given.

Fireworks

See program description for more detailed information.

Burn Institute

The Inland Empire Chapter (a spin-off from the San Diego Burn Institute) is still raising funds to establish a chapter at the Arrowhead Regional Medical Center in Colton. The “Spirit of Courage Awards” will be held at Pechanga again this year – more information to be announced.

The Burn Institute’s website has an interactive escape plan that is great for kids. There is also a burn prevention conference coming up soon (more details to follow).

Home Safety Council

Brenda briefed the group on the Home Safety Council and the opportunities for free or inexpensive education programs. June is Home Safety Month and there is lots of good information their website.

Fire Prevention Officer Organizations

Chris Gomez commented on the recent Foothill FPO meeting in which representatives from Marks Brothers (an extinguisher company) gave an excellent presentation and training on their inspection process for fire extinguishers.

Brenda Emrick and Dawn Revelle briefly talked about the upcoming Orange County FPO meeting which will be held at Knott’s Berry Farm and will focus on fireworks, specifically pyrotechnics shows. There will also be a meeting on May 31st that will focus on Leadership in the Fire Service. Check their website for more training opportunities (www.ocfpo.org).

Spark of Love

The 2005 Toy Drive wrap up meeting recently took place. For the 2006 Toy Drive they are considering scheduling multiple kick-off dates in multiple locations rather than one big event to kick-off the entire toy drive. The next meeting is scheduled for June 7, 2006 at 10:00 at ABC 7.

Roundtable:

Ryan Dacko with **Chino Valley Fire** has been tasked with finding new education programs and new marketing methods. The C.H.I.E.F.S. organization that funds Chino’s public education programs is looking for some new, innovative ways to disseminate educational messages. Ryan is considering the File of Life program as well as some general emergency preparedness educational programs.

Donna St. Onge with **Cathedral City Fire** shared information about the Riverside County Injury Prevention Summit which will be held on May 24, 2006 at Cal Baptist University in Riverside. They will be conducting training workshops on how to use the Hazard House display from ModelTech. Donna and Linda also brought copies of their City Ordinance regarding smoke alarm inspections at the time of a real estate transaction (this program was discussed at the February Pub Ed Meeting).

Adrian Abel with **Vista Fire** commented on an increase in mobile home fires in their jurisdiction. Several suggestions from the group were generated to help with the education and enforcement to prevent mobile home fires: contact Building & Safety to see who inspects the mobile homes when they are “installed;” contact the “management company” that oversees the mobile home park and try to do some educational presentations/workshops with them; and the Idea Bank has a video on Mobile Home Safety.

James with **Torrance Fire** is new to the assignment of Public Education. He is currently working on developing some PSA’s for cable TV. Torrance Fire has the ability to produce such videos in house so he is coordinating that effort as well as placement with media. The California Professional Firefighters association has “canned” PSA’s available for low cost and they can be personalized. The PSA’s are produced by Fire Star Productions and can be found on their website.

Kerri Walton with **Rialto Fire** briefly shared some information on their drowning prevention campaign.

Chris Gomez with **Monterey Park** is developing a curriculum for engine companies who conduct station tours and visit elementary schools. She is also looking for sample SOP’s from other departments for their Juvenile Fire Setter Intervention Program as well as ideas for Open House activities. There is a high population of Asian-language speaking folks and she is having difficulty getting materials translated into the appropriate language.

Jennifer Schultz with **Newport Beach Fire** is excited to be concentrating on public education now instead of being tasked with many other projects and she is looking for new programs and ideas. She will be coordinating a Junior Firefighter Camp (with their Parks & Rec dept) that is similar to the Junior Lifeguard Camp that is so successful in her city. She has also discovered an outstanding video, “Fire Is…” that is very inexpensive (\$6 each) and provides several short programs on fire safety. The video is approximately 20 minutes and Jennifer will forward the ordering information to Penni to share with the rest of the group.

Kelley Donaldson with **Rancho Cucamonga Fire** summarized the District’s current work on a Strategic Plan, which addresses staffing and equipment issues. One of the key things that will stem from this is a fee increase for things such as permits, re-inspections, etc. The fee study has taken into account the time necessary for an intervention program with a juvenile fire set incident. Staff time spent with the juvenile and caregiver will soon be recovered from the parent if the child’s fire play incident initiated a fire department response. She has also developed a newsletter specifically for the City Council to share some of the information from the Strategic Plan. In addition, the District is producing a quarterly newsletter for all senior neighborhoods within its jurisdiction (assisted and independent living, mobile home parks, etc.). .

Brenda Emrick with **Costa Mesa Fire** is using the Fire Corps volunteer outreach program. The tool kit is available on the website or you can e-mail Chief Kurt Latipow with Ukiah Fire at KLatipow@cityofukiah.com. Brenda is very excited that their marketing/branding project is in full swing. Public Education now has its own website, logo, stationery, and postcard developed by students from the Art Institute of California. The website is combined with the Association’s website, but it is mainly educational – there is a link for “Members Only” where union members can access their

information. Check out this new site at www.cmfd.com Brenda also shared information about the upcoming EMS Week (May 14-20, 2006) which is led by the Orange County Health Agency in her area. For more information on EMS Week events in Orange County, visit www.EMSWeek.com.

Dawn Revelle with **Fullerton Fire** shared information about the Newspapers in Education project that several departments are working on for the Orange County Register. On September 28th they will publish a half page article on Hazard Hunt issues and on October 5th they will print the Open House schedule for Orange County departments. The supplemental pull-out section with all kinds of great fire safety info will be published on October 12th.

Penni Overstreet-Murphy with **San Bernardino County Fire** mentioned that the Fire Safety Trailer has been out almost every weekend and its been very well received. She has a new intern that has been translating all of her brochures into Spanish.

NEXT MEETING:

The next meeting is scheduled for **June 13th**. All 2006 Public Education Committee meetings will be held at Rancho Cucamonga Fire Station 173 located at 12270 Firehouse Ct. unless otherwise advised.

From the 210 Freeway East, exit Day Creek Blvd and turn right. Go approximately 1.5 miles and turn right on Firehouse Ct.

From the 10, 60 or 91 freeways, take the 15 Freeway North. Exit Foothill Blvd and turn left. Turn right on Daycreek and then left on Firehouse Ct.

2006 meeting schedule:

~~Tuesday, February 14, 2006~~

~~Tuesday, April 4, 2006~~

Tuesday, June 13, 2006

Tuesday, September 12, 2006

Tuesday, November 14, 2006

Tuesday, January 9, 2007